

IMPACT REPORT
2026

CURAÇAO
FEEL IT FOR YOURSELF

A WORD FROM THE MINISTER

On November 18, 2025, our national soccer team “The Blue Wave” qualified for the FIFA World Cup, and a nation of just over 150,000 people stepped onto one of the largest stages in sport. It was a moment of great pride, and a rare opportunity.

I commend the Curaçao Tourist Board (CTB) for using that moment well. With football as the catalyst, the CTB and its partners in Europe, Latin America and North America shared our culture, hospitality and identity with the world.

The movement generated roughly 30,400 earned media placements and an estimated reach of 29.5 billion views. Curaçao is now known in markets we had never reached before. Tourism is important for our economy. Our task now is to build on this momentum and turn global attention into lasting growth for our island and our people.

My sincere thanks to the people of Curaçao who wore blue with pride and our partners all over the world.

Roderick Middelhof
Minister of Economic Development of Curaçao



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Mama wak!


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1. EXECUTIVE SUMMARY

When Curaçao's national football team, known as The Blue Wave, qualified for the FIFA World Cup on November 18, 2025, a nation of just over 150,000 people earned a place on one of the largest stages in international sport. The story generated immediate global attention, well beyond the audiences and channels Curaçao typically reaches through destination marketing.

The Curaçao Tourist Board mobilized around the team's story, running a coordinated omni-channel campaign across earned, owned and paid channels in Europe, Latin America and North America between November 18, 2025, and July 1, 2026. We worked with regional PR agencies and its in-market teams to channel the attention generated by qualification into structured coverage, on-the-ground activations, paid media and digital presence that told the wider story behind the team: the pride of a nation of just over 150,000 people arriving on a global stage, and the culture, hospitality and identity of Curaçao as a destination.

Football was the catalyst; destination awareness was the objective. Every activation, from earned media to paid campaigns to on-island press programs to AI visibility, was designed to convert the tournament attention into lasting brand equity for Curaçao as a destination.

GLOBAL IMPACT AT A GLANCE	
Total earned media placements	~30,400 across North America, Latin America and Europe
Total estimated reach	~29.5 billion
Total social engagement	~84 million (across ~584,000 mentions on ~13,200 unique sites)
In-market events	15+ across 8 markets, 2,000+ combined attendance
curacao.com sessions	3.75 million
Google Search impressions	83.5 million
Paid media	~295,000 DOOH impressions

In North America (United States), 3,087 placements delivered an estimated reach of 18.9 billion.



In Latin America (Brazil, Argentina, Peru, Chile and Colombia), the campaign generated approximately 26,600 earned media placements with an estimated combined reach of 6.1 billion. Direct PR activity accounted for around 171 placements and 145 million in reach. The remaining volume reflected wider organic coverage, particularly in Brazil (18,705 placements, 3.72 billion reach) and Argentina, Peru and Chile combined (7,839 placements, 2.37 billion reach).

In Europe, the Netherlands, Germany, Belgium and the United Kingdom generated 696 Blue Wave-related placements with a combined online reach of approximately 4.5 billion across the full reporting period, driven by qualification, the Advocaat storyline, tournament build-up and the group stage matches themselves.

2. METHODOLOGY AND SCOPE

Reporting period: November 18, 2025, to July 1, 2026, from Curaçao's World Cup qualification to the opening phase of the tournament.

Markets: North America, Latin America and Europe, each covered by regional PR and marketing agencies engaged by the Curaçao Tourist Board and by our in-market teams. A global layer covers social listening, website analytics and AI visibility.

DATA SOURCES

- Earned media: monitoring by regional PR and marketing partners, consolidated into a shared reporting framework maintained by our team.
- In-market events: reported by CTB regional teams.
- Social listening: Talkwalker, using Blue Wave-specific queries per region (Europe, Latin America and North America).
- Website and search: Google Analytics 4 and Google Search Console.
- AI visibility: in-house tracking with SEMrush across ChatGPT, Google AI Overviews, Google AI Mode and Gemini.

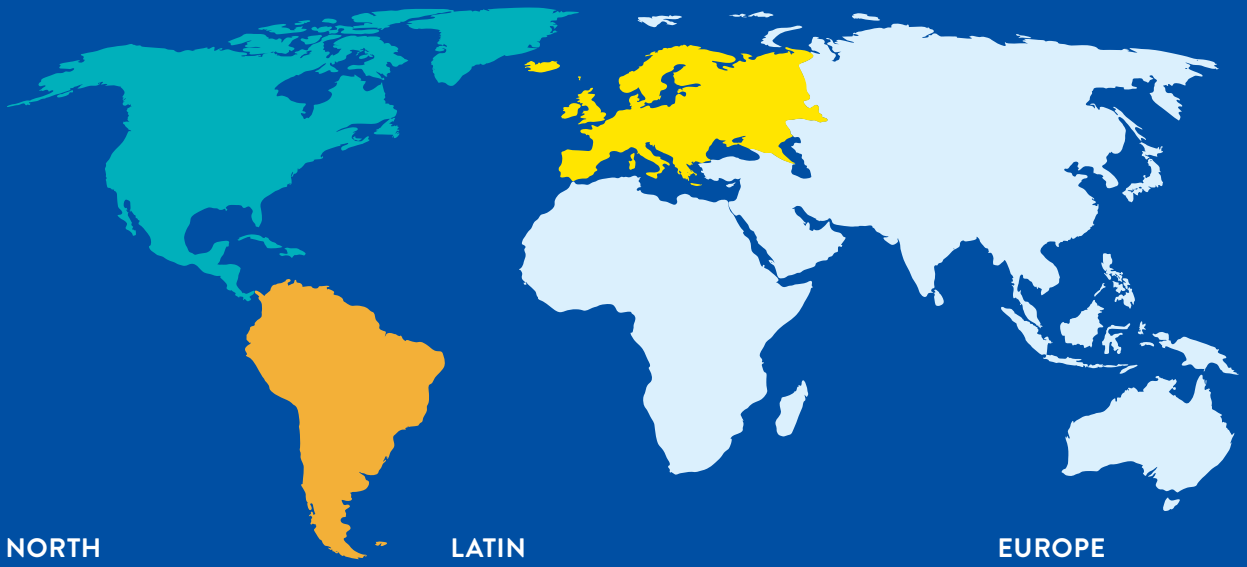
ESTIMATED REACH

Estimated reach is calculated by combining the potential audience of all earned media placements across the reporting period. As audiences may overlap between placements, the total represents cumulative potential exposure rather than the number of unique individuals reached.



GLOBAL GENERATED EXPOSURE

TOTAL PLACEMENTS ~30,400 across all markets



NORTH AMERICA
(United States)

3,087
PR placements

LATIN AMERICA
(Brazil, Argentina, Peru, Chile, Colombia)

~26,600
total placements (Brazil 18,705 | Arg/Peru/Chile 7,839 | Colombia 25, direct PR 171)

EUROPE
(The Netherlands, Germany, Belgium and the United Kingdom)

~696
Blue Wave-related placements

ESTIMATED REACH ~29.5 BILLION combined



NORTH AMERICA
~18.9B



LATIN AMERICA
~6.1B
Brazil: 3.72B,
Arg/Peru/Chile: 2.37B
Colombia: 3.4M



EUROPE
~4.5B
NL: 3.9B
DE: 550M
BE: 25M
UK: 25M

EXECUTIVE SPOKESPERSON INTERVIEWS

47

BROADCAST COVERAGE HIGHLIGHTS

10
TV stations

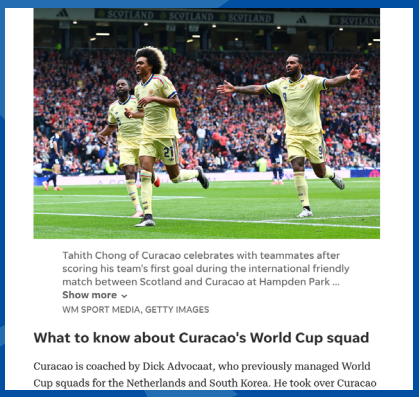
NBC NIGHTLY NEWS · TELEMUNDO Deportes · CNN BRASIL · JN · TyC Sports · ARD · ZDF · NOS · Galileo · WELT

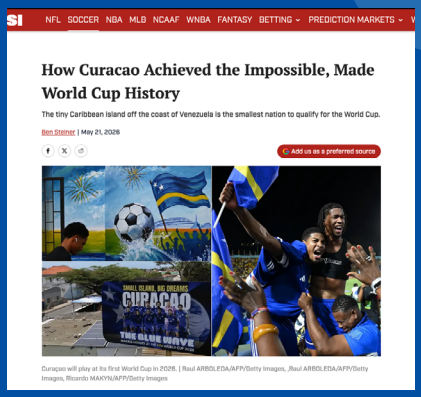
CLIPPING HIGHLIGHTS

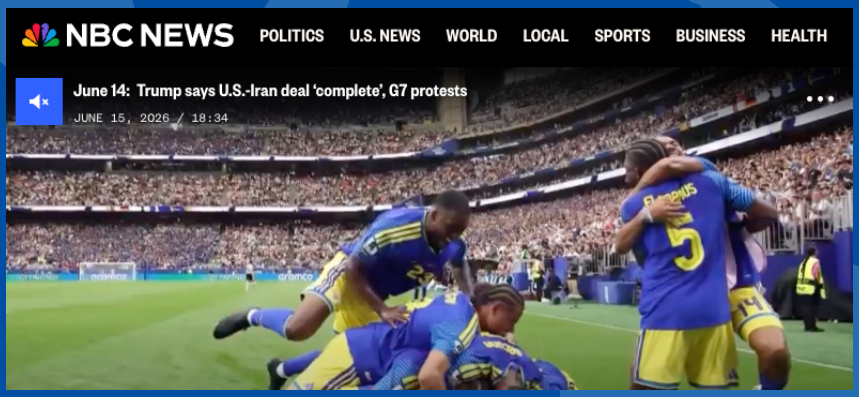
NORTH AMERICA



















CLIPPING HIGHLIGHTS

LATIN AMERICA

TyC Sports

BOCA RIVER SELECCIÓN ARGENTINA ROLAND GARROS

COMPETENCIAS Y DEPORTES › FÚTBOL INTERNACIONAL › MUNDIAL

La fórmula de Curazao para el Mundial: raíces caribeñas y futbolistas neerlandeses

Solo uno de los 26 convocados nació en la isla, el resto lo hizo en Países Bajos y representa al país por su ascendencia familiar.

Por **Delfina Gatti**
30/05/2026 08:27 am



CNN BRASIL ESPORTES

Ao vivo Política Money WW Agro

Esportes Futebol Brasileirão Automobilismo Tênis Apostas

CNN ESPORTES

Técnico vê chance de zebra e aposta na força de Curaçao na Copa do Mundo

Equipe está no Grupo E e enfrentará Alemanha, Costa do Marfim e Equador

Ian Ransom, da Reuters
30/03/26 às 08:12 | Atualizado 30/03/26 às 08:12



Seleção do Curaçao disputará a Copa do Mundo pela primeira vez • Divulgação/Curaçao

SECCIONES LA NACION SUSCRÍBETE POR $1.500 INICIAR SESIÓN

LA NACION – Agencias

"Pequeña isla, grandes sueños" para Curazao, el país más pequeño del Mundial de 2026

"Pequeña isla, grandes sueños". El cartel de la selección de fútbol de Curazao cuelga a la entrada de Marchena, un barrio popular de Willemstad, la capital del territorio más pequeño que...

22 de abril de 2026 - 07:35



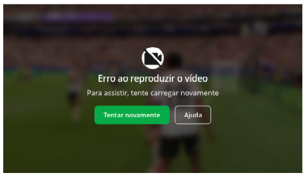
PUBLICIDAD

MENU ge COPA DO MUNDO DA FIFA™ BUSCAR Entrar com Conta Globo

Curaçao entra para o Guinness e ganha elogio depois do 7 a 1: "Um gol ainda é uma vitória"

País recebe certificado do livro dos recordes como o menor a ir a uma Copa do Mundo

Por Redação do ge — Houston, EUA
15/06/2026 14h29 · Atualizado há 3 meses



Alemanha 7 x 1 Curaçao | Melhores Momentos | 1ª rodada | Copa do Mundo 2026

EL TIEMPO SUSCRÍBETE INICIAR SESIÓN

NOTICIA

Curaçao celebra su clasificación histórica al Mundial 2026 con una agenda cultural y deportiva

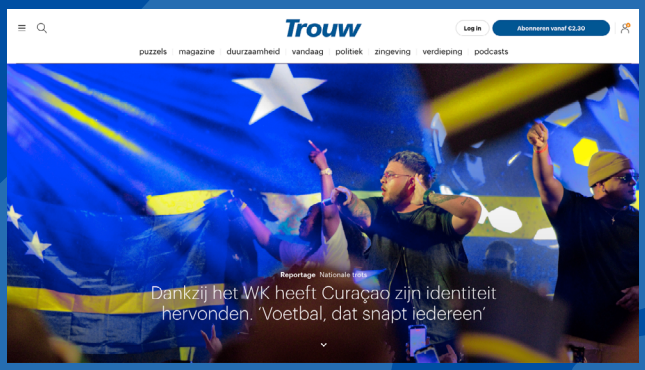
La isla caribeña organizará eventos frente al mar, experiencias gastronómicas y actividades familiares para conmemorar el debut.



CLIPPING HIGHLIGHTS

EUROPE









Inside the tiny Caribbean island that's the smallest nation to enter the World Cup - with exquisite beaches, exotic bird life, and the best cocktails in the region

- **READ MORE:** Inside the luxury New York hotel offering a $1 million World Cup 2026 final package - with tickets to the match, a private helicopter to the stadium and an on-call massage therapist
- **See more Daily Mail on Google** - save us as a Preferred Source

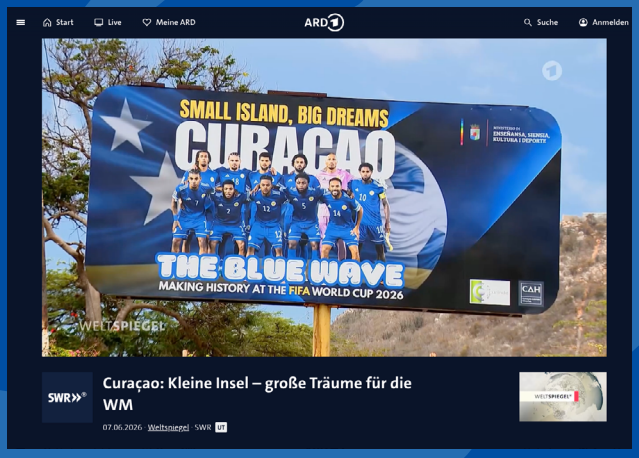
By MARK PALMER FOR THE DAILY MAIL
PUBLISHED: 15:43 BST, 9 June 2026 | **UPDATED:** 15:50 BST, 9 June 2026

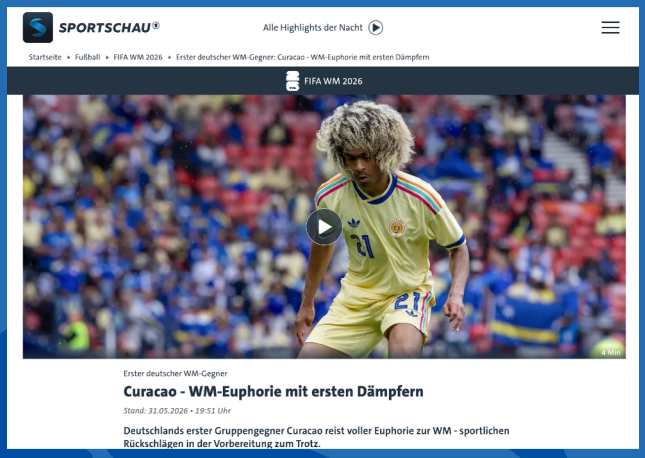
Share 21 View comments

The odds of Curacao winning the FIFA World Cup are 2,500 to 1, longer than those for any country in the tournament's history.

But already they are champions of sorts. Because never has such a small country, both by population and size, qualified for the finals.

Curacao (pronounced cure-uhsow) has a population of 158,000 – not far off that of Oxford – and is 38 miles long and up to eight miles wide.





3. IN-MARKET PRESENCE

ACTIVITIES	
In-market events	15+ events across 8 markets
Countries activated	USA, Brazil, Argentina, Colombia, United Kingdom, the Netherlands, Germany and on-island Curaçao
Total attendance	2,000+
Largest single event	Houston Blue Wave Village, June 14, 2026 (1,200 attendees)
On-island press programs	15+



We hosted more than 15 in-market events across eight markets during the reporting period, with combined attendance of over 2,000. Each activation was designed to create a direct experience for a specific audience (media, trade partners, influencers, football fans, or the general public) and to give journalists, broadcasters and creators something to attend, cover and share in-market. The pattern that emerged across every region was consistent: activations where we brought people together in person consistently produced the strongest coverage.

Houston Blue Wave Village, June 14, 2026, was the campaign's largest single event. Timed to the Curaçao vs. Germany match, the Village drew 1,200 attendees to a purpose-built activation at NASA Fan Village in downtown Houston, positioning Curaçao within the tournament's most-watched opening weekend. The event was covered live from the ground by BBC News, Bloomberg News, Houston Chronicle, NOS Broadcasting and La Voz de Houston, delivering a combined 335 million in reach from coverage generated at the event. The Village also functioned as the filming set for the NBC Nightly News segment (87 million reach). Beyond the media impact, the Village served as a physical anchor for Curaçao's brand during the tournament, giving fans, press and trade partners a shared space to experience the destination alongside the football moment.



From March to July 2026, Managing Director Muryad de Bruin also participated in a broadcast media TV blitz across Houston and Philadelphia, with local television appearances including KHOU-TV, FOX 29's Good Day Philadelphia, PHL17 and 6ABC. These interviews helped extend Curaçao's visibility in key World Cup host markets beyond the main events and national media coverage.

PRESS TRIPS

On-island press programs were the second major pillar of our in-market activity, with more than 15 hosted journalist and creator trips across the reporting period.

North America. The US on-island sports press trip in April (Sports Illustrated, CBS Sports, Goal.com and @GOALUSA) generated 10 stories and 113 million in reach. In May, Telemundo Deportes brought a full crew to Curaçao for a multi-format production including a national TV segment, a YouTube feature reaching 1.9 million, and a digital feature.
Latin America. Brazil hosted two on-island press programs: a friendly match trip in early June with ESPN Brasil and Placar, and a Legends trip in April with Globo Esporte (12.4 million reach across five pieces).

Europe. We hosted the Netherlands Blue Wave press trip on-island in June, generating coverage across Men's Health, Metro, Culy and football influencer @PapaTolletje. In May, we hosted multiple German TV productions on-island that created long-form content: an ARD documentary and a Galileo (ProSieben) documentary. Separately, we hosted a journalist from The Herald Scotland as part of our activation around the Curaçao-Scotland friendly match in Glasgow in May.

Bringing media to the destination consistently generated the strongest and most textured coverage, moving journalists beyond match-focused reporting to Curaçao's culture, hospitality and identity.

WATCH PARTIES

Watch parties took place across Buenos Aires (70 attendees, June 14), São Paulo (100 attendees, June 14), Bogotá (40 attendees including 8 journalists and influencers, June 25) and Breda (three co-branded events with Radio Veronica on June 14, 21 and 25). In parallel, we activated the Miami media event during the World Baseball Classic in March (9 journalists, 3 features, 24.8 million combined reach), the Philadelphia Media and Influencer Event in June (20 influencers and 11 journalists, 90 million reach, live broadcast on-site), the Curaçao–Scotland friendly activation in Glasgow in May (the top 20 UK travel agents plus around 150 fans), and a trade viewing party for German travel agents and media. The Nuestro Bogotá venue carried Blue Wave décor from June 7 to July 19, providing sustained physical brand visibility across a six-week window. Together, this network of activations turned the tournament into a live, ongoing brand presence rather than a single moment of visibility.

CABANA ARENA





VERONICAFE (THE NETHERLANDS)





4. SOCIAL LISTENING
(BLUE WAVE-SPECIFIC)

TOTAL MENTIONS

~584,000 across Europe, Latin America and North America

PEAK ACTIVITY MID-JUNE

2026 (Curaçao group stage matches)

UNIQUE AUTHORS

~278,000

number of individual accounts who posted about The Blue Wave

UNIQUE SITES

~13,200

TOTAL ENGAGEMENT

~84M



















SOCIAL AND CONVERSATION

Blue Wave-specific social listening across Europe, Latin America and North America between November 18, 2025, and July 1, 2026 recorded approximately 584,000 mentions, 84 million engagements (likes, comments, shares, reposts and other engagement actions), 278,000 unique authors and 13,200 unique sites. These numbers reflect the level of active audience participation that took place online during the build-up to and performance of the Blue Wave. Peak activity across all three regions occurred in mid-June 2026, aligning with Curaçao's group stage matches.

VOLUME BY REGION

REGION	MENTIONS	ENGAGEMENT	UNIQUE AUTHORS
North America	296,000	31.2M	136,500
Latin America	135,800	26.1M	75,900
Europe	152,100	26.5M	65,200

TOP COUNTRIES BY REGION

REGION	TOP COUNTRIES BY SHARE OF CONVERSATION
North America	United States 84.9%, Mexico 12.6%, Canada 2.5%
Latin America	Brazil 54.6%, Colombia 23.4%, Argentina 10.1%, Ecuador 5.1%
Europe	Germany 38.5%, France 22.5%, the Netherlands 15.4%, United Kingdom 12%

PLATFORMS

X was the leading platform in all three regions, with the highest share in Latin America (83%) and North America (51.5%). Reddit accounted for 23.6% of the North American conversation. Instagram, Bluesky, YouTube, blogs and online news made up secondary shares. Newspaper coverage carried 8.5% of the European conversation.

THEMES AND AMPLIFICATION

Recurring themes across the conversation included tournament performance, Curaçao travel and tourism, national pride and cultural identity, fan reactions, national team kits (including BBC Sport coverage) and, as a distinct recurring category, online gambling and eGaming licensing.

Notable amplifiers during the reporting period included LimmigreParisien (Twitch, 210K followers), @zooma.media (TikTok, 325K followers), Ziggo Sport (TikTok, 746K followers) and webthethao (TikTok, 572K followers).



5. WEBSITE AND SEARCH

GOOGLE SEARCH IMPRESSIONS
83.5M

CURACAO.COM SESSIONS
3.75M

REFERRAL TRAFFIC SESSIONS
67,000

TOP SOURCE MARKETS

32.1%	15.4%	13.9%	8.3%	5.2%	3.8%
BRAZIL	UNITED STATES	COLOMBIA	THE NETHERLANDS	CURAÇAO	GERMANY

PEAK WEBSITE SURGE

JUNE 14 TO 15, 2026

following Curaçao vs. Germany



SEARCH AND DIGITAL RESPONSE

Curacao.com recorded 3.75 million sessions between November 18, 2025, and July 1, 2026, alongside 83.5 million Google Search impressions and 67,000 sessions via referral traffic.

TRAFFIC SOURCES

MARKET	SHARE OF CURACAO.COM SESSIONS
Brazil	32.1%
United States	15.4%
Colombia	13.9%
The Netherlands	8.3%
Curaçao	5.2%
Germany	3.8%

TRAFFIC PATTERNS

Traffic showed two distinct surges tied to our activation moments:

- Qualification window (November 18–20, 2025): initial traffic across English, Portuguese, Spanish and Dutch homepages, with elevated engagement on “Why Curaçao” pages in Portuguese and Spanish.
- Match window (June 14–26, 2026): the largest sustained surge. On June 14–15 (following Curaçao vs. Germany), the English homepage recorded 43,778 sessions in the two-day window and the /bluewave/ landing page recorded 4,034 sessions in the same window. “Where is Curaçao?” pages received significant traffic in English, Portuguese, German and French.
- Traffic activity eased once Curaçao’s participation in the tournament ended.



6. EXPOSURE HIGHLIGHTS

The following moments defined the reporting period. Reach figures come from the regional PR monitoring maintained by our partners and our team.

DATE	MOMENT	REACH / DETAIL
Nov 18, 2025	World Cup qualification announced	Jornal Nacional (BR) 2.47M; El País, El Espectador (CO) national pickup
Feb 23, 2026	Dick Advocaat resignation coverage	MSN NL 99.7M, MSN DE 99.7M, BILD 22.9M, RTL XL 6.5M
Mar 8, 2026	Miami Media Event during World Baseball Classic	9 journalists, 24.8M combined reach
Mar-Jul 2026	Muryad de Bruin Broadcast Media TV Blitz – Houston + Philadelphia	Local TV interviews across key World Cup host markets, including KHOU-TV (Houston), FOX 29's Good Day Philadelphia, PHL17 and 6ABC.
Apr 20–24, 2026	On-island US Sports Press Trip	4 US journalists (SI, CBS Sports, Goal.com, @GOALUSA); 10 stories, 113M reach
May 5–8, 2026	Telemundo Deportes On-island Shoot	TV segment + YouTube feature (1.9M) + written article
May 2026	The Blue Wave NL + DE peak	NOS hero pieces (10.1M and 4.5M), ARD, ARD Sportschau (6.8M x 2), ZDF Heute (4.7M), Welt TV (4M)
May 2026	German long-form TV productions filmed on-island	ARD documentary, Galileo (ProSieben) documentary placed Curaçao in extended prime-time and lifestyle formats for German audiences
May–Jun 2026	Vivir Viajando + Clarín (Argentina)	Clarín 9.5M, TyC Sports 18M; Vivir Viajando aired on TV Pública
May 30, 2026	Scotland-Curaçao friendly match activation, Glasgow	20 top travel agents + ~150 fans
Jun 14, 2026	Buenos Aires + São Paulo Watch Parties	Buenos Aires 70 attendees, São Paulo 100 attendees
Jun 14, 2026	Houston Blue Wave Village (Curaçao vs. Germany)	1,200 attendees; BBC News, Bloomberg, Houston Chronicle, NOS on-site; 335M combined reach
Jun 2026	Philadelphia Media & Influencer Event	20 influencers + 11 journalists; 90M reach; live broadcast on-site
Jun 2026	NBC Nightly News segment	Filmed at Houston Fan Village; 87M combined reach
Mid-Jun 2026	Guinness World Records recognition	Globo Esporte + Metrópoles, 4.9M combined reach
Jun 25, 2026	Curaçao vs. Ivory Coast (final group stage)	Peak match day across social, web and search

Key learning: two patterns held across markets.

- The strongest earned media coverage came from moments where our partners and we provided journalists, broadcasters or creators with a direct experience to attend: on-island press trips, in-market events or shared broadcast sets.
- Coverage that framed the football moment as part of a wider destination story tended to travel further than coverage focused only on match results.

7. REGIONAL PERFORMANCE



NORTH AMERICA

Coordinated activity with our US PR partner generated 3,087 placements with an estimated combined reach of 18.9 billion, alongside 26 executive interviews and two in-market events.

Three activations defined our US program. The Miami media event during the World Baseball Classic in March opened the campaign. The on-island sports press trip in April brought four US journalists (Sports Illustrated, CBS Sports, Goal.com and @GOALUSA) to Curaçao, generating 10 stories and 113 million in combined reach. The Houston Blue Wave Village on June 14, timed to the Curaçao vs. Germany match, was the campaign's largest single event: 1,200 attendees, BBC News, Bloomberg, Houston Chronicle and NOS on-site, and 335 million in combined reach. Telemundo Deportes also brought a full crew to Curaçao in May for a multi-format production including a national TV segment and a YouTube feature reaching 1.9 million.

LATIN AMERICA

Latin America delivered the highest volume of coverage in the report by a significant margin: approximately 26,600 placements and 6.1 billion in combined estimated reach across Brazil, Argentina, Peru, Chile and Colombia. Direct PR activity accounted for 171 placements and 145 million in reach; the remainder reflected wider organic in-market coverage.

Brazil produced the single largest market response: 18,705 placements and 3.72 billion in reach. Direct activity delivered 27 placements at 26.5 million reach and 7 executive interviews. Coverage was led by Globo (Jornal Nacional at 2.47 million on qualification night), Globo Esporte, ESPN Brasil, Placar, CNN Brasil, Metrópoles and UOL. Two on-island press programs anchored our Brazilian activity: a friendly match trip in early June with ESPN Brasil and Placar, and a Legends trip in April with Globo Esporte (12.4 million reach across five pieces). A São Paulo Blue Wave Watch Party on June 14 drew 100 attendees. Coverage consistently framed Curaçao as a "second national team" for Brazilian fans, connecting football to broader cultural and destination themes.





Argentina, Peru and Chile delivered a further 7,839 placements and 2.37 billion in reach through a single Southern Cone workstream. Direct activity generated 119 placements at 115.6 million reach and 14 executive interviews. Hero coverage came from TyC Sports (18M), La Nación (10.2M), Clarín (9.5M), Infobae Peru (5.8M) and El Mostrador (Chile), alongside the Vivir Viajando travel program on TV Pública. Notably, 82 of the 119 direct placements landed outside football, in travel, culture and lifestyle contexts. Argentina responded to the full Curaçao story across football, lifestyle and destination positioning, while Peru and Chile responded more strongly to data-led framing built around tourism growth (Peru +156% year-on-year, Chile +126%). A Buenos Aires Blue Wave Watch Party on June 14 drew 70 attendees.

Colombia delivered 25 direct placements at 3.4 million reach. A Blue Wave Watch Party in Bogotá on June 25 brought 40 attendees, including 8 journalists and influencers alongside trade partners, reinforced by a second trade activation with Sandals on June 14. Standout coverage came from El País, El Espectador, El Tiempo, Blu Radio and Q'hubo. The Nuestro Bogotá venue carried Blue Wave décor from June 7 to July 19, providing sustained physical brand visibility across a six-week window. Our Colombia partner identified Bogotá as the strongest experiential PR hub and Medellín as a growth opportunity.





EUROPE

European coverage totaled approximately 696 Blue Wave-related placements with a combined online reach of approximately 4.5 billion across the Netherlands, Germany, Belgium and the United Kingdom, with sustained activity from qualification through to the end of the tournament.



The Netherlands was the largest and most sustained European response, dominated by football and personality-led storylines: Dick Advocaat's leadership through qualification and tournament preparations. May 2026 was the peak Blue Wave month at 384 placements and 2.97 billion in estimated reach, with hero pieces from NOS (10.1M and 4.5M) and De Volkskrant (3.1M). Our Blue Wave press trip in June generated further coverage across Men's Health, Metro, Culy and football influencer PapaTolletje. We partnered with Radio Veronica, one of the Netherlands' largest commercial radio stations (1.5 million weekly listeners, 4.1 million monthly, 7.1% market share in the 20-59 demographic, 200,000 social followers), to build a dedicated World Cup activation branded "WK VeroniCafé." The concept transformed the station's programming into a shared fan experience celebrating both the Dutch national team (Oranje) and Curaçao's national team (La Familia Azul).

Alongside earned and owned activity, we ran a Digital Out-of-Home (DOOH) paid campaign in Rotterdam and Amsterdam, timed to Curaçao's three group stage match days in June 2026. This activity in the Netherlands was strategically deployed to reach audiences with a strong affinity for Curaçao. The country is home to a significant Curaçaoan diaspora and a large group of people who know the island well through travel, family and cultural connections. Concentrating visibility around the game days helped maximize relevance and engagement, extending support for Team Curaçao to an audience already invested in the island and its sporting success. The campaign delivered 294,699 impressions across 11,133 spots. Match 1 (Curaçao vs. Germany, June 13–14) carried the strongest performance, delivering 42% of total campaign volume with 124,743 impressions. Match 2 (Curaçao vs. Ecuador, June 20–21) delivered 97,636 impressions and Match 3 (Curaçao vs. Ivory Coast, June 24–25) delivered 72,320.

Germany centered on two storylines: Curaçao as Germany's group stage opponent, and Curaçao as a Caribbean travel destination. BILD Online carried the Advocaat resignation at 22.9 million reach in February. May 2026 was the peak month at 54 placements and 242 million in estimated reach, with hero broadcast coverage from ARD (6.9M), ARD Sportschau (6.8M x 2), ZDF Heute (4.7M) and Welt TV (4M). During the tournament, RND published cultural features on the Curaçao national anthem and Keshi Yena cuisine (3.5M each) and GMX carried a destination feature at 6.7M. We also hosted two long-form German TV productions on-island in May: an ARD documentary and a Galileo (ProSieben) documentary, both placing Curaçao in extended prime-time and lifestyle formats. Corendon's new direct Düsseldorf-Curaçao route (announced in June) added an aviation news angle. A trade viewing party was also hosted for German travel agents and trade media.

Belgium was not a focus market for us but generated pickup around key narrative moments, with coverage concentrated on the Advocaat storyline and pre-tournament build-up. Mediahuis titles (Het Nieuwsblad, Gazet van Antwerpen, Het Belang van Limburg) carried the Advocaat resignation at a combined reach of approximately 9.4 million. In April, RTL Info's "Nous allons battre l'Allemagne" (2.4M) and L'Avenir's tourism impact story (1.5M) framed the pre-tournament moment, alongside VRT's Curaçao nurse exchange program coverage (6.7M).





The United Kingdom was anchored by a radio interview with Managing Director Muryad de Bruin at qualification and additional print and online coverage in the Daily Mail, BBC, The Guardian and The Independent in the lead-up to the tournament. In late May we activated in Scotland around the Curaçao-Scotland friendly on May 30 in Glasgow, engaging the top 20 travel agents in the market and around 150 fans, and hosted a journalist from The Herald Scotland ahead of the match.

8. AI VISIBILITY

AVG. MONTHLY CURAÇAO MENTIONS IN AI ANSWERS

810
SEP 2025 – MAY 2026

+10.6%
INCREASE

896
JUN – JUL 2026

AI TOOLS TRACKED

ChatGPT · Gemini · Google AI · AI Overview

Curaçao's presence in AI-generated answers was tracked across ChatGPT, Google AI Overviews, Google AI Mode and Gemini. Findings are directional, as the measurement category is new and rapidly evolving. As complete AI mention totals are unavailable, Semrush measures brand mentions within a monitored dataset of prompts to indicate visibility in AI-generated answers.

GROWTH DURING THE TOURNAMENT WINDOW

- September 2025 – May 2026: 810 Curaçao mentions per month (average) in AI-generated responses.
- June – July 2026: 896 Curaçao mentions per month.

PROMPT CATEGORIES WHERE CURAÇAO SURFACES

- Direct destination queries: capital, airlines, airports.
- Travel recommendation queries: in English, Spanish, and Dutch.
- World Cup and football queries: including CONCACAF qualifier context.



9. CONCLUSION



The reporting period documented in this report captures a defined moment for Curaçao. Qualification for the FIFA World Cup on November 18, 2025, placed the destination in front of audiences and channels beyond the reach of standard tourism marketing, and the Curaçao Tourist Board's coordinated response across Europe, Latin America and North America channeled that attention into measurable outcomes across earned media, in-market presence, social conversation, website traffic and AI-driven visibility.

The results speak to the scale of what was possible when a national moment, coordinated PR and marketing activity, on-the-ground activations and owned channel presence aligned around a single narrative. Approximately 30,400 earned media placements across North America (3,087), Latin America (~26,600) and Europe (~696), an estimated combined reach of approximately 29.5 billion, 584,000 Blue Wave-specific social mentions across three regions, 3.75 million sessions on curacao.com, paid media in the Netherlands combining DOOH (294,699 impressions in Rotterdam and Amsterdam) and a radio partnership with Radio Veronica, and a measurable lift in Curaçao's presence in AI-generated responses form the evidence base for that scale.

Direct experiences (on-island press trips, in-market events, shared broadcast sets) consistently produced the strongest coverage. Storylines that connected football to Curaçao's wider destination narrative traveled further than match-driven coverage alone. Markets responded differently depending on their existing familiarity with the destination, with data-led framing landing more strongly in emerging markets and full-story framing landing more strongly in higher-familiarity markets.

We recognize that the visibility documented here is a starting point rather than a finished outcome. The relationships built with international media, the traffic patterns established on curacao.com, the position secured in AI-driven discovery and the trade and public audiences engaged through in-market events form a foundation we intend to build on in subsequent activity.




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