



Highlights 2018 Arrivals

Europe

**Netherlands** 

UK

Sweden

Italy

Germany

Belgium

**Uruguay** 

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## Highlights 2018

For 2018, Aruba welcomed a total of 89,747 visitors from Europe; this represents a decrease of 1.2%.

The nights were down by 5.3%, which caused the average length of stay to decrease from 11.1 in 2017 to 10.6 in 2018.

The European market showed the strongest performance during the month of August in terms of arrivals in 2018.

In 2017 this was also the month of August. The Dutch visitors represent the largest share of total European visitors equal to 44.8% in 2018.

The top 3 markets of Europe are: Netherlands, UK and Italy. The largest relative decrease for the main markets, was observed for UK (45.1%). The largest relative increase for Belgium (40.4%)

In 2018, 64.8% of Europe visitors experienced Aruba for the first time, compared to 35.2% who are repeaters. This represents a decrease of 5.7% first timers and 1.2% decrease in repeaters.

Hotels, as in 2017, were the most important type of accommodations with 41.7% of Europe visitors staying at a hotel, 38.9% stayed at a private address, 10.6% at a timeshare property and 10.6% at apartments and guesthouses.

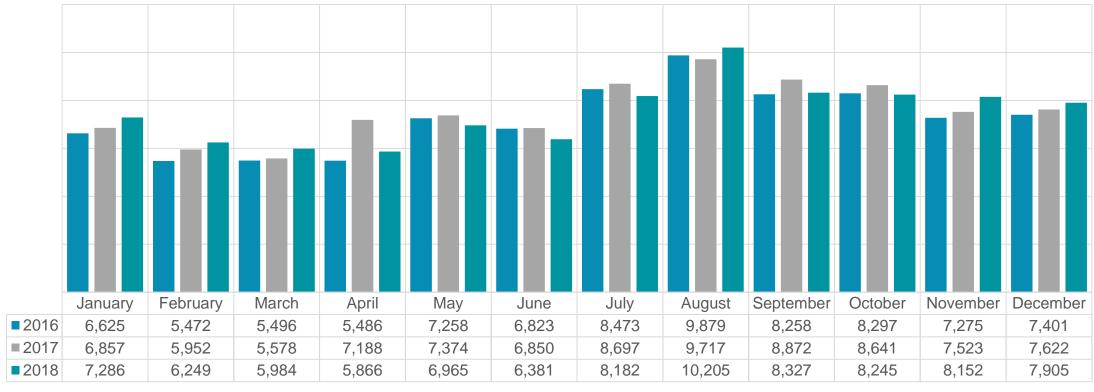
The top 3 hotels for Europe visitors were RIU Aruba Grand, Renaissance and Tamarijn. RIU Aruba is also the most visited resorts for UK, Italy and Belgium.

Proportionally to all visitors, Europe brought in more younger visitors, 33.2% of the Europe visitors in 2018 were 50 years or older and 55.3% were between 20-49, while for all visitors this was 41.1% for visitors 50 years or older and 45.1% from visitors between 20-49. KLM is the top carrier for the Europe market bringing in 36.6% of the Europe visitors to Aruba; this is an increase of 9.0% compared to 2017.

Britannia and Insel Air are the carriers with the largest decreases of 59.4% and 40.1% respectively from the Europe market.

# **Europe Visitors**

Aruba has observed a decrease of 1.2% of Europe arrivals 2018 compared to same period in 2017. The monthly average was 7,479, with August being the peak-month and April being the weakest-month.



# **Europe Visitors**

The Europe visitors stayed 955,533 nights in 2018, down by 5.3% compared same period last year.

Table 1 - Total Europe Arrivals 2018

VISITORS	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Netherlands	40,800	39,786	40,068	39,973	37,788	36,995	35,632	36,342	37,246	40,231
Belgium	2,146	2,362	2,424	2,803	2,533	2,412	2,232	2,242	2,178	3,057
Germany	3,348	3,553	3,493	4,054	3,841	4,362	4,919	4,674	5,783	6,539
Austria	337	402	368	351	268	294	442	557	602	767
Switzerland	806	924	1,088	1,195	1,409	1,670	1,776	1,951	2,173	2,120
Italy	6,353	2,850	6,514	3,963	5,008	7,099	7,638	7,626	7,888	10,071
United Kingdom	11,492	14,502	13,870	13,712	9,315	10,447	12,303	18,428	19,201	10,546
Denmark	305	166	350	293	532	765	415	380	612	533
Finland	823	766	963	648	810	909	828	564	555	519
Norway	611	617	808	1,230	2,449	2,099	1,219	1,113	1,114	1,104
Sweden	2,760	5,396	5,845	6,285	7,110	6,742	5,935	6,267	5,994	5,781
Other Europe	4,683	4,114	5,083	5,063	5,943	6,361	7,251	6,599	7,525	8,482
Europe	74,464	75,438	80,874	79,570	77,006	80,155	80,590	86,743	90,871	89,747

# **Europe Nights**

On average visitors stayed 10.6 nights down by 4.1% compared to 11.1 nights in 2017 for the same period.

Table 2 - Total Europe Nights 2018

NIGHTS	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Netherlands	510,804	474,472	472,198	482,881	468,814	466,068	453,836	455,529	461,441	474,207
Belgium	23,180	24,296	23,199	27,649	24,765	23,392	22,379	23,694	22,991	30,619
Germany	39,374	36,827	37,818	41,489	37,160	42,872	47,053	45,978	54,486	62,508
Austria	3,625	4,077	3,719	3,480	3,080	2,642	4,053	6,016	5,362	7,789
Switzerland	8,752	8,994	9,742	11,750	13,621	16,401	17,346	18,718	20,107	19,744
Italy	52,873	24,849	56,166	34,580	39,819	56,230	59,460	57,193	61,449	78,530
United Kingdom	142,334	176,885	162,803	161,571	108,693	118,846	143,357	217,039	218,361	114,923
Denmark	2,969	1,343	2,682	1,998	5,058	7,682	3,117	3,316	5,241	4,325
Finland	8,259	8,487	12,502	6,375	6,896	8,135	7,819	5,387	5,298	4,646
Norway	7,443	6,848	8,941	14,497	29,377	24,042	13,173	11,879	12,329	11,887
Sweden	31,722	66,967	72,012	76,991	85,246	78,308	70,183	76,573	71,734	69,690
Other Europe	44,352	40,559	47,317	51,673	54,933	57,186	65,298	60,353	69,900	76,680
Europe	875,687	874,604	909,099	914,934	877,462	901,804	907,074	981,675	1,008,699	955,533

#### **Europe ALOS**

The average longest stay is observed in the month of January with 11.1 nights and the shortest average stay is observed in the month of November with 9.8. The weakest month was the month of April and remarkable the peak is observed for 2018 for the month of August. This was the same in 2017. From the top markets UK had the largest decrease of 45.1%.

Table 3 - Total Europe Average Length of Stay (ALOS) 2018

ALOS	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Netherlands	12.5	11.9	11.8	12.1	12.4	12.6	12.7	12.5	12.4	11.8
Belgium	10.8	10.3	9.6	9.9	9.8	9.7	10.0	10.6	10.6	10.0
Germany	11.8	10.4	10.8	10.2	9.7	9.8	9.6	9.8	9.4	9.6
Austria	10.8	10.1	10.1	9.9	11.5	9.0	9.2	10.8	8.9	10.2
Switzerland	10.9	9.7	9.0	9.8	9.7	9.8	9.8	9.6	9.3	9.3
Italy	8.3	8.7	8.6	8.7	8.0	7.9	7.8	7.5	7.8	7.8
United Kingdom	12.4	12.2	11.7	11.8	11.7	11.4	11.7	11.8	11.4	10.9
Denmark	9.7	8.1	7.7	6.8	9.5	10.0	7.5	8.7	8.6	8.1
Finland	10.0	11.1	13.0	9.8	8.5	8.9	9.4	9.6	9.5	9.0
Norway	12.2	11.1	11.1	11.8	12.0	11.5	10.8	10.7	11.1	10.8
Sweden	11.5	12.4	12.3	12.2	12.0	11.6	11.8	12.2	12.0	12.1
Other Europe	9.5	9.9	9.3	10.2	9.2	9.0	9.0	9.1	9.3	9.0
Europe	11.8	11.6	11.2	11.5	11.4	11.3	11.3	11.3	11.1	10.6

#### **Europe by Season**

During the Cold season (January to April), a 18.4% decrease was observed for visitors coming from Europe. Across the different months, for all seasons, increases and decreases have been observed for the months with June with the largest decrease and November with the largest increase. The Warm season had the most monthly decreases

Table 4 – Europe visitors by season 2018 vs 2017

Cold		2018	2017	% Change
	Jan	7,286	6,857	6.3%
	Feb	6,249	5,952	5.0%
	Mar	5,984	5,578	7.3%
	Apr	5,866	7,188	-18.4%
		25,385	25,575	-0.7%
Warm	May	6,965	7,374	-5.5%
	Jun	6,381	6,850	-6.8%
	Jul	8,182	8,697	-5.9%
	Aug	10,205	9,717	5.0%
		31,733	32,638	-2.8%
Cool	Sep	8,327	8,872	-6.1%
	Oct	8,245	8,641	-4.6%
	Nov	8,152	7,523	8.4%
	Dec	7,905	7,622	3.7%
		32,629	32,658	-0.1%

#### **Europe First Timers vs. Repeaters**

In 2018, the first time visitors from Europe decreased 5.7% compared to same period last year, while repeaters saw a decrease of 2.7% amongst visitors who came 2 to 5 times to Aruba and a 0.9% increase for visitors coming 6 times or more to Aruba. The decreases is likely to be attributed to a decrease from the market of UK. The share of first timers is the largest with 64.8% of the share and for repeaters this is 35.2%.

Table 5 – Europe first timers and repeaters 2018

	Total EUR Visitors		% Change Y/Y	% of EU	R Visitors
	2018	2017	2018	2018	2017
1 visit	46,857	49,692	-5.7%	64.8%	65.9%
2-5- visits	15,057	15,468	-2.7%	20.8%	20.5%
6+ visits	10,382	10,286	0.9%	14.4%	13.6%
Total	72,296	75,446	-4.2%		

<sup>\*\*</sup>Not specified no added

## **Europe by Visitors by Cities**

In 2018, the top city was Amsterdam (Netherlands) which had a share of 3.5% compared to a share of 3.2% same period last year.

The second largest city was Rotterdam (Netherlands) with 2.0% in 2018 and 1.7% in 2017. Of the top 10 cities, only Den Haag and London showed decreases of 2.0% and 17.4% respectively. In absolute numbers, Rotterdam has increased the most compared to last year.

The top 3 cities brought in 7.1% of the Europe visitors to Aruba in 2018; this was up from 6.6% compared to same period last year.

The top 10 cities generated 13.5% of all Europe visitors to Aruba.

Table 6 - Top 10 cities Europe arrivals 2018

	2018	% Share	2017	% Share	% Change
Amsterdam	3,125	3.5%	2,943	3.2%	6.2%
Rotterdam	1,793	2.0%	1,571	1.7%	14.1%
Den Haag/	1,492	1.7%	1,522	1.7%	-2.0%
London	1,288	1.4%	1,560	1.7%	-17.4%
Stockholm	1,014	1.1%	949	1.0%	6.8%
Milano	943	1.1%	804	0.9%	17.3%
Utrecht	689	0.8%	636	0.7%	8.3%
Almere	666	0.7%	619	0.7%	7.6%
Munchen	553	0.6%	483	0.5%	14.5%
Napoli	531	0.6%	383	0.4%	38.6%
Total Top 10 cities	12,094	13.5%	11,470	12.6%	5.4%
Total Europe	89,747	100.0%	90,871	100.0%	-1.2%

## **Accommodation Europe**

In 2018, 41.7% of visitors from Europe stayed at hotel during their visit. This is down from 47.1% same period last year, 8.8% stayed at a timeshare in 2018 the same as in 2017and 49.5% used an apartment, guest house or private home, up from 44.0% same period last year.

Hence, there is an increase in demand for apartments, guest houses or private homes. The increase in this type of accommodation is observed for 5 of the top 6 Europe markets, mainly Netherlands(16.2%), Sweden(28.5%), Italy(14.9%), Germany (20.1%) and Belgium (27.4%)

Declines were observed for all type of accommodation for Europe except for the category of Others that showed an increase of 11.0%.

	Total \	/isitors	Total Visi	tors Europe	Neth	erlands Vis	itors	U.K. Visitors		
	2018	2017	2018	2017	2018	2017	% Change	2018	2017	% Change
Total Hotels	553,286	548,266	37,444	42,763	9,825	9,979	-1.5%	7479	14960	-50.0%
Marriott Resort	78,110	77,507	1,052	992	290	264	9.8%	199	233	-14.6%
Hyatt Regency	40,275	47,616	851	930	227	266	-14.7%	105	198	-47.0%
Ritz Carlton	35,340	35,613	749	685	128	84	52.4%	164	176	-6.8%
Bucuti Tara Beach	9,589	8,623	1,882	2,033	113	144	-21.5%	230	318	-27.7%
Divi Aruba Beach	23,249	20,517	3,149	4,049	582	589	-1.2%	748	1791	-58.2%
Tamarijn Aruba	23,512	23,578	3,975	5,001	956	780	22.6%	1212	2686	-54.9%
Manchebo	6,442	6,494	1,669	1,764	164	165	-0.6%	182	262	-30.5%
Renaissance Aruba	54,235	52,895	4,558	4,490	1,547	1,804	-14.2%	825	978	-15.6%
Tierra Del Sol	3,976	4,260	307	289	144	162	-11.1%	10	18	-44.4%
Amsterdam Manor	7,212	6,969	1,932	1,780	703	706	-0.4%	98	182	-46.2%
RIU Aruba	73,861	69,695	6,415	8,502	1,337	1,199	11.5%	2030	5199	-61.0%
RIU Antillas	30,419	29,490	1,896	2,852	234	159	47.2%	936	2214	-57.7%
Holiday Inn	63,547	63,644	3,926	3,428	1,544	1,138	35.7%	281	315	-10.8%
Hilton	45,864	43,760	1,220	1,155	358	338	5.9%	204	158	29.1%
Barcelo	36,517	33,759	974	977	92	118	-22.0%	101	93	8.6%
Talk of the Town	5,967	6,107	1,011	1,058	646	739	-12.6%	55	49	12.2%
The Mill	7,184	10,192	1,075	2,273	431	1,176	-63.4%	29	27	7.4%
Brickell Bay	7,191	6,688	736	445	315	133	136.8%	62	60	3.3%
City Hotel	509	560	19	10	4	3	33.3%	3	2	50.0%
Doral	285	293	48	48	10	12	-16.7%	5	1	400.0%
Timeshare	299,595	299,909	7,864	8,080	2,381	2,054	15.9%	1,060	1,925	-44.9%
<b>Apartments/Guest House</b>	39,280	34,838	9,534	8,869	6,533	5,564	17.4%	530	877	-39.6%
Private Home	189,728	187,451	34,888	31,157	21,483	19,649	9.3%	1,476	1,439	2.6%
Other	114	84	17	2	9	0	0	1	0	0
Total	1,082,003	1,070,548	89,747	90,871	40,231	37,246	8.0%	10,546	19,201	-45.1%

	Sv	veden Vis	itors		Italy Visitor	s		Germany	/	Belgium		
	2018	2017	% Change	2018	2017	% Change	2018	2017	% Change	2018	2017	% Change
Total Hotels	3,161	3,510	-9.9%	6,800	5,080	33.9%	2559	2439	4.9%	1483	965	53.7%
Marriott Resort	34	42	-19.0%	105	78	34.6%	95	76	25.0%	19	20	-5.0%
Hyatt Regency	68	47	44.7%	41	63	-34.9%	57	70	-18.6%	47	50	-6.0%
Ritz Carlton	25	21	19.0%	60	55	9.1%	76	33	130.3%	22	46	-52.2%
Bucuti Tara Beach	69	121	-43.0%	833	748	11.4%	229	224	2.2%	62	60	3.3%
Divi Aruba Beach	732	786	-6.9%	777	559	39.0%	58	125	-53.6%	117	65	80.0%
Tamarijn Aruba	1072	891	20.3%	275	284	-3.2%	53	88	-39.8%	253	105	141.0%
Manchebo	130	169	-23.1%	609	546	11.5%	189	249	-24.1%	40	27	48.1%
Renaissance Aruba	193	193	0.0%	342	197	73.6%	413	385	7.3%	207	134	54.5%
Tierra Del Sol	13	10	30.0%	36	6	500.0%	28	6	366.7%	15	2	650.0%
Amsterdam Manor	169	188	-10.1%	228	140	62.9%	332	223	48.9%	66	41	61.0%
RIU Aruba	21	12	75.0%	1792	986	81.7%	366	362	1.1%	273	184	48.4%
RIU Antillas	6	1	500.0%	388	288	34.7%	69	66	4.5%	108	37	191.9%
Holiday Inn	131	235	-44.3%	633	391	61.9%	250	246	1.6%	116	65	78.5%
Hilton	55	72	-23.6%	102	106	-3.8%	102	106	-3.8%	48	58	-17.2%
Barcelo	19	36	-47.2%	457	482	-5.2%	65	33	97.0%	17	17	0.0%
Talk of the Town	42	15	180.0%	24	41	-41.5%	35	28	25.0%	21	26	-19.2%
The Mill	357	634	-43.7%	45	65	-30.8%	71	101	-29.7%	15	17	-11.8%
Brickell Bay	21	34	-38.2%	47	41	14.6%	54	11	390.9%	36	11	227.3%
City Hotel	1	0	0	2	1	100.0%	2	1	100.0%	1	0	0
Doral	3	3	0.0%	4	3	33.3%	15	6	150.0%	0	0	0
Timeshare	1,422	1,453	-2.1%	941	781	20.5%	457	410	11.5%	236	163	44.8%
Apartments/Guest House	264	205	28.8%	381	356	7.0%	576	658	-12.5%	420	360	16.7%
Private Home	934	826	13.1%	1,947	1,670	16.6%	2947	2276	29.5%	918	690	33.0%
Other	0	0	0	2	1	100.0%	0	0	0	0	0	0
Total	5,781	5,994	-3.6%	10,071	7888	27.7%	6539	5783	13.1%	3057	2178	40.4%

## Age Europe

In 2018, the largest increase was observed in the age group 30 -39 years old which increased by 6.9% compared to same period in 2017. The age group 30-39 has the largest share with 20.4% of Europe visitors. Compared to the overall age distribution of total visitors, Europe brought a younger group. The push of arrivals from Europe contributed to a more rejuvenated group of tourists, which is evident from the share of Europe visitors in the different age groups versus the total stay-overs. The group of 20-49 years old represents 45.1% of all visitors and 55.3% of Europe visitors.

Table 9 - Age of Europe stay-over visitors versus total 2018

			All Visitor	'S			E	urope Vis	itors		% share	
	2018	% Share	2017	% Share	% Change	2018	% Share	2017	% Share	% Change	2018	2017
0 - 11 yrs	77,127	7.1%	79,930	7.5%	-3.5%	5,507	6.1%	5,510	6.1%	-0.1%	7.1%	6.9%
12 - 19 yrs	72,345	6.7%	71,973	6.7%	0.5%	4,728	5.3%	4,834	5.3%	-2.2%	6.5%	6.7%
20 - 29 yrs	134,582	12.4%	135,349	12.6%	-0.6%	16,979	18.9%	16,312	18.0%	4.1%	12.6%	12.1%
30 - 39 yrs	169,567	15.7%	167,845	15.7%	1.0%	18,268	20.4%	17,088	18.8%	6.9%	10.8%	10.2%
40 - 49 yrs	183,478	17.0%	184,099	17.2%	-0.3%	14,409	16.1%	15,504	17.1%	-7.1%	7.9%	8.4%
50 - 59 yrs	214,089	19.8%	211,575	19.8%	1.2%	16,733	18.7%	17,929	19.7%	-6.7%	7.8%	8.5%
60 - 69 yrs	154,746	14.3%	149,733	14.0%	3.3%	9,322	10.4%	9,961	11.0%	-6.4%	6.0%	6.7%
>70	75,970	7.0%	69,968	6.5%	8.6%	3,770	4.2%	3,706	4.1%	1.7%	5.0%	5.3%
Total	1,081,904	100.0%	1,070,472	100.0%	1.1%	89,716	100.0%	90,844	100.0%	-1.2%	8.3%	8.5%

<sup>\*\*</sup>Not Specified not included

#### **Carriers Europe**

KLM is the number one carrier of Europe visitors to Aruba for 2018. The airline brought in 36.6% of Europe visitors, up from 33.2% for 2017, followed by TUI with share of 15.0% 2018 up from 13.4% in 2017 same period. The only decreases were observed for Britannia, Insel Air and Delta with decreases of 59.4%, 40.1% and 8.0% respectively. The largest increase was observed for Aruba Airlines followed by Avianca/Aerogal of 231.6% and 212.4% respectively. The seat capacity for flights coming from Europe in 2018 was 182,193 this is up from a total seat capacity for the same period in 2017 of 170,812, which is an increase of 6.7%.

Table 10 - Europe stay-overs by airline carriers 2018

	2018	% Share	2017	% Share	% Growth	Seats	Visitors %
KLM	32,870	36.6%	30,157	33.2%	9.0%	101,374	32.4%
TUI	13,488	15.0%	12,219	13.4%	10.4%	69,775	19.3%
Britannia	6,197	6.9%	15,265	16.8%	-59.4%	7,491	82.7%
Insel Air	4,200	4.7%	7,006	7.7%	-40.1%	61,384	6.8%
American Airlines	6,577	7.3%	5,842	6.4%	12.6%	242,039	2.7%
Delta Airlines	3,653	4.1%	3,972	4.4%	-8.0%	150,701	2.4%
Thomas Cook	3,518	3.9%	3,492	3.8%	0.7%	3,553	99.0%
United Airlines	2,431	2.7%	1,546	1.7%	57.2%	160,129	1.5%
Aruba Airlines	2,238	2.5%	675	0.7%	231.6%	269,682	0.8%
Avianca/Aerogal	1,862	2.1%	596	0.7%	212.4%	97,176	1.9%
Others	12,713	14.2%	10,101	11.1%	25.9%		
Total	89,747		90,871		-1.2%		



Aruba has observed a decrease of 8.0% of Netherlands arrivals in 2018 compared to same period in 2017.

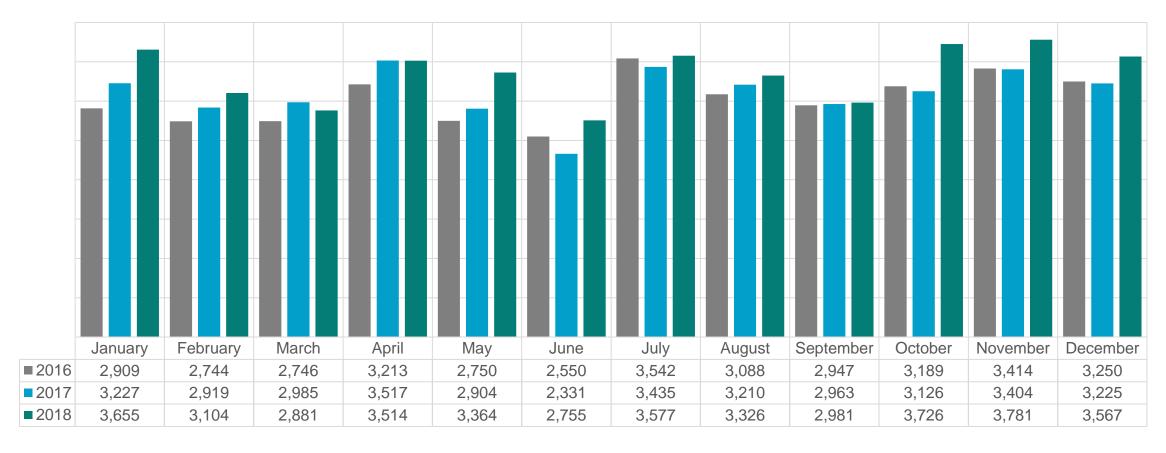
The monthly average was 3,353. Traffic from Netherlands varied on a month to month basis, with decreases for March and April.

The highest decrease was 3.5% in the month of March.

In 2018, Netherlands generated 44.8% of all visitors to Aruba from Europe.

#### The Netherlands Visitors

Graph 3 – The Netherlands Visitors



#### The Netherlands Visitors

Table 11 - Total Netherlands visitors, nights and average length of stay 2018

		Visitors			Nights		Av	g Length Sta	y (Nts)
	2018	2017	% change	2018	2017	% change	2018	2017	% change
January	3,655	3,227	13.3%	48,906	46,368	5.5%	13.4	14.4	-6.9%
February	3,104	2,919	6.3%	35,003	37,269	-6.1%	11.3	12.8	-11.7%
March	2,881	2,985	-3.5%	33,156	35,283	-6.0%	11.5	11.8	-2.6%
April	3,514	3,517	-0.1%	39,291	40,984	-4.1%	11.2	11.7	-4.0%
May	3,364	2,904	15.8%	37,406	34,463	8.5%	11.1	11.9	-6.3%
June	2,755	2,331	18.2%	33,395	30,802	8.4%	12.1	13.2	-8.3%
July	3,577	3,435	4.1%	49,106	48,849	0.5%	13.7	14.2	-3.5%
August	3,326	3,210	3.6%	40,372	37,648	7.2%	12.1	11.7	3.5%
Sept	2,981	2,963	0.6%	35,054	36,328	-3.5%	11.8	12.3	-4.1%
October	3,726	3,126	19.2%	41275	34769	18.7%	11.1	11.1	-0.4%
November	3,781	3,404	11.1%	39372	38558	2.1%	10.4	11.3	-8.1%
December	3,567	3,225	10.6%	41871	40120	4.4%	11.7	12.4	-5.6%
Total	40,231	37,246	8.0%	474,207	461,441	2.8%	11.8	12.4	-4.9%

#### **Netherlands First Timers and Repeaters**

The first time visitors from Netherlands increased by 7.4% in 2018 compared to same period last year, while repeaters saw an increase of 0.4% visitors who came 2 to 5 times to Aruba and 1.8% increase for visitors coming 6 times or more to Aruba. The total first timers represented 50.8% of the total Venezuelan visitors, while repeaters were represented by 49.2% of the total Venezuelan visitors. This shows that Netherlands brings in a great share of repeaters to the island.

Table 12 - Netherlands first timers versus repeaters 2018

		Total Netherlands visitors			herlands tors	% of EUR visitors in group				
	2018	2017	2018	2018	2017	2018	2017			
1 visit	16,380	15,258	7.4%	50.8%	49.3%	35.0%	30.7%			
2-5- visits	8,536	8,501	0.4%	26.5%	27.5%	56.7%	55.0%			
6+ visits	7,306	7,180	1.8%	22.7%	23.2%	70.4%	69.8%			
Total	32,222	30,939	4.1%			44.6%	41.0%			
** Not Specified not included										



# **Age Netherlands**

In 2018 increases were observed all across the different age categories of the Netherlands visitors with the highest relative increase seen for the age group of 0-11 years old. The largest share of Netherlands visitors is mostly for the young group in the age between 20 and 29, representing 20.4% of the total Netherlands visitors. The Netherlands visitors 50 or older represented 37.0% of the Netherlands visitors, while those between 20 and 49 were 50.3%

Table 13 - Age of stay-over visitors Netherlands versus total Europe 2018

		E	urope Vis	sitors			Visito		% share of EUR total (by age group)			
	2018	% share	2017	% share	% change	2018	% share	2017	% share	% change	2018	2017
0 - 11 yrs	5,507	6.1%	5,510	6.1%	-0.1%	2,636	6.6%	2,354	6.3%	12.0%	47.9%	42.7%
12 - 19 yrs	4,728	5.3%	4,834	5.3%	-2.2%	2,470	6.1%	2,236	6.0%	10.5%	52.2%	46.3%
20 - 29 yrs	16,979	18.9%	16,312	18.0%	4.1%	8,198	20.4%	7,499	20.1%	9.3%	48.3%	46.0%
30 - 39 yrs	18,268	20.4%	17,088	18.8%	6.9%	6,083	15.1%	5,615	15.1%	8.3%	33.3%	32.9%
40 - 49 yrs	14,409	16.1%	15,504	17.1%	-7.1%	5,963	14.8%	5,808	15.6%	2.7%	41.4%	37.5%
50 - 59 yrs	16,733	18.7%	17,929	19.7%	-6.7%	7,968	19.8%	7,309	19.6%	9.0%	47.6%	40.8%
60 - 69 yrs	9,322	10.4%	9,961	11.0%	-6.4%	4,765	11.9%	4,461	12.0%	6.8%	51.1%	44.8%
>70 yrs	3,770	4.2%	3,706	4.1%	1.7%	2,126	5.3%	1,949	5.2%	9.1%	56.4%	52.6%
Total	89,716	100.0%	90,844	100.0%	-1.2%	40,209	100.0%	37,231	100.0%	8.0%	44.8%	41.0%

<sup>\*\*</sup>Not Specified not included

#### **Accommodation Netherlands**

The share of Netherlands that stayed at a hotel decreased in 2018 from 26.8% in 2017 to 24.4%. The share of Netherlands visitors staying at "other" type of accommodations, such as guesthouses, private homes and apartments increased to 69.7% up from 67.7% in 2017. The hotel category saw a decrease for Low rise of 11.7% while time share had the largest relative increased of 15.9%. and other type of accommodations increased by of 11.2%.

Table 14– Place of stay Netherlands versus total Europe 2018

	Total v	isitors	Europe			N		% share of EUR total			
	2018	2017	2018	2017	2018	% share	2017	% share	% change	2018	2017
High Rise	458,170	453,985	21,641	24,013	5,757	14.3%	5,370	14.4%	7.2%	6.4%	5.9%
Low Rise	95,121	94,282	15,803	18,750	4,068	10.1%	4,609	12.4%	-11.7%	4.5%	5.1%
Timeshare	299,595	299,909	7,864	8,080	2,381	5.9%	2,054	5.5%	15.9%	2.7%	2.3%
Others	229,117	222,372	44,439	40,028	28,025	69.7%	25,213	67.7%	11.2%	31.2%	27.7%
Total	1,082,003	1,070,548	89,747	90,871	40,231	100%	37,246	100%	8.0%	44.8%	41.0%

## Purpose of visit Netherlands

The most popular reason for Netherlands to visit Aruba is for Sun, Sand and Sea with 78.4% of Netherlands visitors indicating this as the purpose of visit with an increase of visitors coming for this purpose of 6.1%. The second reason mentioned was Business representing 8.3% of Netherlands visitors, which increase was 4.5% for 2018. The existing relation between Aruba and the Netherlands renders room for increased visits for business trips

Table 15 - Purpose of visit visitors Netherlands versus total Europe 2018

		Ει	ırope Vis	itors			Visitors from Netherlands					% share of EUR Total (by purpose)		
	2018	% share	2017	% share	% change	2018	% share	2017	% share	% change	2018	2017		
Business	4,331	5.7%	4,033	5.1%	7.4%	2,785	8.3%	2,664	8.4%	4.5%	64.3%	66.1%		
Conference	408	0.5%	364	0.5%	12.1%	110	0.3%	110	0.3%	0.0%	27.0%	30.2%		
Diving	1,006	1.3%	1,104	1.4%	-8.9%	370	1.1%	402	1.3%	-8.0%	36.8%	36.4%		
Honeymoon	5,425	7.2%	5,132	6.5%	5.7%	396	1.2%	391	1.2%	1.3%	7.3%	7.6%		
Incentive	299	0.4%	270	0.3%	10.7%	79	0.2%	83	0.3%	-4.8%	26.4%	30.7%		
Meeting	3,204	4.2%	3,130	3.9%	2.4%	2,490	7.4%	2,509	7.9%	-0.8%	77.7%	80.2%		
Shopping	721	1.0%	896	1.1%	-19.5%	523	1.6%	352	1.1%	48.6%	72.5%	39.3%		
Sun,Sand,Sea	58,593	77.2%	62,561	78.6%	-6.3%	26,294	78.4%	24,782	77.7%	6.1%	44.9%	39.6%		
Wedding	1,880	2.5%	2,075	2.6%	-9.4%	480	1.4%	598	1.9%	-19.7%	25.5%	28.8%		
Total	75,867	100.0%	79,565	100.0%	-4.6%	33,527	100.0%	31,891	100.0%	5.1%	44.2%	40.1%		

<sup>\*\*</sup>Not Specified not included

#### **Carriers Netherlands**

The number one carrier transporting Netherlands visitors in 2018 was KLM with share of 46.2% of the total Netherlands visitors, followed by TUI that brought in 28.3% of the Netherlands visitors. Of the top 5 carriers, the only decrease was for Insel Air with a decline of 41.7%.

The highest increases we see for Aruba Airlines followed by Suriname Airways with increases of 519.2% and 26.8% respectively.

Table 16 – Netherlands stay-overs by carriers 2018

	2018	% Share	2017	% Share	% Growth	Seats	Visitors%
KLM	18,570	46.2%	17,766	47.7%	4.5%	101,374	18.3%
TUI	11,367	28.3%	10,866	29.2%	4.6%	69,775	16.3%
Insel Air	1,980	4.9%	3,397	9.1%	-41.7%	61,384	3.2%
Aruba Airlines	1,480	3.7%	239	0.6%	519.2%	269,682	0.5%
Surinam Airways	719	1.8%	567	1.5%	26.8%	23,502	3.1%
Others	6,115	15.2%	4,411	11.8%	38.6%		
Total	40,231		37,246		8.0%		



In 2018, visitors from UK decreased by 45.1% compared to same period last year with the peak month being August with 1,757 visitors.

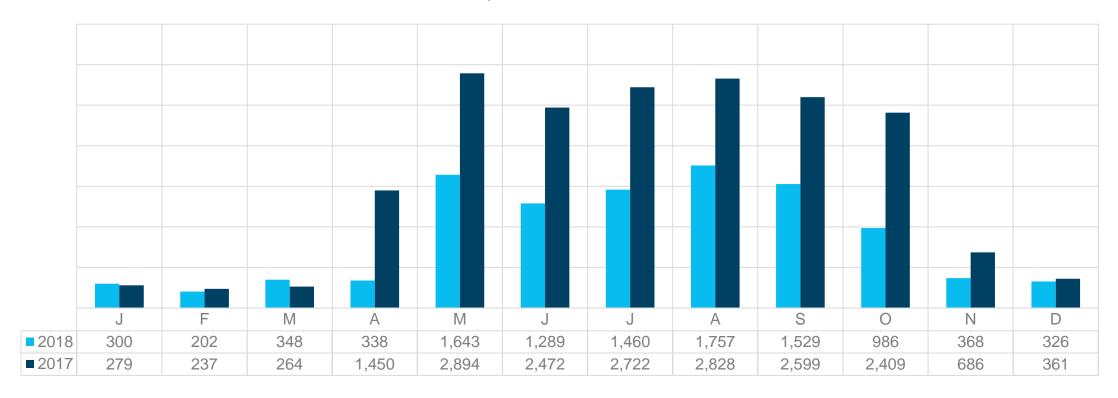
The only increase was observed for the month of January with a growth of 7.5%.

The average length of stay for the UK visitors was shorter 10.9 nights in 2018 down from 11.4 in 2017.

The longest stay was observed for the month September.

#### **UK Visitors**

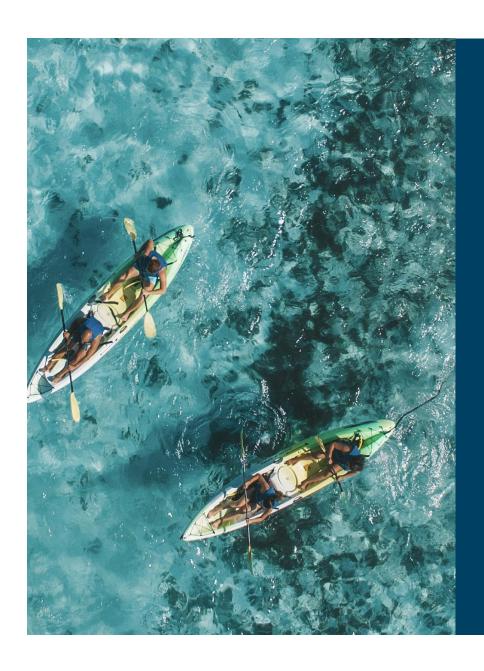
Graph 3 – UK visitors



#### **UK Visitors**

Table 17 - Total UK visitors, nights and average length of stay 2018

		Visitors			Nights		Av	g Length Sta	y (Nts)
	2018	2017	% Change	2018	2017	% Change	2018	2017	% Change
January	300	279	7.5%	2,796	2,695	3.7%	9.3	9.7	-3.5%
February	202	237	-14.8%	2,075	2,191	-5.3%	10.3	9.2	11.1%
March	348	264	31.8%	2,961	2,185	35.5%	8.5	8.3	2.8%
April	338	1,450	-76.7%	2,910	16,397	-82.3%	8.6	11.3	-23.9%
May	1,643	2,894	-43.2%	18,700	33,678	-44.5%	11.4	11.6	-2.2%
June	1,289	2,472	-47.9%	14,533	28,822	-49.6%	11.3	11.7	-3.3%
July	1,460	2,722	-46.4%	16,102	31,896	-49.5%	11.0	11.7	-5.9%
August	1,757	2,828	-37.9%	20,185	32,940	-38.7%	11.5	11.6	-1.4%
Sept	1,529	2,599	-41.2%	17,861	29,636	-39.7%	11.7	11.4	2.4%
October	986	2,409	-59.1%	10563	27268	-61.3%	10.7	11.3	-5.4%
November	368	686	-46.4%	3128	7110	-56.0%	8.5	10.4	-18.0%
December	326	361	-9.7%	3109	3543	-12.2%	9.5	9.8	-2.8%
Total	10,546	19,201	-45.1%	114,923	218,361	-47.4%	10.9	11.4	-4.2%



#### **UK First Timers and Repeaters**

The first time visitors from UK decreased by 49.1% in 2018 compared to same period last year, while repeaters saw a decrease of 38.3% for visitors who came 2 to 5 times to Aruba and 17.5% decrease for visitors coming 6 times or more to Aruba. A total of 76.4% of UK visitors were first timers and 23.6% repeaters.

Table 18 – UK first timers and repeaters 2018

	Total UK	( visitors	% change Y/Y	% of UK visitors		% of EUR visitors in group		
	2018	2017	2018	2018	2017	2018	2017	
1 visit	6,890	13,528	-49.1%	76.4%	81.0%	14.7%	27.2%	
2-5- visits	1,454	2,357	-38.3%	16.1%	14.1%	9.7%	15.2%	
6+ visits	674	817	-17.5%	7.5%	4.9%	6.5%	7.9%	
Total	9,018	16,702	-46.0%			12.5%	22.1%	
**Not specified	not included							

# Age UK

In 2018, an decrease was observed for all the age categories of the UK visitor. The largest decrease is seen for the age group 12-19 years old. The largest share of UK visitors is mostly the age group between 50 and 59 years of age representing 24.6% of the total UK visitors. UK visitors 50 or older represented 44.1% of the UK visitors, while those between 20 and 49 were 46.6%. The latter serves to show that for UK the share of the group of 50 years or older is larger than the share of 50 years or older for Europe (33.2%).

Table 19- Age of stay-over visitors UK versus total Europe 2018

		Europe Visitors					V		% Share of EUR total (by age group)			
	2018	% Share	2017	% Share	% Change	2018	% Share	2017	% Share	% Change	2018	2017
0 - 11 yrs	5,507	6.1%	5,510	6.1%	-0.1%	483	4.6%	888	4.6%	-45.6%	8.8%	16.1%
12 - 19 yrs	4,728	5.3%	4,834	5.3%	-2.2%	494	4.7%	987	5.1%	-49.9%	10.4%	20.4%
20 - 29 yrs	16,979	18.9%	16,312	18.0%	4.1%	1,405	13.3%	2,527	13.2%	-44.4%	8.3%	15.5%
30 - 39 yrs	18,268	20.4%	17,088	18.8%	6.9%	1,673	15.9%	2,775	14.5%	-39.7%	9.2%	16.2%
40 - 49 yrs	14,409	16.1%	15,504	17.1%	-7.1%	1,838	17.4%	3,532	18.4%	-48.0%	12.8%	22.8%
50 - 59 yrs	16,733	18.7%	17,929	19.7%	-6.7%	2,675	25.4%	5,050	26.3%	-47.0%	16.0%	28.2%
60 - 69 yrs	9,322	10.4%	9,961	11.0%	-6.4%	1,478	14.0%	2,662	13.9%	-44.5%	15.9%	26.7%
>70 yrs	3,770	4.2%	3,706	4.1%	1.7%	500	4.7%	778	4.1%	-35.7%	13.3%	21.0%
Total	89,716	100.0%	90,844	100.0%	-1.2%	10,546	100.0%	19,199	100.0%	-45.1%	11.8%	21.1%

<sup>\*\*</sup>Not Specified not included

#### **Accommodation UK**

The share of UK that stayed at a hotel decreased in 2018 to 70.9% of UK visitors staying at a hotel, down from a share of 77.9% in the same period last year. The share of UK visitors staying at timeshare increased slightly to a share of 10.1%.

The share of UK visitors staying at "other" type of accommodations, such as guesthouses, private homes and apartments increased to 19.0% in 2018 up from 12.1% in the same period in 2017. decreases were observed at all types of accommodations with Low rise with the largest decrease of 51.2%.

Table 20– Place of stay UK versus total Europe 2018

	Total	visitors	Eur	ope			UK			% share of	EUR total
	2018	2017	2018	2017	2018	% Share	2017	% Share	% Change	2018	2017
High Rise	458,170	453,985	21,641	24,013	4,845	45.9%	9,564	49.8%	-49.3%	5.4%	10.5%
Low Rise	95,121	94,282	15,803	18,750	2,634	25.0%	5,396	28.1%	-51.2%	2.9%	5.9%
Timeshare	299,595	299,909	7,864	8,080	1,060	10.1%	1,925	10.0%	-44.9%	1.2%	2.1%
Others	229,117	222,372	44,439	40,028	2,007	19.0%	2,316	12.0%	-13.3%	2.2%	2.5%
Total	1,082,003	1,070,548	89,747	90,871	10,546	100.%	19,201	100.0%	-45.1%	11.8%	21.1%

# Purpose of visit UK

The most popular reason for UK to visit Aruba is for Sun, Sand and Sea with 82.2% of UK visitors indicating this as the primary purpose of visit. The second reason mentioned Honeymoon representing 6.0% of UK visitors. The largest relative decrease was observed for visitors coming for Wedding with a decline of 50.5% in 2018.

Table 21 – Purpose of visit UK versus total Europe 2018

		Eu	rope Visi	tors			V	/isitors fr	om UK		% share of EUR total(by purpose)	
	2018	% Share	2017	% Share	% Change	2018	% Share	2017	% Share	% Change	2018	2017
Business	4,331	5.7%	4,033	5.1%	7.4%	368	3.9%	411	2.4%	-10.5%	8.5%	10.2%
Conference	408	0.5%	364	0.5%	12.1%	37	0.4%	39	0.2%	-5.1%	9.1%	10.7%
Diving	1,006	1.3%	1,104	1.4%	-8.9%	79	0.8%	135	0.8%	-41.5%	7.9%	12.2%
Honeymoon	5,425	7.2%	5,132	6.5%	5.7%	563	6.0%	976	5.6%	-42.3%	10.4%	19.0%
Incentive	299	0.4%	270	0.3%	10.7%	62	0.7%	63	0.4%	-1.6%	20.7%	23.3%
Meeting	3,204	4.2%	3,130	3.9%	2.4%	99	1.1%	121	0.7%	-18.2%	3.1%	3.9%
Shopping	721	1.0%	896	1.1%	-19.5%	191	2.0%	103	0.6%	85.4%	26.5%	11.5%
Sun,Sand,Sea	58,593	77.2%	62,561	78.6%	-6.3%	7,751	82.2%	15,030	86.2%	-48.4%	13.2%	24.0%
Wedding	1,880	2.5%	2,075	2.6%	-9.4%	274	2.9%	554	3.2%	-50.5%	14.6%	26.7%
Total	75,867	100.0%	79,565	100.0%	-4.6%	9,424	100.0%	17,432	100.0%	-45.9%	12.4%	21.9%

<sup>\*\*</sup>Not Specified not included

#### **Carriers UK**

The number one carrier transporting UK visitors is Britannia with significant share of 78.2% of the total UK visitors, followed by KLM bringing in 7.0% of the UK visitors. Of the top 5 carriers, the largest decrease was 59.7% for Britannia. The highest increase for scheduled carriers was for American Airlines with an increase of 9.1%

Table 22– UK Visitors by carriers 2018

	2018	% Share	2017	% Share	% Growth	Seats	Visitors %
Britannia	6,052	57.4%	15,010	78.2%	-59.7%	7,491	80.8%
KLM	1,413	13.4%	1,350	7.0%	4.7%	101,374	1.4%
American Airlines	1,093	10.4%	1,002	5.2%	9.1%	242,039	0.5%
Delta Airlines	204	1.9%	334	1.7%	-38.9%	150,701	0.1%
Insel Air	108	1.0%	225	1.2%	-52.0%	61,384	0.2%
Others	1,676	15.9%	1,280	6.7%	30.9%		
Total	10,546		19,201		-45.1%		



In 2018, visitors from Sweden decreased by 3.6% compared to same period last year with the peak December with 1,267 visitors.

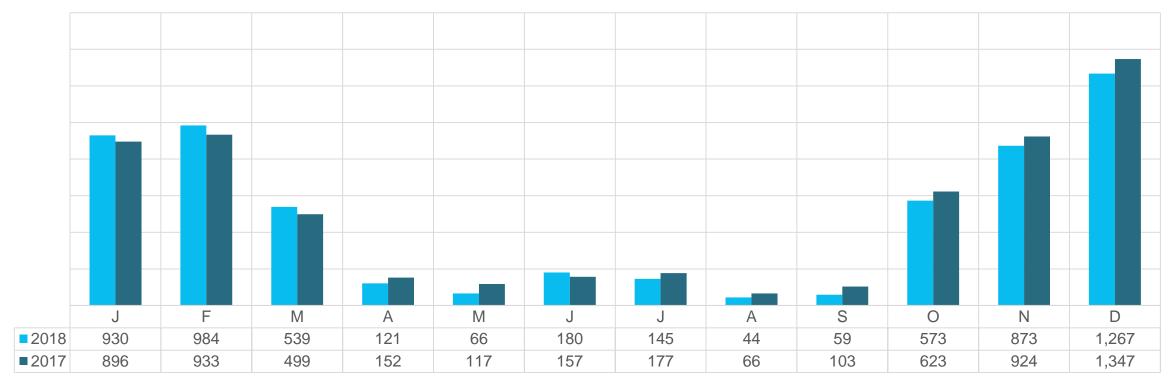
The largest increase was observed for the month of July with a growth of 14.6% compared to 2017.

The average length of stay for the Sweden visitors in 2018 increased slightly from 12.0 nights in 2017 to 12.1 nights in 2018 nights.

The longest stay was observed for the month December.

#### **Sweden Visitors**

Graph 4 – Sweden visitors 2018



#### **Sweden Visitors**

Table 23 - Total Sweden visitors, nights and average length of stay 2018

		Visitors			Nights		Avg Length Stay (Nts)			
	2018	2017	% Change	2018	2017	% Change	2018	2017	% Change	
January	930	896	3.8%	11,867	11,205	5.9%	12.8	12.5	2.0%	
February	984	933	5.5%	12,265	11,590	5.8%	12.5	12.4	0.3%	
March	539	499	8.0%	6,602	5,905	11.8%	12.2	11.8	3.5%	
April	121	152	-20.4%	1,041	1,323	-21.3%	8.6	8.7	-1.2%	
May	66	117	-43.6%	605	1,018	-40.6%	9.2	8.7	5.4%	
June	180	157	14.6%	2,010	1,745	15.2%	11.2	11.1	0.5%	
July	145	177	-18.1%	1,565	1,966	-20.4%	10.8	11.1	-2.8%	
August	44	66	-33.3%	462	576	-19.8%	10.5	8.7	20.3%	
Sept	59	103	-42.7%	554	1,028	-46.1%	9.4	10.0	-5.9%	
October	573	623	-8.0%	5970	6661	-10.4%	10.4	10.7	-2.6%	
November	873	924	-5.5%	10338	11433	-9.6%	11.8	12.4	-4.3%	
December	1,267	1,347	-5.9%	16411	17284	-5.1%	13.0	12.8	0.9%	
Total	5,781	5,994	-3.6%	69,690	71,734	-2.8%	12.1	12.0	0.7%	

# **Sweden First Timers and Repeaters**

The first time visitors from Sweden decreased by 10.9% in 2018 compared to same period in 2017, while repeaters saw a decrease of 1.1% visitors who came 2 to 5 times to Aruba and 14.9% decrease for visitors coming 6 times or more to Aruba.

The share of first timers is the largest with 71.7% of the share and 28.2% for repeaters. The latter serves to show that the majority of Sweden visitors are first time visitors.

Table 24 – Sweden first timers and repeaters 2018

		weden tors	% change Y/Y	% of Swed	en visitors	% of EUR visitors ir group	
	2018 2017		2018	2018	2017	2018	2017
1 visit	3,218	3,610	-10.9%	71.7%	73.0%	6.9%	7.3%
2-5- visits	965	976	-1.1%	21.5%	19.7%	6.4%	6.3%
6+ visits	308	362	-14.9%	6.9%	7.3%	3.0%	3.5%
Total	4,491 4,948		-9.2%			6.2%	6.6%



# Age Sweden

In 2018, increases were observed in 3 different age categories of the Sweden visitors, with the highest increase seen for the age group 70 years or older years old of 32.2%. The largest share of Sweden visitors is mostly the young group of age between 50 and 59 representing 18.8% of the total Sweden visitors. Sweden visitors 50 or older represented 38.8% of the Sweden visitors, while those between 20 and 49 were 41.1%.

Table 25- Age of stay-over visitors Sweden versus Europe 2018

	Europe Visitors					Visit	% share of EUR Total (by age group)					
	2018	% share	2017	% share	% change	2018	% share	2017	% share	% change	2018	2017
0 - 11 yrs	5,507	6.1%	5,510	6.1%	-0.1%	717	12.4%	731	12.2%	-1.9%	13.0%	13.3%
12 - 19 yrs	4,728	5.3%	4,834	5.3%	-2.2%	442	7.7%	434	7.2%	1.8%	9.3%	9.0%
20 - 29 yrs	16,979	18.9%	16,312	18.0%	4.1%	658	11.4%	726	12.1%	-9.4%	3.9%	4.5%
30 - 39 yrs	18,268	20.4%	17,088	18.8%	6.9%	761	13.2%	822	13.7%	-7.4%	4.2%	4.8%
40 - 49 yrs	14,409	16.1%	15,504	17.1%	-7.1%	955	16.5%	1,090	18.2%	-12.4%	6.6%	7.0%
50 - 59 yrs	16,733	18.7%	17,929	19.7%	-6.7%	1,085	18.8%	1,169	19.5%	-7.2%	6.5%	6.5%
60 - 69 yrs	9,322	10.4%	9,961	11.0%	-6.4%	838	14.5%	774	12.9%	8.3%	9.0%	7.8%
>70 yrs	3,770	4.2%	3,706	4.1%	1.7%	320	5.5%	242	4.0%	32.2%	8.5%	6.5%
Total	89,716	100.0%	90,844	100.0%	-1.2%	5,776	100.0%	5,988	100.0%	-3.5%	6.4%	6.6%

<sup>\*\*</sup>Not Specified not included

#### **Accommodation Sweden**

The share of Sweden that stayed at a hotel decreased in 2018 to 54.7% of Sweden visitors staying at hotels, down from a share of 58.6% in 2017. The share of Sweden visitors staying at timeshare increased to 24.6% up from 24.2% in 2017. The share of Sweden visitors staying at "other" type of accommodations, such as guesthouses, private homes and apartments increased to 20.7% up from 16.2%. Decreases were observed for the hotel and timeshare categories, with the High rise category with the largest decrease of 16.2%.

Table 26 – Place of stay of stay-over visitors Sweden 2018

	Total visitors		Europe				% Share of EUR total				
	2018	2017	2018	2017	2018	% Share	2017	% Share	% Change	2018	2017
High Rise	458,170	453,985	21,641	24,013	552	9.5%	659	11.0%	-16.2%	0.6%	0.7%
Low Rise	95,121	94,282	15,803	18,750	2,609	45.1%	2,851	47.6%	-8.5%	2.9%	3.1%
Timeshare	299,595	299,909	7,864	8,080	1,422	24.6%	1,453	24.2%	-2.1%	1.6%	1.6%
Others	229,117	222,372	44,439	40,028	1,198	20.7%	1,031	17.2%	16.2%	1.3%	1.1%
Total	1,082,003	1,070,548	89,747	90,871	5,781	100.0%	5,994	100.0%	-3.6%	6.4%	6.6%

#### Purpose of visit Sweden

The most popular reason for Sweden to visit Aruba is for Sun, Sand and Sea with 91.1% of Sweden visitors indicating this as the primary purpose of visit. The second reason mentioned was honeymoon representing 3.0% of Sweden visitors. The largest decrease was observed for the category of Incentives with 50.0%. The category of Shopping had the largest increase of 14.8%.

Table 27- Purpose of visit visitors Sweden versus Europe

		Europe Visitors					Visitors from Sweden					% share of EUR total (by purpose)		
	2018	% Share	2017	% Share	% Change	2018	% Share	2017	% Share	% Change	2018	2017		
Business	4,331	5.7%	4,033	5.1%	7.4%	70	1.4%	125	2.2%	-44.0%	1.6%	3.1%		
Conference	408	0.5%	364	0.5%	12.1%	24	0.5%	29	0.5%	-17.2%	5.9%	8.0%		
Diving	1,006	1.3%	1,104	1.4%	-8.9%	44	0.9%	42	0.7%	4.8%	4.4%	3.8%		
Honeymoon	5,425	7.2%	5,132	6.5%	5.7%	145	3.0%	207	3.7%	-30.0%	2.7%	4.0%		
Incentive	299	0.4%	270	0.3%	10.7%	4	0.1%	8	0.1%	-50.0%	1.3%	3.0%		
Meeting	3,204	4.2%	3,130	3.9%	2.4%	17	0.3%	29	0.5%	-41.4%	0.5%	0.9%		
Shopping	721	1.0%	896	1.1%	-19.5%	101	2.1%	88	1.6%	14.8%	14.0%	9.8%		
Sun,Sand,Sea	58,593	77.2%	62,561	78.6%	-6.3%	4,459	91.1%	5,093	90.1%	-12.4%	7.6%	8.1%		
Wedding	1,880	2.5%	2,075	2.6%	-9.4%	29	0.6%	30	0.5%	-3.3%	1.5%	1.4%		
Total	75,867	100.0%	79,565	100.0%	-4.6%	4,893	100.0%	5,651	100.0%	-13.4%	6.4%	7.1%		

<sup>\*\*</sup>Not Specified not included

#### **Carriers Sweden**

The number one carrier transporting Sweden visitors in June 2018 was Thomas Cook with share of 58.9% of the total Sweden visitors, followed by KLM that brought in 21.7% of the Sweden visitors. Of the top 5 carriers, the largest increase was 33.7% for United Airlines.

Table 28 – Sweden stay-overs by carriers 2018

	2018	% Share	2017	% Share	% Growth	Seats	Visitors%
Thomas Cook	3,404	58.9%	3,382	56.4%	0.7%	3,553	95.8%
KLM	1,257	21.7%	1,329	22.2%	-5.4%	101,374	1.2%
Insel Air	237	4.1%	421	7.0%	-43.7%	61,384	0.4%
American Airlines	238	4.1%	300	5.0%	-20.7%	242,039	0.1%
United Airlines	115	2.0%	86	1.4%	33.7%	160,129	0.1%
Others	530	9.2%	476	7.9%	11.3%		
Total	5,781		5,994		-3.6%		



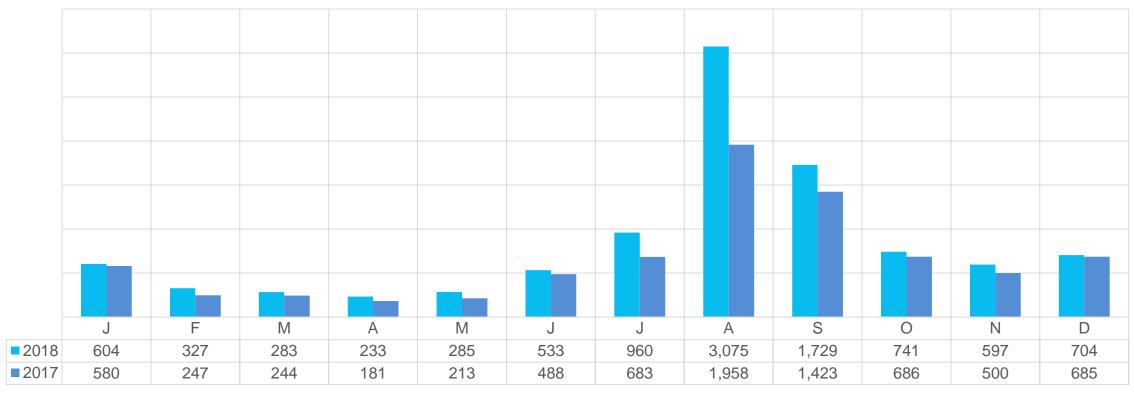
In 2018, visitors from Italy increased by 27.7% compared to same period last year with the peak month being August with 3,075 visitors. August was also the month with the highest number of arrivals in 2017.

Most of the Italians take vacation during the first 3 weeks of August, known as Ferragosto, which explains also the peak month of August.

For 2018, all the months did show increases. August was the month with the highest increase of 57.0%. The average length of stay for the Italy visitors stayed at 7.8 same as last year. The longest stay was observed for the month December.

## **Italy Visitors**

Graph 5– Italy visitors 2018



**■**2018 **■**2017

# **Italy Visitors**

Table 29 - Total Italy visitors, nights and average length of stay

		Visitors			Nights		Avg	g Length Sta	ıy (Nts)
	2018	2017	% Change	2018	2017	% Change	2018	2017	% Change
January	604	580	4.1%	5,279	5,391	-2.1%	8.7	9.3	-6.0%
February	327	247	32.4%	2,925	1,977	48.0%	8.9	8.0	11.8%
March	283	244	16.0%	2,177	2,160	0.8%	7.7	8.9	-13.1%
April	233	181	28.7%	1,877	1,410	33.1%	8.1	7.8	3.4%
May	285	213	33.8%	2,232	1,730	29.0%	7.8	8.1	-3.6%
June	533	488	9.2%	3,854	3,804	1.3%	7.2	7.8	-7.2%
July	960	683	40.6%	7,323	5,041	45.3%	7.6	7.4	3.4%
August	3,075	1,958	57.0%	24,690	14,951	65.1%	8.0	7.6	5.2%
Sept	1,729	1,423	21.5%	12,087	9,526	26.9%	7.0	6.7	4.4%
October	741	686	8.0%	5010	4684	7.0%	6.8	6.8	-1.0%
November	597	500	19.4%	4192	4163	0.7%	7.0	8.3	-15.7%
December	704	685	2.8%	6884	6612	4.1%	9.8	9.7	1.3%
Total	10,071	7,888	27.7%	78,530	61,449	27.8%	7.8	7.8	0.1%



### **Italy First Timers and Repeaters**

The first time visitors from Italy increased by 32.1% in 2018 compared to same period last year, while repeaters saw an increase of 18.5% visitors who came 2 to 5 times to Aruba and 26.5% increase for visitors coming 6 times or more to Aruba. The share of first timers is the largest with 79.5% of the share and 20.5% for repeaters.

Table 30 – Italy first timers and repeaters 2018

	Total Ital	y visitors	% change Y/Y	% of Italy visitors		% of EUR visitors in group		
	2018 2017		2018	2018	2017	2018	2017	
1 visit	6,414	4,857	32.1%	79.5%	77.9%	13.7%	9.8%	
2-5- visits	1,243	1,049	18.5%	15.4%	16.8%	8.3%	6.8%	
6+ visits	415	328	26.5%	5.1%	5.3%	4.0%	3.2%	
Total	8,072 6,234		29.5%			11.2%	8.3%	

<sup>\*\*</sup>Not specified not included

### Age Italy

Up to June 2018, increases were observed for all the categories of the Italy visitors. The highest increase was for the age group 12-19 years old. The largest share of Italy visitors is for the age group between 30 and 39 years old representing 39.4% of the total Italy visitors. Just as last year, the majority of the visitors were between 20-49 years old. The share of the group of 50 and older was 17.0% in 2018 compared to 17.5% in 2017. The market share of the group of 20-49 increased slightly to 75.4% in 2018, up from 75.1% in 2017.

Table 31 - Age of stay-over visitors Italy versus total Europe

		Е	urope Vis	sitors			Vi		% Share of EUR Total (by age group)			
	2018	% share	2017	% share	% change	2018	% share	2017	% share	% change	2018	2017
0 - 11 yrs	5,507	6.1%	5,510	6.1%	-0.1%	444	4.4%	360	4.6%	23.3%	8.1%	6.5%
12 - 19 yrs	4,728	5.3%	4,834	5.3%	-2.2%	323	3.2%	225	2.9%	43.6%	6.8%	4.7%
20 - 29 yrs	16,979	18.9%	16,312	18.0%	4.1%	2,115	21.0%	1,619	20.5%	30.6%	12.5%	9.9%
30 - 39 yrs	18,268	20.4%	17,088	18.8%	6.9%	3,967	39.4%	3,050	38.7%	30.1%	21.7%	17.8%
40 - 49 yrs	14,409	16.1%	15,504	17.1%	-7.1%	1,509	15.0%	1,250	15.9%	20.7%	10.5%	8.1%
50 - 59 yrs	16,733	18.7%	17,929	19.7%	-6.7%	1,134	11.3%	892	11.3%	27.1%	6.8%	5.0%
60 - 69 yrs	9,322	10.4%	9,961	11.0%	-6.4%	447	4.4%	354	4.5%	26.3%	4.8%	3.6%
>70 yrs	3,770	4.2%	3,706	4.1%	1.7%	132	1.3%	136	1.7%	-2.9%	3.5%	3.7%
Total	89,716	100.0%	90,844	100.0%	-1.2%	10,071	100.0%	7,886	100.0%	27.7%	11.2%	8.7%

<sup>\*\*</sup>Not Specified not included

#### **Accommodation Italy**

The share of Italy visitors that stayed at a hotel increased in 2018 to 67.5%, up from a share of 64.4% in 2017. The share of Italy visitors staying at timeshare decreased to 9.3%, compared to 9.9% in 2017. The share of Italy visitors staying at "other" type of accommodations, such as guesthouses, private homes and apartments decreased to 23.1% in 2018 down from 25.7% same period last year. Increases were observed for all the categories. The largest increase is observed for High rise of 48.1%. For the Italy visitors, hotels were the most demanded accommodation.

Table 32 – Place of stay visitors Italy versus total Europe 2018

	Total v	isitors	Eur	ope			Italy			% share	of EUR total
	2018	2017	2018	2017	2018	% share	2017	% share	% change	2018	2017
High Rise	458,170	453,985	21,641	24,013	3,920	38.9%	2,646	33.5%	48.1%	4.4%	2.9%
Low Rise	95,121	94,282	15,803	18,750	2,880	28.6%	2,434	30.9%	18.3%	3.2%	2.7%
Timeshare	299,595	299,909	7,864	8,080	941	9.3%	781	9.9%	20.5%	1.0%	0.9%
Others	229,117	222,372	44,439	40,028	2,330	23.1%	2,027	25.7%	14.9%	2.6%	2.2%
Total	1,082,003	1,070,548	89,747	90,871	10,071	100.0%	7,888	100.0%	27.7%	11.2%	8.7%

### **Purpose of visit Italy**

The most popular reason for Italians to visit Aruba is for Sun, Sand and Sea with 47.0% of Italy visitors indicating this as the purpose of visit. The second reason mentioned was honeymoon representing 39.2% of Italy visitors. The largest growth is of visitors coming for Shopping with a growth of 139.6% in 2018.

Table 33 - Purpose of visit Italy 2018

	Europe Visitors					Visitors from Italy					% share of EUR total (by purpose)		
	2018	% share	2017	% share	% change	2018	% share	2017	% share	% change	2018	2017	
Business	4,331	5.7%	4,033	5.1%	7.4%	98	1.1%	73	1.0%	34.2%	2.3%	1.8%	
Conference	408	0.5%	364	0.5%	12.1%	34	0.4%	34	0.5%	0.0%	8.3%	9.3%	
Diving	1,006	1.3%	1,104	1.4%	-8.9%	81	0.9%	47	0.7%	72.3%	8.1%	4.3%	
Honeymoon	5,425	7.2%	5,132	6.5%	5.7%	3,537	39.2%	2,662	37.9%	32.9%	65.2%	51.9%	
Incentive	299	0.4%	270	0.3%	10.7%	18	0.2%	11	0.2%	63.6%	6.0%	4.1%	
Meeting	3,204	4.2%	3,130	3.9%	2.4%	56	0.6%	49	0.7%	14.3%	1.7%	1.6%	
Shopping	721	1.0%	896	1.1%	-19.5%	105	1.2%	44	0.6%	138.6%	14.6%	4.9%	
Sun,Sand,Sea	58,593	77.2%	62,561	78.6%	-6.3%	4,245	47.0%	3,393	48.3%	25.1%	7.2%	5.4%	
Wedding	1,880	2.5%	2,075	2.6%	-9.4%	852	9.4%	717	10.2%	18.8%	45.3%	34.6%	
Total	75,867	100.0%	79,565	100.0%	-4.6%	9,026	100.0%	7,030	100.0%	28.4%	11.9%	8.8%	

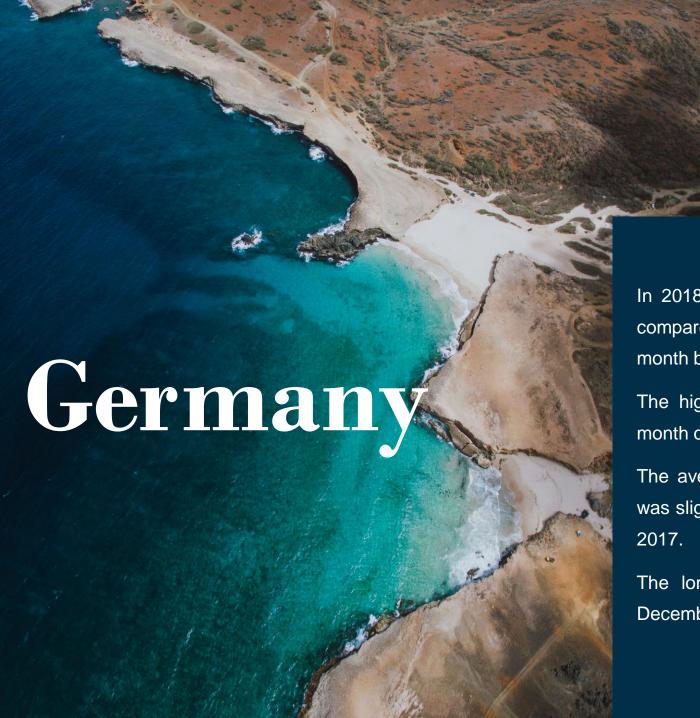
<sup>\*\*</sup>Not Specified not included

### **Carriers Italy**

The number one carrier transporting Italy visitors in 2018 was American Airlines with share of 29.4% of the total Italy visitors, followed by Delta Airlines that brought in 23.0% of the Italian visitors. Of the top 5 carriers, the biggest relative increase was observed for Avianca of 268.7%.

Table 34– Italy stay-overs by carriers 2018

	2018	% Share	2017	% Share	% Growth	Seats	Visitors%
American Airlines	2,958	29.4%	2,254	28.6%	31.2%	242,039	1.2%
Delta Airline	2,319	23.0%	2,000	25.4%	16.0%	150,701	1.5%
KLM	1,825	18.1%	1,373	17.4%	32.9%	101,374	1.8%
United Airlines	917	9.1%	582	7.4%	57.6%	160,129	0.6%
Avianca	494	4.9%	134	1.7%	268.7%	97,176	0.5%
Others	1,558	15.5%	1,545	19.6%	0.8%		
Total	10,071		7,888		27.7%		



In 2018, visitors from Germany increased by 13.1% compared to same period last year with the peak month being November for the year.

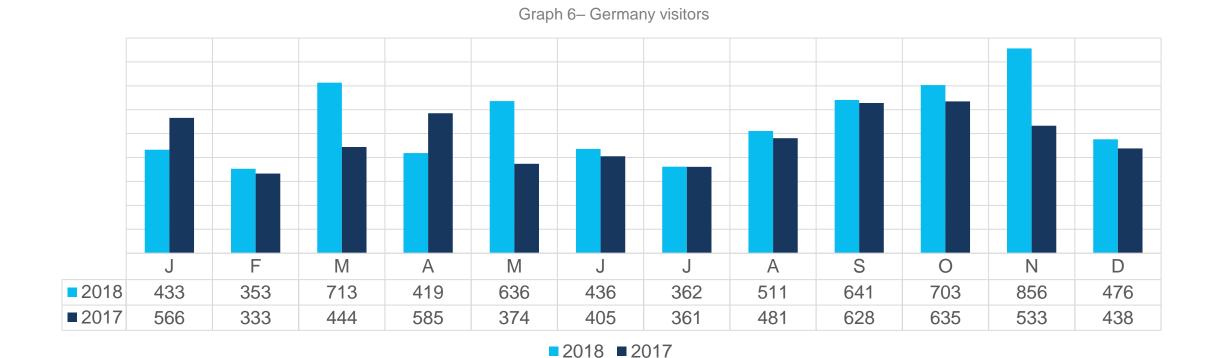
The highest relative increase was observed for the month of May compared to same month last year.

The average length of stay for the Germany visitors was slightly longer in 2018 of 9.6 nights up from 9.4 in 2017.

The longest stay was observed for the month of December.

### **Visitors Germany**

In 2018, visitors from Germany increased by 13.1% compared to same period last year with the peak month being November for the year. The highest relative increase was observed for the month of May compared to same month last year. The average length of stay for the Germany visitors was slightly longer in 2018 of 9.6 nights up from 9.4 in 2017. The longest stay was observed for the month of December.



# **Visitors Germany**

Table 35 - Total Germany visitors, nights and average length of stay 2018

		Visitors			Nights		Avg Length Stay (Nts)			
	2018	2017	% change	2018	2017	% change	2018	2017	% change	
January	433	566	-23.5%	4,074	4,283	-4.9%	9.4	7.6	24.3%	
February	353	333	6.0%	3,476	2,944	18.1%	9.8	8.8	11.4%	
March	713	444	60.6%	6,752	3,984	69.5%	9.5	9.0	5.5%	
April	419	585	-28.4%	3,819	5,969	-36.0%	9.1	10.2	-10.7%	
May	636	374	70.1%	6,029	3,373	78.7%	9.5	9.0	5.1%	
June	436	405	7.7%	3,937	3,643	8.1%	9.0	9.0	0.4%	
July	362	361	0.3%	3,466	3,787	-8.5%	9.6	10.5	-8.7%	
August	511	481	6.2%	5,212	4,776	9.1%	10.2	9.9	2.7%	
Sept	641	628	2.1%	6,022	5,754	4.7%	9.4	9.2	2.5%	
October	703	635	10.7%	6774	5988	13.1%	9.6	9.4	2.2%	
November	856	533	60.6%	7690	5350	43.7%	9.0	10.0	-10.5%	
December	476	438	8.7%	5257	4635	13.4%	11.0	10.6	4.4%	
Total	6,539	5,783	13.1%	62,508	54,486	14.7%	9.6	9.4	1.5%	

#### **Germany First Timers and Repeaters**

The first time visitors from Germany increased by 11.2% compared to 2017, while repeaters saw an increase of 16.4% visitors who came 2 to 5 times to Aruba and 28.1% increase for visitors coming 6 times or more to Aruba. The share of first timers is the largest with 79.1% of the share and 20.9% for repeaters.

Table 36 – Germany first timers and repeaters 2018

	Total Germ	Total Germany visitors		% of Germa	any visitors	% of EUR visitors in group		
	2018	2017	2018	2018	2017	2018	2017	
1 visit	4,277	3,846	11.2%	79.1%	80.4%	9.1%	7.7%	
2-5- visits	689	592	16.4%	12.7%	12.4%	4.6%	3.8%	
6+ visits	442	345	28.1%	8.2%	7.2%	4.3%	3.4%	
Total	5,408	4,783	13.1%			7.5%	6.3%	

<sup>\*\*</sup>Not specified not included

#### **Accommodation Germany**

The share of Germany that stayed at a hotel decreased in 2018 to 39.1% of Germany visitors staying at a hotel, down from a share of 42.2% in same period last year. The share of Germany visitors staying at timeshare decreased slightly to 7.0% down from 7.1% in 2017. The share of Germany visitors staying at "other" type of accommodations, such as guesthouses, private homes and apartments increased to 53.9% in 2018 up from 50.7% in 2017. Increases was observed for all categories.

Table 37- Accommodation of stay-over visitors Germany versus Europe total 2018

	Total v	risitors	Eur	оре				% share of EUR total			
	2018	2017	2018	2017	2018	% share	2017	% share	% change	2018	2017
High Rise	458,170	453,985	21,641	24,013	1,493	22.8%	1,377	23.8%	8.4%	1.7%	1.5%
Low Rise	95,121	94,282	15,803	18,750	1,066	16.3%	1,062	18.4%	0.4%	1.2%	1.2%
Timeshare	299,595	299,909	7,864	8,080	457	7.0%	410	7.1%	11.5%	0.5%	0.5%
Others	229,117	222,372	44,439	40,028	3,523	53.9%	2,934	50.7%	20.1%	3.9%	3.2%
Total	1,082,003	1,070,548	89,747	90,871	6,539	100.0%	5,783	100.0%	13.1%	7.3%	6.4%

### Age Germany

In 2018, increases were observed for all the age categories of the Germany visitors except the group of 12-19 years old. The largest relative increase is seen for the age group of 30-39 years old of 28.3%. The largest share of Germany visitors is for the age group between 30-39 years old representing 26.0% of the total Germany visitors. 63.0% of Germany visitors are in the group of 20-49 years old as is the case with the other main markets and Europe in general.

Table 38- Age of stay-over visitors Germany versus Europe total 2018

	Europe Visitors						Visito		% share of EUR total (by age group)			
	2018	% share	2017	% share	% change	2018	% share	2017	% share	% change	2018	2017
0 - 11 yrs	5,507	6.1%	5,510	6.1%	-0.1%	263	4.0%	243	4.2%	8.2%	4.8%	4.4%
12 - 19 yrs	4,728	5.3%	4,834	5.3%	-2.2%	201	3.1%	233	4.0%	-13.7%	4.3%	4.8%
20 - 29 yrs	16,979	18.9%	16,312	18.0%	4.1%	1,411	21.6%	1,262	21.8%	11.8%	8.3%	7.7%
30 - 39 yrs	18,268	20.4%	17,088	18.8%	6.9%	1,701	26.0%	1,326	22.9%	28.3%	9.3%	7.8%
40 - 49 yrs	14,409	16.1%	15,504	17.1%	-7.1%	1,009	15.4%	960	16.6%	5.1%	7.0%	6.2%
50 - 59 yrs	16,733	18.7%	17,929	19.7%	-6.7%	1,210	18.5%	1,110	19.2%	9.0%	7.2%	6.2%
60 - 69 yrs	9,322	10.4%	9,961	11.0%	-6.4%	530	8.1%	465	8.0%	14.0%	5.7%	4.7%
>70 yrs	3,770	4.2%	3,706	4.1%	1.7%	212	3.2%	183	3.2%	15.8%	5.6%	4.9%
Total	89,716	100.0%	90,844	100.0%	-1.2%	6,537	100.0%	5,782	100.0%	13.1%	7.3%	6.4%

<sup>\*\*</sup>Not Specified not included

### **Purpose of visit Germany**

The most popular reason for Germany visitors to visit Aruba is for Sun, Sand and Sea with 81.9% of Germany visitors indicating this as the purpose of visit. The second reason mentioned was honeymoon representing 6.4% of Germany visitors. The largest relative growth is of visitors coming for Wedding with a growth of 39.5% in 2018.

Table 39: Purpose of Visit Germany versus Total 2018

		Ει	urope Visi	itors		Visitors from Germany					% share of EUR total (by purpose)	
	2018	% share	2017	% share	% change	2018	% share	2017	% share	% change	2018	2017
Business	4,331	5.7%	4,033	5.1%	7.4%	141	2.6%	125	2.5%	12.8%	3.3%	3.1%
Conference	408	0.5%	364	0.5%	12.1%	14	0.3%	25	0.5%	-44.0%	3.4%	6.9%
Diving	1,006	1.3%	1,104	1.4%	-8.9%	211	3.8%	168	3.4%	25.6%	21.0%	15.2%
Honeymoon	5,425	7.2%	5,132	6.5%	5.7%	351	6.4%	331	6.7%	6.0%	6.5%	6.4%
Incentive	299	0.4%	270	0.3%	10.7%	43	0.8%	33	0.7%	30.3%	14.4%	12.2%
Meeting	3,204	4.2%	3,130	3.9%	2.4%	88	1.6%	71	1.4%	23.9%	2.7%	2.3%
Shopping	721	1.0%	896	1.1%	-19.5%	96	1.7%	79	1.6%	21.5%	13.3%	8.8%
Sun,Sand,Sea	58,593	77.2%	62,561	78.6%	-6.3%	4,508	81.9%	4,085	82.4%	10.4%	7.7%	6.5%
Wedding	1,880	2.5%	2,075	2.6%	-9.4%	53	1.0%	38	0.8%	39.5%	2.8%	1.8%
Total	75,867	100.0%	79,565	100.0%	-4.6%	5,505	100.0%	4,955	100.0%	11.1%	7.3%	6.2%

<sup>\*\*</sup>Not Specified not included

### **Carriers Germany**

The number one carrier transporting Germany visitors in 2017 was KLM with share of 50.7% of the total Germany visitors, followed by Insel Air that brought in 11.7% of the Germany visitors.

Of the top 5 carriers, the highest decrease was observed for Insel Air of 35.6%. United Airlines recorded the highest relative increase of 96.3%.

	2018	% Share	2017	% Share	% Growth	Seats	Visitors%
KLM	3,317	50.7%	2,504	43.3%	32.5%	101,374	3.3%
Insel Air	765	11.7%	1,187	20.5%	-35.6%	61,384	1.2%
TUI	401	6.1%	348	6.0%	15.2%	69,775	0.6%
American Airlines	314	4.8%	330	5.7%	-4.8%	242,039	0.1%
United Airlines	267	4.1%	136	2.4%	96.3%	160,129	0.2%
Others	1,475	22.6%	1,278	22.1%	15.4%		
Total	6,539		5,783		13.1%		



In 2018, visitors from Belgium increased by 40.4% compared to same period last year with the peak month being July of the year.

The highest decrease was observed for the month of April compared to same month last year with 15.1%.

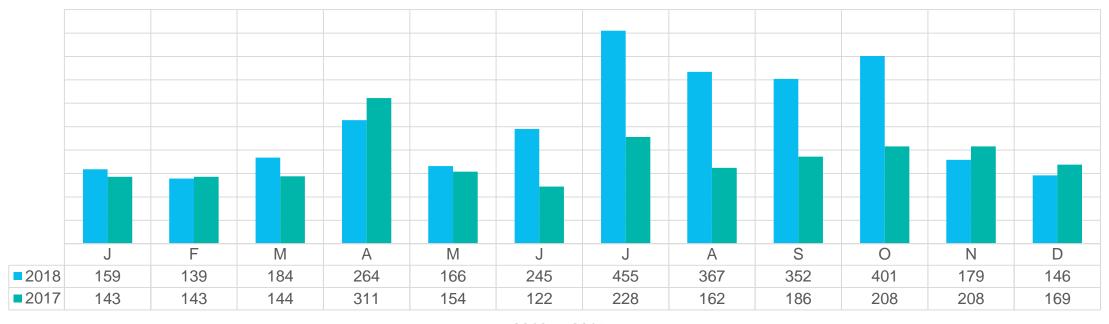
The average length of stay for the Belgium visitors decreased to 10.0 in 2018 down from 10.6 in 2017.

The longest stay was observed for the month January.

### **Visitors Belgium**

In 2018, visitors from Belgium increased by 40.4% compared to same period last year with the peak month being July of the year. The highest decrease was observed for the month of April compared to same month last year with 15.1%. The average length of stay for the Belgium visitors decreased to 10.0 in 2018 down from 10.6 in 2017. The longest stay was observed for the month January.

Graph 7- Belgium visitors 2018



### **Visitors Belgium**

In 2018, visitors from Belgium increased by 40.4% compared to same period last year with the peak month being July of the year. The highest decrease was observed for the month of April compared to same month last year with 15.1%. The average length of stay for the Belgium visitors decreased to 10.0 in 2018 down from 10.6 in 2017. The longest stay was observed for the month January.

Table 41 - Total Belgium visitors, nights and average length of stay 2018

		Visitors			Nights		Av	g Length Sta	y (Nts)
	2018	2017	% change	2018	2017	% change	2018	2017	% change
January	159	143	11.2%	2,019	2,288	-11.8%	12.7	16.0	-20.6%
February	139	143	-2.8%	1,396	1,553	-10.1%	10.0	10.9	-7.5%
March	184	144	27.8%	2,025	1,315	54.0%	11.0	9.1	20.5%
April	264	311	-15.1%	2,418	2,706	-10.6%	9.2	8.7	5.3%
May	166	154	7.8%	1,600	1,601	-0.1%	9.6	10.4	-7.3%
June	245	122	100.8%	2,528	1,790	41.2%	10.3	14.7	-29.7%
July	455	228	99.6%	4,626	2,428	90.5%	10.2	10.6	-4.5%
August	367	162	126.5%	3,457	1,749	97.7%	9.4	10.8	-12.8%
Sept	352	186	89.2%	3,317	1,730	91.7%	9.4	9.3	1.3%
October	401	208	92.8%	3397	2162	57.1%	8.5	10.4	-18.5%
November	179	208	-13.9%	2072	2017	2.7%	11.6	9.7	19.4%
December	146	169	-13.6%	1764	1652	6.8%	12.1	9.8	23.6%
Total	3,057	2,178	40.4%	30,619	22,991	33.2%	10.0	10.6	-5.1%

### **Belgium First Timers and Repeaters**

The first time visitors from Belgium increased by 55.0% compared to 2017, while repeaters saw an increase of 22.6% visitors who came 2 to 5 times to Aruba and a 17.2% decrease for visitors coming 6 times or more to Aruba. The share of first timers is the largest with 74.4% of the share and 25.6% for repeaters.

Table 42– Belgium first timers and repeaters 2018

	Total Belgi	Total Belgium visitors		% of Belgi	um visitors	% of EUR vis	% of EUR visitors in group		
	2018	2017	2018	2018	2017	2018	2017		
1 visit	1,868	1,205	55.0%	74.4%	66.4%	4.0%	2.4%		
2-5- visits	428	349	22.6%	17.0%	19.2%	2.8%	2.3%		
6+ visits	216	261	-17.2%	8.6%	14.4%	2.1%	2.5%		
Total	2,512	1,815	38.4%			3.5%	2.4%		

<sup>\*\*</sup>Not specified not included

#### **Accommodation Belgium**

The share of Belgium that stayed at a hotel increased in 2018 to 48.5% of Belgium visitors staying at a hotel, up from a share of 44.3% in same period last year. The share of Belgium visitors staying at timeshare increased to 7.7% up from 7.5% in 2017. The share of Belgium visitors staying at "other" type of accommodations, such as guesthouses, private homes and apartments decreased to 43.8% in 2018 down from 48.2% in 2017. Increase were observed for all categories with the category of Low rise with the largest relative increase of 76.8%

	Total v	isitors	Eu	rope	Belgium			% share of EUR total			
	2018	2017	2018	2017	2018	% Share	2017	% Share	% Change	2018	2017
High Rise	458,170	453,985	21,641	24,013	857	28.0%	611	28.1%	40.3%	1.0%	0.7%
Low Rise	95,121	94,282	15,803	18,750	626	20.5%	354	16.3%	76.8%	0.7%	0.4%
Timeshare	299,595	299,909	7,864	8,080	236	7.7%	163	7.5%	44.8%	0.3%	0.2%
Others	229,117	222,372	44,439	40,028	1,338	43.8%	1,050	48.2%	27.4%	1.5%	1.2%
Total	1,082,003	1,070,548	89,747	90,871	3,057	100.0%	2,178	100.0%	40.4%	3.4%	2.4%

### Age Belgium

In 2018, increases were observed all across the different age categories of the Belgium visitors. The largest increase is seen for the age group 20-29 of 81.3%. The largest share of Belgium visitors is for the age group between 20-29 years old representing 23.2% of the total Belgium visitors. This is a 5.2 % points increase compared to the same period in 2017. Last year the group of 40-49 years old was the largest group. The visitors from Belgium between 20-49 years old do represent 58.7% of all Belgium visitors.

Table 43- Age of stay-over visitors Belgium versus Europe 2018

		Europe Visitors					Visitors from Belgium					of EUR by age oup)
	2018	% Share	2017	% Share	% Change	2018	% Share	2017	% share	% Change	2018	2017
0 - 11 yrs	5,507	6.1%	5,510	6.1%	-0.1%	208	6.8%	170	7.8%	22.4%	3.8%	3.1%
12 - 19 yrs	4,728	5.3%	4,834	5.3%	-2.2%	199	6.5%	145	6.7%	37.2%	4.2%	3.0%
20 - 29 yrs	16,979	18.9%	16,312	18.0%	4.1%	709	23.2%	391	18.0%	81.3%	4.2%	2.4%
30 - 39 yrs	18,268	20.4%	17,088	18.8%	6.9%	514	16.8%	361	16.6%	42.4%	2.8%	2.1%
40 - 49 yrs	14,409	16.1%	15,504	17.1%	-7.1%	570	18.6%	430	19.7%	32.6%	4.0%	2.8%
50 - 59 yrs	16,733	18.7%	17,929	19.7%	-6.7%	531	17.4%	386	17.7%	37.6%	3.2%	2.2%
60 - 69 yrs	9,322	10.4%	9,961	11.0%	-6.4%	233	7.6%	227	10.4%	2.6%	2.5%	2.3%
>70 yrs	3,770	4.2%	3,706	4.1%	1.7%	93	3.0%	68	3.1%	36.8%	2.5%	1.8%
Total	89,716	100.0%	90,844	100.0%	-1.2%	3,057	100.0%	2,178	100.0%	40.4%	3.4%	2.4%

<sup>\*\*</sup>Not Specified not included

## Purpose of visit Belgium

		Eur	ope Visit	ors			Visito		% share of EUR total (by purpose)			
	2018	% share	2017	% share	% change	2018	% share	2017	% share	% change	2018	2017
Business	4,331	5.7%	4,033	5.1%	7.4%	102	3.8%	94	5.0%	8.5%	2.4%	2.3%
Conference	408	0.5%	364	0.5%	12.1%	8	0.3%	11	0.6%	-27.3%	2.0%	3.0%
Diving	1,006	1.3%	1,104	1.4%	-8.9%	39	1.5%	44	2.3%	-11.4%	3.9%	4.0%
Honeymoon	5,425	7.2%	5,132	6.5%	5.7%	103	3.9%	62	3.3%	66.1%	1.9%	1.2%
Incentive	299	0.4%	270	0.3%	10.7%	8	0.3%	7	0.4%	14.3%	2.7%	2.6%
Meeting	3,204	4.2%	3,130	3.9%	2.4%	47	1.8%	47	2.5%	0.0%	1.5%	1.5%
Shopping	721	1.0%	896	1.1%	-19.5%	71	2.7%	27	1.4%	163.0%	9.8%	3.0%
Sun,Sand,Sea	58,593	77.2%	62,561	78.6%	-6.3%	2,264	85.1%	1,581	83.8%	43.2%	3.9%	2.5%
Wedding	1,880	2.5%	2,075	2.6%	-9.4%	19	0.7%	13	0.7%	46.2%	1.0%	0.6%
Total	75,867	100.0%	79,565	100.0%	-4.6%	2,661	100.0%	1,886	100.0%	41.1%	3.5%	2.4%

<sup>\*\*</sup>Not Specified not included

## **Carriers Belgium**

	2018	% Share	2017	% Share	% Growth	Seats	Visitors%
TUI	1,127	36.9%	558	25.6%	102.0%	69,775	1.6%
KLM	951	31.1%	976	44.8%	-2.6%	101,374	0.9%
South West	227	7.4%		0.0%		93,831	0.2%
Insel Air	150	4.9%	244	11.2%	-38.5%	61,384	0.2%
Aruba Airlines	67	2.2%	10	0.5%	570.0%	269,682	0.0%
Others	535	17.5%	390	17.9%	37.2%		
Total	3,057		2,178		40.4%		