
CURAÇAO
Curaçao Tourist Board
TOURISM PERFORMANCE
FIRST 6 MONTHS 2026
CURAÇAO TOURIST BOARD

TOURISM PERFORMANCE FIRST 6 MONTHS 2026

TOTAL STAYOVER ARRIVALS	DAY TRIPPERS	TOTAL CRUISE ARRIVALS	TOTAL VISITOR NIGHTS	AVERAGE HOTEL OCCUPANCY	ECONOMIC IMPACT (DIRECT +INDIRECT) INCL.CRUISE
437,259	**15,728**	**515,556**	**3.6 million**	**83.5%**	**1.65 billion US$**

How was the first six months of the year 2026?

In the first six months of 2026, Curaçao welcomed **968,543** tourist arrivals, including **437,259** stayover visitors and **515,556** cruise arrivals recorded by the Curaçao Ports Authority. Stayover visitors generated **3.6 million** visitor nights, averaging **8.2** nights per person. Smith Travel Research reported an average hotel occupancy of **83.5%** and an average daily rate of **$290.94**. Using the Turistika Model, the Ministry of Economic Development and CTB calculated the total economic impact, including cruise tourism and direct and indirect effects, at **1.65 billion US$** for the period.

Visitor arrivals



	Jan	Feb	Mar	Apr	May	Jun	Summary
2026	79,562	74,589	79,763	75,331	65,145	62,869	437,259
2025	73,289	69,607	72,474	68,190	58,994	57,413	399,967
% Change	9%	7%	10%	10%	10%	10%	9%



WHERE DID OUR VISITORS **COME FROM?**

Stayover arrivals increased by **9%** in the first six months of 2026, reaching **437,259** visitors compared to **399,967** in the same period of 2025. The table below shows that the Netherlands, United States, and Canada remained key source markets for Curaçao. Together, these three markets generated **283,056** stayover arrivals, representing nearly two-thirds of all stayover visitors during the period. The Netherlands remained the largest single market with **134,711** arrivals, up **7%**; the United States followed with **116,953** arrivals, up **5%**; and Canada recorded the strongest growth among the three, increasing **32%** to **31,392** arrivals.

WHERE DID OUR VISITORS COME FROM?

COUNTRY	Jan	Feb	Mar	Apr	May	Jun	2026	2025	%Change
Canada	7,587	7,421	8,400	4,754	2,030	1,200	31,392	23,822	32%
United States	18,071	19,619	24,043	20,491	18,659	16,070	116,953	111,861	5%
Total North America	**25,658**	**27,040**	**32,443**	**25,245**	**20,689**	**17,270**	148,345	135,683	9%
Argentina	4,394	3,686	3,340	2,667	2,873	2,102	19,062	10,477	82%
Brazil	5,029	4,146	2,638	3,038	2,889	2,756	20,496	19,762	4%
Colombia	5,903	2,937	4,184	4,128	4,523	7,144	28,819	25,817	12%
Others	5,724	5,434	5,457	5,434	5,544	5,445	33,038	29,416	12%
Total South America	**21,050**	**16,203**	**15,619**	**15,267**	**15,829**	**17,447**	101,415	85,472	19%
Caribbean	**2,763**	**2,589**	**3,090**	**4,324**	**3,479**	**3,977**	20,222	21,981	-8%
Germany	1,129	1,165	2,841	1,016	1,179	756	8,086	7,039	15%
Netherlands	24,562	23,440	21,385	24,620	20,673	20,031	134,711	126,071	7%
Others	3,364	3,172	3,602	4,123	2,562	2,489	19,312	17,057	13%
Total Europe	**29,055**	**27,777**	**27,828**	**29,759**	**24,414**	**23,276**	162,109	150,167	8%
Other	**1,036**	**980**	**783**	**736**	**734**	**899**	5,168	6,664	-22%
Total	**79,562**	**74,589**	**79,763**	**75,331**	**65,145**	**62,869**	437,259	399,967	9%

MARKET SHARE BY REGION IN THE FIRST SIX MONTHS OF 2026

Europe remained Curaçao's largest source region in the first six months of 2026, accounting for **37%** of stayover arrivals, slightly below its **38%** share in 2025. North America held steady at **34%**, while South America increased its share from **21%** to **23%**, reflecting stronger regional growth. The Caribbean maintained a **5%** share, and other markets declined from **2%** to **1%**. Overall, the distribution remained broadly stable, with South America gaining share while Europe and other markets softened slightly.



Region	2026 Jan - Jun	2025 Jan - Jun
North America	34%	34%
South America	23%	21%
Caribbean	5%	5%
Europe	37%	38%
Others	1%	2%
Summary	100%	100%

HOW MANY NIGHTS DID THEY STAY IN THE FIRST SIX MONTHS OF 2026?

Region	Jan	Feb	Mar	Apr	May	Jun	2026	2025	%Change
North America	196,750	186,337	201,593	147,355	118,635	103,848	954,518	885,014	8%
South America	139,228	109,628	98,064	92,471	98,637	105,008	643,036	510,110	26%
Caribbean	13,341	12,782	12,488	20,406	14,621	16,334	89,972	80,838	11%
Europe	381,166	318,619	304,363	329,780	272,180	267,638	1,873,746	1,760,168	6%
Others	4,732	5,397	5,086	4,645	5,356	4,614	29,830	38,320	-22%
Total	735,217	632,763	621,594	594,657	509,429	497,442	3,591,102	3,274,450	10%

WHAT IS THE AVERAGE NIGHT SPENT PER PERSON?

Region	Jan	Feb	Mar	Apr	May	Jun	2026	2025	%Change
North America	7.7	6.9	6.2	5.8	5.7	6.0	6.4	6.5	-1%
South America	6.6	6.8	6.3	6.1	6.2	6.0	6.3	6.0	6%
Caribbean	4.8	4.9	4.0	4.7	4.2	4.1	4.4	3.7	21%
Europe	13.1	11.5	10.9	11.1	11.1	11.5	11.6	11.7	-1%
Others	4.6	5.5	6.5	6.3	7.3	5.1	5.8	5.8	0%
Total	9.2	8.5	7.8	7.9	7.8	7.9	8.2	8.2	0%

WHERE DID OUR VISITORS
STAY IN THE FIRST SIX MONTHS?

The accommodation distribution data shows that stayover visitors used a mix of resort hotels and other lodging options in the first six months of 2026, with preferences varying by region. North American and South American visitors were more likely to stay in resort hotels, at **63%** and **57%** respectively, although both shares declined compared to 2025. European and Caribbean visitors leaned more toward other lodgings, with other lodging shares of **55%** and **53%** respectively. Overall, the data points to continued diversification in accommodation choices, especially outside the traditional resort hotel segment.

WHERE DID OUR VISITORS STAY IN THE FIRST SIX MONTHS?

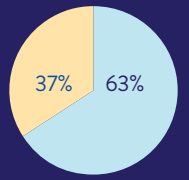
North America	2026 Jan- Jun	2025 Jan- Jun
Hotels	63%	67%
Other Lodgings	37%	33%
Summary	100%	100%

South America	2026 Jan- Jun	2025 Jan- Jun
Hotels	57%	61%
Other Lodgings	43%	39%
Summary	100%	100%

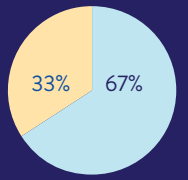
Caribbean	2026 Jan- Jun	2025 Jan- Jun
Hotels	47%	40%
Other Lodgings	53%	60%
Summary	100%	100%

Europe	2026 Jan- Jun	2025 Jan- Jun
Hotels	45%	46%
Other Lodgings	55%	54%
Summary	100%	100%

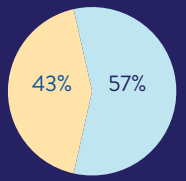
NORTH AMERICA 2026



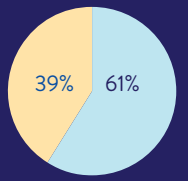
NORTH AMERICA 2025



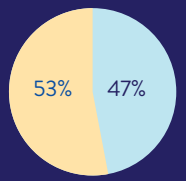
SOUTH AMERICA 2026



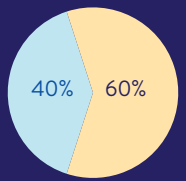
SOUTH AMERICA 2025



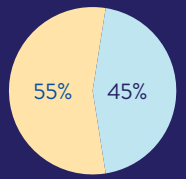
CARIBBEAN 2026



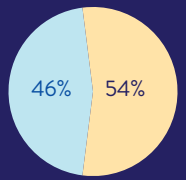
CARIBBEAN 2025



EUROPE 2026



EUROPE 2025



HOTELS **OTHER LODGINGS**

CURAÇAO HOTEL PERFORMANCE IN THE FIRST 6 MONTHS OF 2026

Based on STR data covering 15 hotels and 3,077 rooms on island, hotel performance improved in the first six months of 2026, with occupancy rising to 83.5%, ADR increasing to $290.94, and RevPAR up 16.8% to $243.11.



Occupancy

2026	2025
83.5%	77.6%

↑ 5.9% POINT CHANGE

Average Daily Rate (ADR)

2026	2025
$290.94	$266.95

↑ 9.0%

Revenue per Available Room (RevPar)

2026	2025
$243.11	$208.14

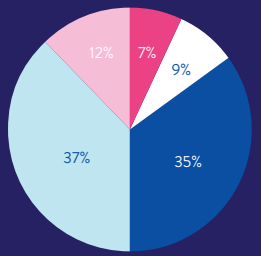
↑ 16.8%

Source: STR

WHAT AGES ARE OUR VISITORS?

NORTH AMERICA

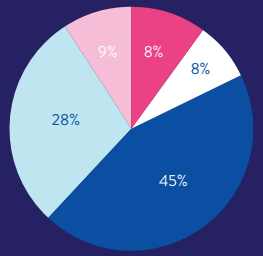
0-14	7%
15-24	9%
25-44	35%
45-64	37%
65+	12%
Summary	100%



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

SOUTH AMERICA

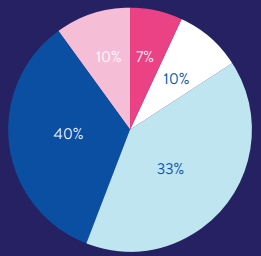
0-14	10%
15-24	8%
25-44	45%
45-64	28%
65+	9%
Summary	100%



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

CARIBBEAN

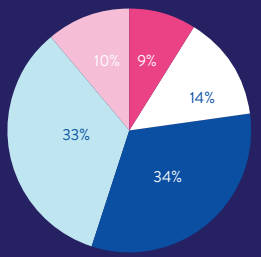
0-14	7%
15-24	10%
25-44	40%
45-64	33%
65+	10%
Summary	100%



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

EUROPE

0-14	9%
15-24	14%
25-44	34%
45-64	33%
65+	10%
Summary	100%



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

WHAT GENDER ARE OUR VISITORS?

2026 VISITORS

54% 46%

2025 VISITORS

53% 47%

DIGITAL

Website performance in first six months of 2026

Curaçao.com delivered overall growth during the first half of 2026, generating 3.0 million sessions, an increase of 41.8% compared to H1 2025. Among the leading markets, Brazil recorded particularly strong growth of more than 300%, while Germany increased by 84% and the Netherlands remained slightly ahead of the previous year.

Website activity also reflected the heightened international attention surrounding Curaçao's historic participation in the 2026 FIFA World Cup. Traffic patterns show notable peaks around key moments, including March, when the national team jerseys were revealed, and again toward May and June demonstrating the opportunity created by major moments of visibility to generate interest in the destination and drive audiences toward Curaçao.com.

While overall performance is positive, results also highlight areas for continued optimization. Moving into the second half of the year, the focus will be on building on the increased global exposure generated during this historic year, strengthening organic visibility and converting heightened awareness of Curaçao into sustained destination interest and engagement.

Social Media Highlights first six months 2026

Organic social media performance during the first half of 2026 delivered strong reach across Instagram, Facebook and TikTok, with the **Blue Wave's participation at the FIFA World Cup providing a significant boost in visibility and engagement.**

Instagram generated the highest-performing content, led by the AFC Ajax "Postcards from Curaçao" collaboration with more than 653K views, followed by Blue Wave-related content around Curaçao's national team and the island's historic World Cup participation.

Facebook also saw strong results from the Blue Wave Fan Walk, reaching more than 160K views, alongside consistently strong destination content featuring Curaçao's natural beauty.

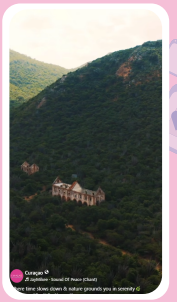
On TikTok, events, culture and nature led organic performance, with the Legends Football Tournament, Carnival and nature-focused content generating the highest reach.

Overall, the first half of the year demonstrated how the excitement and international attention surrounding the Blue Wave created valuable opportunities to showcase Curaçao's culture, people and destination to broader global audiences.

MOST SUCCESSFUL
POSTS MID 2026



Instagram Global:
Postcards from Curaçao by AFC Ajax (653.2K views)



Facebook (Global):
Curaçao Nature (176.8K views)



Instagram (South America):
Repost @nicolandi Away Kit (368.2K views)

HOW DID THE CRUISE INDUSTRY PERFORM
IN THE FIRST SIX MONTHS OF 2026?

Cruise tourism continued to strengthen Curaçao's overall visitor performance in the first six months of 2026. The island welcomed **515,556** cruise passengers, an increase of **9%** compared to the same period in 2025, while cruise calls rose to **204**, up **11%**. Growth was strongest in the first quarter, particularly in January, supporting a solid start to the year despite softer cruise activity in May and June.



CRUISE CALLS

	Jan	Feb	Mar	Apr	May	Jun	Summary
2026	61	49	42	30	11	11	**204**
2025	42	44	41	29	16	12	**184**
% Change	**45%**	**11%**	**2%**	**3%**	**-31%**	**-8%**	**11%**

CRUISE PASSENGERS

	Jan	Feb	Mar	Apr	May	Jun	Summary
2026	128,825	115,975	110,351	83,026	38,150	39,229	**515,556**
2025	101,826	109,455	96,968	72,944	49,665	42,947	**473,805**
% Change	**27%**	**6%**	**14%**	**14%**	**-23%**	**-9%**	**9%**

SECTORAL IMPACT
IN FIRST SIX MONTHS OF 2026

EXPENDITURE IN FIRST SIX MONTHS OF 2026

TOTAL DIRECT ECONOMIC IMPACT

$ 956 MILLION — **9%**

TOTAL INDIRECT ECONOMIC IMPACT

$ 692 MILLION — **9%**

TOTAL ECONOMIC IMPACT

1.65 BILLION — **9%**

HOW DID OUR STAYOVER VISITORS SPEND THEIR MONEY IN THE FIRST SIX MONTHS OF 2026?

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

Categories	2026	2025	% Change
Accommodation	454	418	9%
Restaurant	170	157	8%
Groceries	52	47	11%
Shopping	57	46	24%
Activities	65	61	7%
Transportation	89	82	9%
Entertainment	22	21	5%
Other	47	43	9%
Total Economic Impact	**956**	**875**	**9%**

EXPENDITURE IN PERCENTAGES

ACCOMMODATION	RESTAURANTS	GROCERIES	SHOPPING	ACTIVITIES	TRANSPORTATION	ENTERTAINMENT	OTHER
47%	18%	5%	6%	7%	9%	2%	5%

WHAT IS THE AVERAGE SPENDING PER DAY PER PERSON?

$ 206	$ 200	$ 407	$ 334	$ 400	$ 275	$ 214	$ 340

Note: Results presented in this table are based on data from the 2025 Exit Survey

FIRST SIX MONTHS OF 2026 IN REVIEW

	2026	2025	Changes
Stay over arrivals	437,259	399,967	**9%**
Day trippers	15,728	24,530	**-36%**
Cruise arrivals	515,556	473,805	**9%**
Total arrivals	968,543	898,302	**8%**
Total tourist nights	3.6 million	3.3 million	**10%**
Average nights	8.2	8.2	**0%**
Average occupancy rate	83.5%	77.6%	**5.9% point change**
Average daily rate	$290.94	$266.95	**9.0%**
Average revenue per available room	$243.11	$208.14	**16.8%**
Total economic impact (direct, indirect + cruise)	$1.65 billion	$1.5 billion	**9%**