Aruba Tourism Authority

February 2020

SNAPSHOT YTD FEBRUARY 2020

HOW MANY ARRIVALS?

185,910

-0.8%

HOW MANY CRUISE TOURISM?

209,365

-2.4%

HOW LONG DID THEY STAY?

30 DAY

1,421,605

-4.9%

WHAT DID THEY SPEND?**

Central Bank Aruba (2019)

Awg. 3,724 min

+3.3%

**Tourism Credits: In the new presentation of the Balance of Payments, the Central Bank of Aruba reclassified maintenance fee arising from Timeshare arrangement from “Other Services” to “Travel Services” (Tourism). With this reclassification it should be noted that the term Tourism Receipts has changed to Tourism Credits in the new presentation of Balance of Payments. This reclassification resulted in an upward adjustment of the previously used term Tourism Receipts.

WHERE DID THEY STAY?

HIGH RISE	LOW RISE	TIMESHARE	OTHERS
480,458 NIGHTS	109,505 NIGHTS	434,678 NIGHTS	396,964 NIGHTS
+0.6%	-3.9%	1.5%	-16.3%

ARRIVALS
YTD FEBRUARY

185,910 ARRIVALS

-0.8% GROWTH

	2019	Growth	2020	% Growth	Marketshare 2019	Marketshare 2020
USA	134,356	6,880	141,236	5.1%	71.7%	76.0%
Canada	12,961	1,640	14,601	12.7%	6.9%	7.9%
NA	**147,317**	8,520	**155,837**	**5.8%**	78.6%	83.8%
Venezuela	5,470	-4,461	1,009	-81.6%	2.9%	0.5%
Colombia	4,855	-1,498	3,357	-30.9%	2.6%	1.8%
Brazil	1,717	-255	1,462	-14.9%	0.9%	0.8%
Argentina	3,415	-344	3,071	-10.1%	1.8%	1.7%
Chile	2,109	-1,039	1,070	-49.3%	1.1%	0.6%
Ecuador	255	-160	95	-62.7%	0.1%	0.1%
Peru	796	-164	632	-20.6%	0.4%	0.3%
Paraguay	496	-184	312	-37.1%	0.3%	0.2%
Uruguay	386	-155	231	-40.2%	0.2%	0.1%
Mexico	209	-69	140	-33.0%	0.1%	0.1%
Others	1,192	205	1,397	17.2%	0.6%	0.8%
SA	**20,900**	-8,124	**12,776**	**-38.9%**	11.1%	6.9%
Netherlands	7,921	-604	7,317	-7.6%	4.2%	3.9%
UK	599	-82	517	-13.7%	0.3%	0.3%
Germany	939	-71	868	-7.6%	0.5%	0.5%
Italy	972	74	1,046	7.6%	0.5%	0.6%
Sweden	1,685	-297	1,388	-17.6%	0.9%	0.7%
Belgium	275	50	325	18.2%	0.1%	0.2%
Ireland	48	-19	29	-39.6%	0.0%	0.0%
Others	2,807	-402	2,405	-14.3%	1.5%	1.3%
Europe	**15,246**	-1,351	**13,895**	**-8.9%**	8.1%	7.5%
ROW	**3,990**	-588	**3,402**	**-14.7%**	2.1%	1.8%
Total	**187,453**	-1,543	**185,910**	**-0.8%**		
W/O Ven.	**181,983**	2.918	**184,901**	**1.6%**		

ARRIVALS USA
YTD FEBRUARY

141,236 ARRIVALS

+5.1% GROWTH

LARGEST ABSOLUTE GROWTH: **ILLINOIS**

	2019	Growth	2020	% Growth	Marketshare 2019	Marketshare 2020
New York	31,182	925	32,107	3.0%	23.2%	22.7%
Massachusetts	18,973	-534	18,439	-2.8%	14.1%	13.1%
New Jersey	13,179	635	13,814	4.8%	9.8%	9.8%
Pennsylvania	7,465	921	8,386	12.3%	5.6%	5.9%
Illinois	4,124	1,028	5,152	24.9%	3.1%	3.6%
Connecticut	4,498	-84	4,414	-1.9%	3.3%	3.1%
Florida	5,955	-713	5,242	-12.0%	4.4%	3.7%
Ohio	3,918	139	4,057	3.5%	2.9%	2.9%
Maryland	3,434	593	4,027	17.3%	2.6%	2.9%
Michigan	3,509	247	3,756	7.0%	2.6%	2.7%
Virginia	2,670	169	2,839	6.3%	2.0%	2.0%
Georgia	1,967	375	2,342	19.1%	1.5%	1.7%
North Carolina	2,418	493	2,911	20.4%	1.8%	2.1%
Texas	2,273	197	2,470	8.7%	1.7%	1.7%
California	1,932	-102	1,830	-5.3%	1.4%	1.3%
Other	26,859	2,591	29,450	9.6%	20.0%	20.9%
Total	**134,356**	6,880	**141,236**	**5.1%**		

NIGHTS
YTD FEBRUARY

1,421,605 ARRIVALS

-4.9% GROWTH

	2019	Growth	2020	% Growth	ALOS 2019	ALOS 2020
USA	998,357	14,907	1,013,264	1.5%	7.4	7.2
Canada	125,875	8,589	134,464	6.8%	9.7	9.2
NA	**1,124,232**	**23,496**	**1,147,728**	**2.1%**	7.6	7.4
Venezuela	49,684	-39,142	10,542	-78.8%	9.1	10.4
Colombia	40,842	-16,019	24,823	-39.2%	8.4	7.4
Brazil	11,180	-2,052	9,128	-18.4%	6.5	6.2
Argentina	32,153	-2,857	29,296	-8.9%	9.4	9.5
Chile	16,045	-7,799	8,246	-48.6%	7.6	7.7
Ecuador	1,710	-991	719	-58.0%	6.7	7.6
Peru	5,951	-1,482	4,469	-24.9%	7.5	7.1
Paraguay	3,376	-1,029	2,347	-30.5%	6.8	7.5
Uruguay	3,043	-1,217	1,826	-40.0%	7.9	7.9
Mexico	1,534	-709	825	-46.2%	7.3	5.9
Others	7,798	699	8,497	9.0%	6.5	6.1
SA	**173,316**	**-72,598**	**100,718**	**-41.9%**	8.3	7.9
Netherlands	98,695	-8,055	90,640	-8.2%	12.5	12.4
UK	4,900	-363	4,537	-7.4%	8.2	8.8
Germany	8,273	-289	7,984	-3.5%	8.8	9.2
Italy	8,602	343	8,945	4.0%	8.8	8.6
Sweden	21,164	-3,838	17,326	-18.1%	12.6	12.5
Belgium	3,252	425	3,677	13.1%	11.8	11.3
Ireland	488	-234	254	-48.0%	10.2	8.8
Others	25,069	-3,895	21,174	-15.5%	8.9	8.8
Europe	**170,443**	-15,906	**154,537**	**-9.3%**	11.2	11.1
ROW	**26,382**	**-7,760**	**18,622**	**-29.4%**	6.6	5.5
Total	**1,494,373**	-72,768	**1,421,605**	**-4.9%**	8.0	7.6

ACCOMMODATIONS YTD FEBRUARY

185,910 ARRIVALS

-0.8% GROWTH

ARRIVALS BY ACCOMMODATION

	2019	Growth	2020	% Growth
High Rise	75,871	2,634	78,505	3.5%
Low Rise	15,917	-645	15,272	-4.1%
Timeshare	45,410	1,652	47,062	3.6%
Others	50,255	-5,184	45,071	-10.3%
Total	**187,453**	-1,543	**185,910**	**-0.8%**

Marketshare 2019	Marketshare 2020
40.5%	42.2%
8.5%	8.2%
24.2%	25.3%
26.8%	24.2%

NIGHTS BY ACCOMMODATION

	2019	Growth	2020	% Growth
High Rise	477,795	2,663	480,458	0.6%
Low Rise	113,964	-4,459	109,505	-3.9%
Timeshare	428,219	6,459	434,678	1.5%
Others	474,395	-77,431	396,964	-16.3%
Total	**1,494,373**	-72,768	**1,421,605**	**-4.9%**

Marketshare 2019	Marketshare 2020
32.0%	33.8%
7.6%	7.7%
28.7%	30.6%
31.7%	27.9%

ACCOMMODATIONS MAIN MARKETS YTD FEBUARY

185,910 ARRIVALS

-0.8% GROWTH

MARKET SHARE OF THE MARKET BY ACCOMMODATION CATEGORY

	HIGH RISE			LOW RISE			TIME SHARE			OTHERS		
	2019	2020	% Growth	2019	2020	% Growth	2019	2020	% Growth	2019	2020	% Growth
USA	79.8%	82.0%	2.2%	66.0%	72.1%	6.1%	87.5%	90.5%	3.1%	46.9%	51.6%	4.7%
Venezuela	1.0%	0.2%	-0.8%	3.4%	0.3%	-3.1%	1.2%	0.1%	-1.1%	7.3%	1.7%	-5.6%
Netherlands	1.0%	0.9%	-0.1%	4.5%	4.5%	0.0%	0.6%	0.7%	0.1%	12.2%	12.5%	0.2%
Canada	7.1%	7.5%	0.4%	6.7%	7.5%	0.8%	4.6%	4.6%	0.0%	8.8%	12.0%	3.2%
Brazil	1.2%	1.0%	-0.2%	0.8%	0.9%	0.1%	0.3%	0.3%	0.0%	1.1%	0.9%	-0.2%
Colombia	1.5%	1.3%	-0.2%	2.5%	0.9%	-1.6%	1.1%	0.8%	-0.3%	5.6%	4.1%	-1.5%
Argentina	2.3%	2.2%	-0.1%	1.6%	1.0%	-0.6%	1.2%	1.0%	-0.2%	1.7%	1.7%	-0.1%
Chile	1.6%	0.9%	-0.7%	1.4%	0.3%	-1.1%	0.4%	0.1%	-0.2%	1.1%	0.6%	-0.5%
Peru	0.4%	0.5%	0.0%	0.4%	0.2%	-0.2%	0.1%	0.1%	-0.1%	0.7%	0.4%	-0.3%
UK	0.2%	0.2%	-0.1%	0.6%	0.5%	-0.2%	0.1%	0.1%	0.0%	0.5%	0.6%	0.0%
Italy	0.3%	0.3%	0.1%	0.8%	1.1%	0.4%	0.2%	0.1%	0.0%	1.2%	1.3%	0.1%
Total mainmkt	**96.4%**	**96.9%**	**0.5%**	**88.5%**	**89.2%**	**0.7%**	**97.2%**	**98.4%**	**1.2%**	**87.2%**	**87.2%**	**0.1%**

ACCOMMODATIONS MAIN MARKETS YTD FEBRUARY

185,910 ARRIVALS

-0.8% GROWTH

VISITOR ARRIVALS AT THE ACCOMMODATION TYPE FOR THE MARKET

	HIGH RISE			LOW RISE			TIME SHARE			OTHERS		
	2019	2020	Growth	2019	2020	Growth	2019	2020	Growth	2019	2020	Growth
USA	60,564	64,371	3,807	10,500	11,007	507	39,717	42,601	2,884	23,575	23,257	-318
Venezuela	734	162	-572	537	47	-490	541	54	-487	3,658	746	-2,912
Netherlands	779	696	-83	716	680	-36	271	328	57	6,155	5,613	-542
Canada	5,374	5,883	509	1,070	1,147	77	2,089	2,171	82	4,428	5,400	972
Brazil	907	810	-97	122	135	13	133	118	-15	555	399	-156
Colombia	1,137	995	-142	391	134	-257	491	358	-133	2,836	1,870	-966
Argentina	1,742	1,719	-23	257	154	-103	550	453	-97	866	745	-121
Chile	1,183	683	-500	223	44	-179	169	67	-102	534	276	-258
Peru	338	374	36	58	32	-26	60	38	-22	340	188	-152
UK	186	145	-41	96	69	-27	44	50	6	273	253	-20
Italy	191	238	47	123	173	50	77	69	-8	581	566	-15
Total mainmkt	**73,135**	**76,076**	**2,941**	**14,093**	**13,622**	**-471**	**44,142**	**46,307**	**2,165**	**43,801**	**39,313**	**-4,488**

PROFILE SNAPSHOT: WHO ARE THEY?

YTD FEBRUARY 2020 RESULTS

CARRIERS

50+

AGE

VISITORS BY AGE
YTD FEBRUARY

185,910
ARRIVALS

-0.8%
GROWTH

LARGEST ABSOLUTE GROWTH: 60-69 years old

	2019	Growth	2020	% Growth
0 - 11	12,238	-513	11,725	-4.2%
12-19	9,690	-128	9,562	-1.3%
20 - 29	19,966	-999	18,967	-5.0%
30 - 39	26,031	-620	25,411	-2.4%
40 - 49	29,229	-1,013	28,216	-3.5%
50 - 59	39,730	-56	39,674	-0.1%
60 - 69	32,888	1,114	34,002	3.4%
70 +	17,639	684	18,323	3.9%
Not Stated	42	-12	30	-28.6%
Total	**187,453**	-1,543	**185,910**	**-0.8%**

GENERATIONS
YTD FEBRUARY

185,910
VISITORS

-0.8%
GROWTH

	2020	% Share	2019	% Share	% Growth
Gen Z	24,216	13.0%	24,749	13.2%	-2.0%
Millennials	36,381	19.6%	38,088	20.3%	-4.5%
Gen X	44,501	23.9%	45,656	24.4%	-2.5%
Baby Boomers	67,370	36.2%	66,423	35.4%	1.4%
Silent Generations	13,412	7.2%	12,495	6.7%	7.3%
Age Not Specified	30	0.0%	42	0.0%	-28.6%
Total	**185,910**	**100.0%**	**187,453**	**100.0%**	**-0.8%**

CARRIERS
YTD FEBRUARY

	2019	Growth	2020	% Growth	Marketshare 2019	Marketshare 2020
JETBLUE	42,052	-5,176	36,876	-12.3%	22.4%	19.8%
AMERICAN AIRLINES	31,805	4,752	36,557	14.9%	17.0%	19.7%
UNITED AIRLINES	25,057	3,205	28,262	12.8%	13.4%	15.2%
DELTA AIRLINE	21,648	3,524	25,172	16.3%	11.5%	13.5%
SOUTH WEST	13,198	1,730	14,928	13.1%	7.0%	8.0%
AVIANCA/AEROGAL	7,653	-1,541	6,112	-20.1%	4.1%	3.3%
KLM	5,437	72	5,509	1.3%	2.9%	3.0%
AIR CANADA	3,502	1,250	4,752	35.7%	1.9%	2.6%
COPA AIRLINE	5,690	-1,035	4,655	-18.2%	3.0%	2.5%
SUNWING AIRLINES	4,380	-324	4,056	-7.4%	2.3%	2.2%
WESTJET AIRLINES	2,325	1,529	3,854	65.8%	1.2%	2.1%
ARKEFLIGHT	2,805	-14	2,791	-0.5%	1.5%	1.5%
ARUBA AIRLINES	3,903	-1,640	2,263	-42.0%	2.1%	1.2%
WINAIR	814	498	1,312	61.2%	0.4%	0.7%
DIVI DIVI AIR	1,444	-209	1,235	-14.5%	0.8%	0.7%
THOMAS COOK	1,161	57	1,218	4.9%	0.6%	0.7%
CHARTER	5,392	-4,179	1,213	-77.5%	2.9%	0.7%
SPIRIT AIRLINES	773	379	1,152	49.0%	0.4%	0.6%
SUN COUNTRY	1,197	-115	1,082	-9.6%	0.6%	0.6%
SURINAM AIRWAYS	618	122	740	19.7%	0.3%	0.4%
EZ AIRLINE	112	572	684	510.7%	0.1%	0.4%
AERO REPUBLICA	303	363	666	119.8%	0.2%	0.4%
PRIVATE	1,103	-492	611	-44.6%	0.6%	0.3%
AIR CENTURY	82	34	116	41.5%	0.0%	0.1%
SKY HIGH AVIATION	51	33	84	64.7%	0.0%	0.0%
AMERIFLIGHT	1	4	5	400.0%	0.0%	0.0%
Others	4,947	-4,942	5	-99.9%	2.6%	0.0%
Total	**187,453**	**-1,543**	**185,910**	**-0.8%**		

FEBRUARY RESULT 2020

NORTH AMERICA
81,071
85.1%

SOUTH AMERICA
5,433
5.7%

OTHERS
4,998
5.2%

VENEZUELA
435
0.5%

EUROPE
6,996
7.3%

OTHERS
1,787
1.9%

TOTAL ARRIVALS
95,287
+2.2%

TOTAL ARRIVALS WITHOUT VENEZUELA
94,852
+3.7%

SNAPSHOT FEBRUARY 2020

HOW MANY ARRIVALS?	HOW MANY CRUISE TOURISM?	HOW LONG DID THEY STAY?
95,287	96,751	723,751
+2.2%	12.4%	-1.4%

30 DAY

WHERE DID THEY STAY?

HIGH RISE	LOW RISE	TIMESHARE	OTHERS
239,432 NIGHTS	57,613 NIGHTS	219,442 NIGHTS	207,264 NIGHTS
2.2%	1.8%	6.1%	-12.3%

ARRIVALS FEBRUARY

95,287 ARRIVALS

+2.2% GROWTH

	2019	Growth	2020	% Growth	Marketshare 2019	Marketshare 2020
USA	68,922	4,497	73,419	6.5%	73.9%	77.1%
Canada	6,518	1,134	7,652	17.4%	7.0%	8.0%
NA	**75,440**	**5,631**	**81,071**	**7.5%**	**80.9%**	**85.1%**
Venezuela	1,698	-1,263	435	-74.4%	1.8%	0.5%
Colombia	1,526	-536	990	-35.1%	1.6%	1.0%
Brazil	632	50	682	7.9%	0.7%	0.7%
Argentina	1,393	-214	1,179	-15.4%	1.5%	1.2%
Chile	1,291	-640	651	-49.6%	1.4%	0.7%
Ecuador	161	-95	66	-59.0%	0.2%	0.1%
Peru	501	-93	408	-18.6%	0.5%	0.4%
Paraguay	246	-170	76	-69.1%	0.3%	0.1%
Uruguay	182	-88	94	-48.4%	0.2%	0.1%
Mexico	106	-50	56	-47.2%	0.1%	0.1%
Others	561	235	796	41.9%	0.6%	0.8%
SA	**8,297**	**-2,864**	**5,433**	**-34.5%**	**8.9%**	**5.7%**
Netherlands	3,769	49	3,818	1.3%	4.0%	4.0%
UK	309	-64	245	-20.7%	0.3%	0.3%
Germany	454	-20	434	-4.4%	0.5%	0.5%
Italy	438	-59	379	-13.5%	0.5%	0.4%
Sweden	814	-80	734	-9.8%	0.9%	0.8%
Belgium	131	51	182	38.9%	0.1%	0.2%
Ireland	22	-2	20	-9.1%	0.0%	0.0%
Others	1,432	-248	1,184	-17.3%	1.5%	1.2%
Europe	**7,369**	**-373**	**6,996**	**-5.1%**	**7.9%**	**7.3%**
ROW	**2,103**	**-316**	**1,787**	**-15.0%**	**2.3%**	**1.9%**
Total	**93,209**	2,078	**95,287**	**2.2%**		
W/O Ven.	**91,511**	3,341	**94,852**	**3.7%**		

ARRIVALS USA FEBRUARY

73,419 ARRIVALS

+6.5% GROWTH

LARGEST GROWTH IN %: TEXAS

	2019	Growth	2020	% Growth	Marketshare 2019	Marketshare 2020
New York	16,465	172	16,637	1.0%	23.9%	22.7%
Massachusetts	10,383	-405	9,978	-3.9%	15.1%	13.6%
New Jersey	6,688	214	6,902	3.2%	9.7%	9.4%
Pennsylvania	3,835	232	4,067	6.0%	5.6%	5.5%
Illinois	2,011	525	2,536	26.1%	2.9%	3.5%
Connecticut	2,486	-95	2,391	-3.8%	3.6%	3.3%
Florida	2,894	-337	2,557	-11.6%	4.2%	3.5%
Ohio	1,919	194	2,113	10.1%	2.8%	2.9%
Maryland	1,464	318	1,782	21.7%	2.1%	2.4%
Michigan	1,938	326	2,264	16.8%	2.8%	3.1%
Virginia	1,295	158	1,453	12.2%	1.9%	2.0%
Georgia	1,091	277	1,368	25.4%	1.6%	1.9%
North Carolina	1,125	178	1,303	15.8%	1.6%	1.8%
Texas	1,012	294	1,306	29.1%	1.5%	1.8%
California	793	82	875	10.3%	1.2%	1.2%
Other	13,523	2,364	15,887	17.5%	19.6%	21.6%
Total	**68,922**	4,497	**73,419**	**6.5%**		

NIGHTS FEBRUARY

723,751 NIGHTS

-1.4% GROWTH

	2019	Growth	2020	% Growth	ALOS 2019	ALOS 2020
USA	497,118	23,782	520,900	4.8%	7.2	7.1
Canada	61,377	9,478	70,855	15.4%	9.4	9.3
NA	**558,495**	**33,260**	**591,755**	**6.0%**	7.4	7.3
Venezuela	21,932	-17,340	4,592	-79.1%	12.9	10.6
Colombia	16,215	-7,854	8,361	-48.4%	10.6	8.4
Brazil	4,073	-188	3,885	-4.6%	6.4	5.7
Argentina	12,683	-1,907	10,776	-15.0%	9.1	9.1
Chile	9,877	-4,788	5,089	-48.5%	7.7	7.8
Ecuador	981	-604	377	-61.6%	6.1	5.7
Peru	3,650	-553	3,097	-15.2%	7.3	7.6
Paraguay	1,593	-1,047	546	-65.7%	6.5	7.2
Uruguay	1,474	-764	710	-51.8%	8.1	7.6
Mexico	822	-524	298	-63.7%	7.8	5.3
Others	3,899	993	4,892	25.5%	7.0	6.1
SA	**77,199**	**-34,576**	**42,623**	**-44.8%**	9.3	7.8
Netherlands	49,364	-1,140	48,224	-2.3%	13.1	12.6
UK	2,333	-321	2,012	-13.8%	7.6	8.2
Germany	4,167	161	4,328	3.9%	9.2	10.0
Italy	3,874	-516	3,358	-13.3%	8.8	8.9
Sweden	10,229	-1,063	9,166	-10.4%	12.6	12.5
Belgium	1,635	475	2,110	29.1%	12.5	11.6
Ireland	255	-79	176	-31.0%	11.6	8.8
Others	12,142	-1,983	10,159	-16.3%	8.5	8.6
Europe	**83,999**	**-4,466**	**79,533**	**-5.3%**	11.4	11.4
ROW	**14,530**	**-4,690**	**9,840**	**-32.3%**	6.9	5.5
Total	**734,223**	-10,472	**723,751**	**-1.4%**	7.9	7.6

ACCOMODATIONS: WHERE DID THEY STAY?

HIGH RISE	LOW RISE	TIMESHARE	OTHERS
239,432 NIGHTS	57,613 NIGHTS	219,442 NIGHTS	207,264 NIGHTS
+2.2%	+1.8%	+6.1%	-12.3%

ACCOMMODATIONS FEBRUARY

95,287 ARRIVALS

+2.2% GROWTH

THE LARGEST INCREASE IN %: **TIME SHARE**

ARRIVALS BY ACCOMMODATION

	2019	Growth	2020	% Growth
High Rise	37,769	1,976	39,745	5.2%
Low Rise	7,911	23	7,934	0.3%
Timeshare	22,777	1,534	24,311	6.7%
Others	24,752	-1,455	23,297	-5.9%
Total	**93,209**	2,078	**95,287**	**2.2%**

	Marketshare 2019	Marketshare 2020
High Rise	40.5%	41.7%
Low Rise	8.5%	8.3%
Timeshare	24.4%	25.5%
Others	26.6%	24.4%

NIGHTS BY ACCOMMODATION

	2019	Variance	2020	% Growth
High Rise	234,360	5,072	239,432	2.2%
Low Rise	56,579	1,034	57,613	1.8%
Timeshare	206,894	12,548	219,442	6.1%
Others	236,390	-29,126	207,264	-12.3%
Total	**734,223**	-10,472	**723,751**	**-1.4%**

	Marketshare 2019	Marketshare 2020
High Rise	31.9%	33.1%
Low Rise	7.7%	8.0%
Timeshare	28.2%	30.3%
Others	32.2%	28.6%

ACCOMMODATIONS MAIN MARKETS FEBRUARY

95,287 ARRIVALS

+2.2% GROWTH

THE LARGEST % GROWTH: USA LOW RISE AND OTHERS

MARKET SHARE OF THE MARKET BY ACCOMMODATION CATEGORY

	HIGH RISE			LOW RISE			TIME SHARE			OTHERS		
	2019	2020	% Growth	2019	2020	% Growth	2019	2020	% Growth	2019	2020	% Growth
USA	81.6%	83.0%	1.5%	68.2%	71.6%	3.4%	89.2%	91.6%	2.5%	50.1%	53.5%	3.4%
Venezuela	0.5%	0.2%	-0.3%	2.1%	0.2%	-1.8%	0.4%	0.1%	-0.3%	5.1%	1.4%	-3.7%
Netherlands	1.0%	0.8%	-0.2%	4.0%	4.8%	0.8%	0.6%	0.6%	0.1%	11.9%	12.7%	0.8%
Canada	6.7%	7.5%	0.8%	7.9%	8.7%	0.8%	4.3%	4.4%	0.1%	9.6%	12.4%	2.8%
Brazil	0.9%	1.0%	0.1%	0.9%	0.9%	0.1%	0.2%	0.2%	0.0%	0.8%	0.8%	0.0%
Colombia	0.7%	0.7%	0.0%	1.6%	0.5%	-1.1%	0.4%	0.3%	-0.1%	4.2%	2.5%	-1.7%
Argentina	1.9%	1.7%	-0.2%	1.3%	0.8%	-0.4%	1.0%	0.7%	-0.4%	1.3%	1.1%	-0.2%
Chile	2.0%	1.1%	-0.9%	1.9%	0.4%	-1.5%	0.3%	0.2%	-0.1%	1.3%	0.6%	-0.7%
Peru	0.6%	0.6%	0.0%	0.6%	0.2%	-0.4%	0.2%	0.1%	-0.1%	0.8%	0.6%	-0.2%
UK	0.3%	0.2%	-0.1%	0.5%	0.5%	0.0%	0.1%	0.1%	0.0%	0.5%	0.5%	-0.1%
Italy	0.2%	0.2%	0.0%	0.7%	0.6%	-0.1%	0.2%	0.1%	-0.1%	1.1%	1.0%	-0.1%
Total mainmkt	**96.3%**	**97.0%**	**0.8%**	**89.6%**	**89.3%**	**-0.2%**	**96.8%**	**98.3%**	**1.5%**	**86.8%**	**87.1%**	**0.3%**

ACCOMMODATIONS MAIN MARKETS FEBRUARY

95,287 ARRIVALS

+2.2% GROWTH

LARGEST ABSOLUT GROWTH: USA HIGH RISE

VISITOR ARRIVALS AT THE ACCOMMODATION TYPE FOR THE MARKET

	HIGH RISE			LOW RISE			TIME SHARE			OTHERS		
	2019	2020	Growth	2019	2020	Growth	2019	2020	Growth	2019	2020	Growth
USA	30,813	33,002	2,189	5,394	5,681	287	20,308	22,277	1,969	12,407	12,459	52
Venezuela	177	67	-110	164	18	-146	90	13	-77	1,267	337	-930
Netherlands	378	315	-63	317	381	64	131	156	25	2,943	2,966	23
Canada	2,526	2,984	458	627	690	63	984	1,080	96	2,381	2,898	517
Brazil	323	385	62	68	73	5	47	41	-6	194	183	-11
Colombia	269	295	26	127	42	-85	88	67	-21	1,042	586	-456
Argentina	735	691	-44	99	64	-35	233	161	-72	326	263	-63
Chile	745	442	-303	151	35	-116	70	40	-30	325	134	-191
Peru	219	245	26	44	16	-28	40	17	-23	198	130	-68
UK	117	75	-42	41	43	2	22	19	-3	129	108	-21
Italy	64	71	7	55	46	-9	45	35	-10	274	227	-47
Total mainmkt	**36,366**	**38,572**	**2,206**	**7,087**	**7,089**	**2**	**22,058**	**23,906**	**1,848**	**21,486**	**20,291**	**-1,195**

PROFILE: WHO ARE THEY?

50-60

50-59

20,718

+3.8%

American Airlines

19,690

-12.4%

VISITORS BY AGE FEBRUARY

95,287 ARRIVALS

+2.2% GROWTH

LARGEST ABSOLUTE INCREASE: 60-69 YEARS

	2019	Growth	2020	% Growth
0 - 11	6,579	27	6,606	0.4%
12-19	5,460	33	5,493	0.6%
20 - 29	8,280	-338	7,942	-4.1%
30 - 39	12,693	262	12,955	2.1%
40 - 49	15,572	-12	15,560	-0.1%
50 - 59	19,952	766	20,718	3.8%
60 - 69	16,179	953	17,132	5.9%
70 +	8,470	397	8,867	4.7%
Not Stated	24	-10	14	-41.7%
Total	**93,209**	2,078	**95,287**	**2.2%**

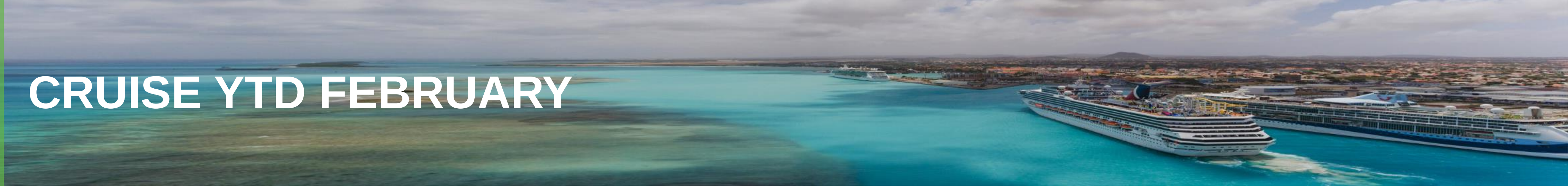
GENERATIONS FEBRUARY

	2020	% Share	2019	% Share	% Growth
Gen Z	12,925	13.6%	12,843	13.8%	0.6%
Millennials	17,415	18.3%	17,626	18.9%	-1.2%
Gen X	24,247	25.4%	23,859	25.6%	1.6%
Baby Boomers	34,176	35.9%	32,880	35.3%	3.9%
Silent Generations	6,510	6.8%	5,977	6.4%	8.9%
Age Not Specified	14	0.0%	24	0.0%	-41.7%
Total	**95,287**	**100.0%**	**93,209**	**100.0%**	**-3.8%**

CARRIERS
FEBRUARY

	2019	Growth	2020	% Growth	Marketshare 2019	Marketshare 2020
JETBLUE	22,478	-2,788	19,690	-12.4%	24.1%	20.7%
AMERICAN AIRLINES	16,499	2,238	18,737	13.6%	17.7%	19.7%
UNITED AIRLINES	12,770	2,054	14,824	16.1%	13.7%	15.6%
DELTA AIRLINE	10,968	1,682	12,650	15.3%	11.8%	13.3%
SOUTH WEST	6,427	1,055	7,482	16.4%	6.9%	7.9%
AVIANCA/AEROGAL	3,541	-689	2,852	-19.5%	3.8%	3.0%
KLM	2,594	161	2,755	6.2%	2.8%	2.9%
AIR CANADA	1,915	620	2,535	32.4%	2.1%	2.7%
SUNWING AIRLINES	2,228	-44	2,184	-2.0%	2.4%	2.3%
COPA AIRLINE	2,548	-485	2,063	-19.0%	2.7%	2.2%
WESTJET AIRLINES	1,301	692	1,993	53.2%	1.4%	2.1%
ARKEFLIGHT	1,400	92	1,492	6.6%	1.5%	1.6%
ARUBA AIRLINES	1,748	-664	1,084	-38.0%	1.9%	1.1%
SUN COUNTRY	688	-2	686	-0.3%	0.7%	0.7%
SPIRIT AIRLINES	378	252	630	66.7%	0.4%	0.7%
DIVI DIVI AIR	718	-94	624	-13.1%	0.8%	0.7%
THOMAS COOK	626	-6	620	-1.0%	0.7%	0.7%
WINAIR	463	113	576	24.4%	0.5%	0.6%
CHARTER	1,475	-930	545	-63.1%	1.6%	0.6%
SURINAM AIRWAYS	359	69	428	19.2%	0.4%	0.4%
EZ AIRLINE	81	297	378	366.7%	0.1%	0.4%
PRIVATE	438	-77	361	-17.6%	0.5%	0.4%
AIR CENTURY	33	25	58	75.8%	0.0%	0.1%
SKY HIGH AVIATION	15	19	34	126.7%	0.0%	0.0%
AMERIFLIGHT	0	3	3	-	0.0%	0.0%
VENSECAR INTERNACIONAL	1	1	2	100.0%	0.0%	0.0%
Others	1,517	-1,516	1	-99.9%	1.6%	0.0%
Total	**93,209**	2,078	**95,287**	**2.2%**		

CRUISE YTD FEBRUARY



	2019		2020	
	CRUSE PAX	CRUISE CALLS	CRUISE PAX	CRUISE CALLS
	214,504	86	209,365	80
			-2.4%	-7.0%

ABSOLUTE GROWTH PAX **YTD FEBRUARY**

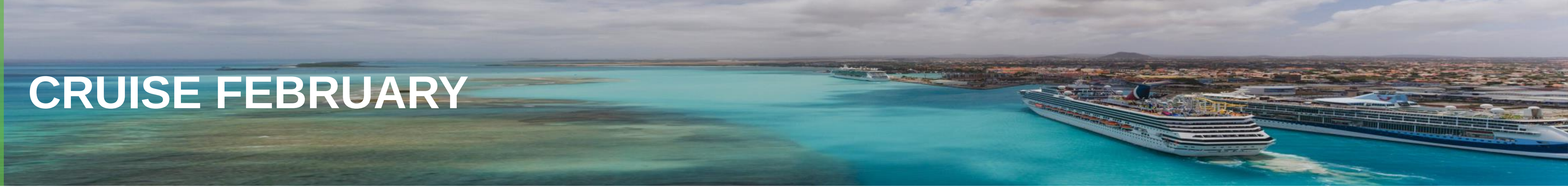
-5,144

-2.4%

ABSOLUTE GROWTH **CALLS YTD FEBRUARY**

-6

-7.0%



CRUISE FEBRUARY

2019

CRUSE PAX
86,804

CRUISE CALLS
34

2020

CRUISE PAX
96,751
+12.4%

CRUISE CALLS
36
+5.9%

ABSOLUTE GROWTH PAX **FEBRUARY**
+10,667
+12.4%

ABSOLUTE GROWTH **CALLS FEBRUARY**
+2
+5.9%

Aruba Tourism Authority

• GUEST SATISFACTION

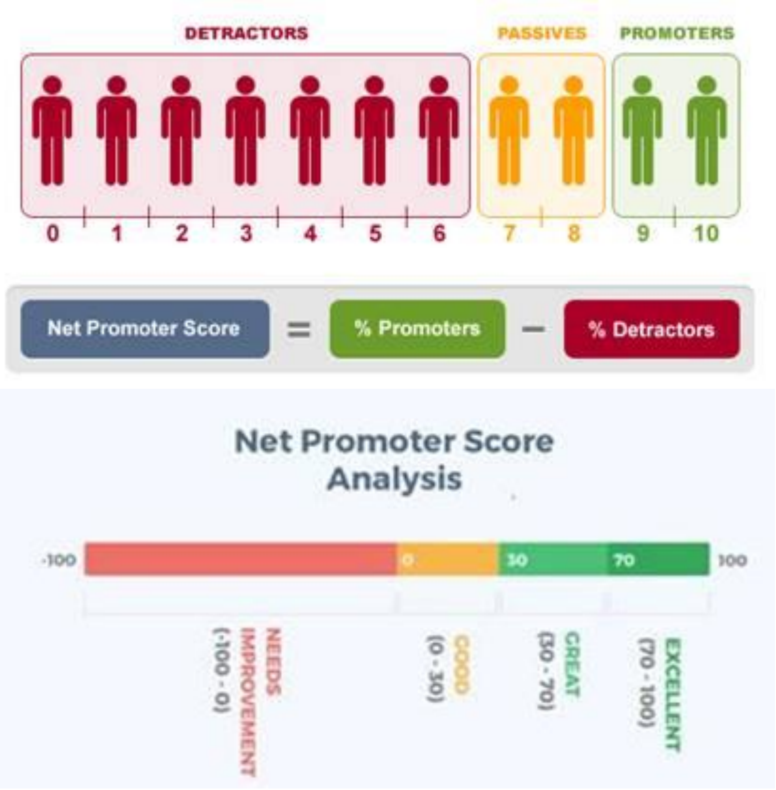
NET PROMOTER SCORE

Guest satisfaction and loyalty are measured on 10- point scale:

- Likelihood to recommend
- Likelihood to visit (in the next 5 years)
- Satisfaction

Overall score:

- -100 – 0 : Needs improvement
- 0 - 30 : Good
- 30 – 70 : Great
- 70 – 100 : Excellent



Guest satisfaction and loyalty are measured on 10- point scale were visitors were asked their overall satisfaction with their Aruba trip, their likelihood to return and their likelihood to recommend Aruba to friends and family. The latter being measured by the net promoter score. This score is used as a proxy for gauging the visitor's overall satisfaction with their Aruba experience and the visitor's loyalty to the brand. A score of 9 and 10 is rated as a promoter score (loyal customers, a score of 7 or 8 is a passive score meaning customers would not speak bad about Aruba but can easily switch to a competitor, and 0-6 is a detractor score

GUEST SATISFACTION
YTD FEBRUARY 2020

In 2017 A.T.A. started measuring its guest satisfaction on a monthly basis. This continued in 2018, 2019 and 2020.

In the first two months of 2020 the A.T.A. has **1,027** filled in responses with regards to the guest satisfaction questions. Guest satisfaction and loyalty are measured on 10- point scale were visitors were asked their overall satisfaction with their Aruba trip, their likelihood to return and their likelihood to recommend Aruba to friends and family. The latter being measured by the net promoter score. This score is used as a proxy for gauging the visitor's overall satisfaction with their Aruba experience and the visitor's loyalty to the brand. A score of 9 and 10 is rated as a promoter score (loyal customers, a score of 7 or 8 is a passive score meaning customers would not speak bad about Aruba but can easily switch to a competitor, and 0-6 is a detractor score.

Questions	Very Likely / very satisfied (in %) YTD February 2020	Net promoter score YTD February 2020 N= 1027	Net promoter score YTD February 2019 N=1724
How likely are you to recommend	80%	80	80
Likelihood of visiting	68%	50	59
How satisfied are you	83%	80	82

As can be seen in the table in the first two months of 2020, 80% are very likely to recommend Aruba, and 83% are very satisfied with their Aruba visit. With regards to visit, 68% are very likely to visit Aruba in the next five years. Comparing the current YTD February 2020 net promoter scores to the same period in 2019, shows a decrease in 2020 of the NPS- indicating that in 2019 on average visitors were slightly more satisfied with their visit to Aruba and were more likely to return/ visit Aruba.

On a scale from 1 – 10, 1= being the lowest and 10 = being the highest how satisfied you are? – your likelihood to visit Aruba in the next 5 years – your likelihood to recommend

GUEST SATISFACTION FEBRUARY 2020

In February 2020, 614 surveys were collected.

Questions	Very Likely / very satisfied (in %)- 2020	Net promoter score February 2020 N= 614	Net promoter score February 2019 N=1048
How likely are you to recommend	79%	79	82
Likelihood of visiting	50%	68	59
How satisfied are you	81%	83	84

As can be seen in the table in February 2020, Aruba received a lower net promoter scores compared to February 2019. These scores indicate that our visitors enjoyed their experience on island less and would recommend Aruba less to their friends and family, and are satisfied with their visit to Aruba.

A lower score is recorded for “likelihood to visit” in comparison to “likelihood to recommend and “satisfaction”. This indicates that visitors are satisfied but they are still open to visit other places. The score is not a detractor, but it is a passive one, meaning that our visitors are not 100% loyal to Aruba.

On a scale from 1 – 10, 1= being the lowest and 10 = being the highest how satisfied you are? – your likelihood to visit Aruba in the next 5 years – your likelihood to recommend

WHAT ARE THE OVERALL COMMENTS? FEBRUARY 2020

52% of the comment were centered on safety, beaches, friendliness, great weather, great hospitality and wonderful time

"This 31st trip to Aruba beautiful island, friendly people, great beaches, fabulous restaurants. See you in October!"

"Local people are very nice show great service the country is clean and safe honest people"

"We had an amazing time and it is a very pleasant and beautiful island".

"Best vacation spot out of all of my tropical Vacations. Such an amazing experience with all the locals. Very kind, accommodating and pleasant. So excited to come back".

48% of the comment were centered on Aruba being expensive, taxes, construction and building and roads/traffic

"Becoming too Americanized: losing feel of being in Aruba. Could be in any American beach resort area"

"Restaurant prices seemed high for nice establishment. The gusty winds became annoying. We felt safe walking the beach and shopping areas"

"Taxes are getting a little out of control"

"El puente natural recomendado por plataformas virtuales y a quien compramos varias actividades, es mentira el puente se derrumbo en 2005 y nadie te lo informa".

Please share any additional comments you might have?
N=84

TIDBITS: Corona Virus Travel Sentiment Index Report

Destination Analysts

Aruba Tourism Authority

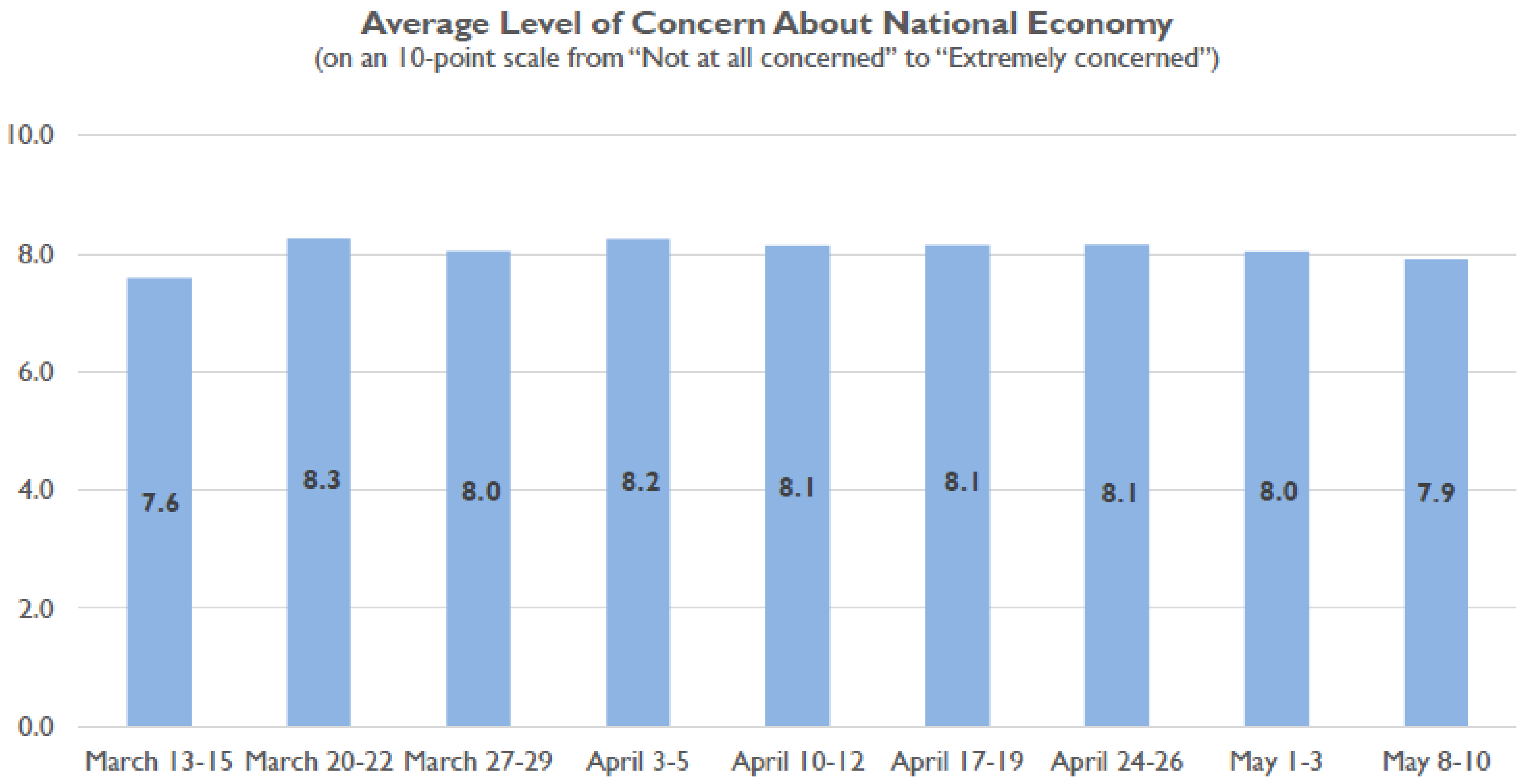
DESTINATION ANALYSTS' CORONAVIRUS TRAVEL SENTIMENT INDEX REPORT

KEY FINDINGS—WEEK OF MAY 11TH, 2020

Destination Analysts

Concerns About National Economy

American travelers' feelings about COVID-19's impact on the national economy is also at an 8-week low.

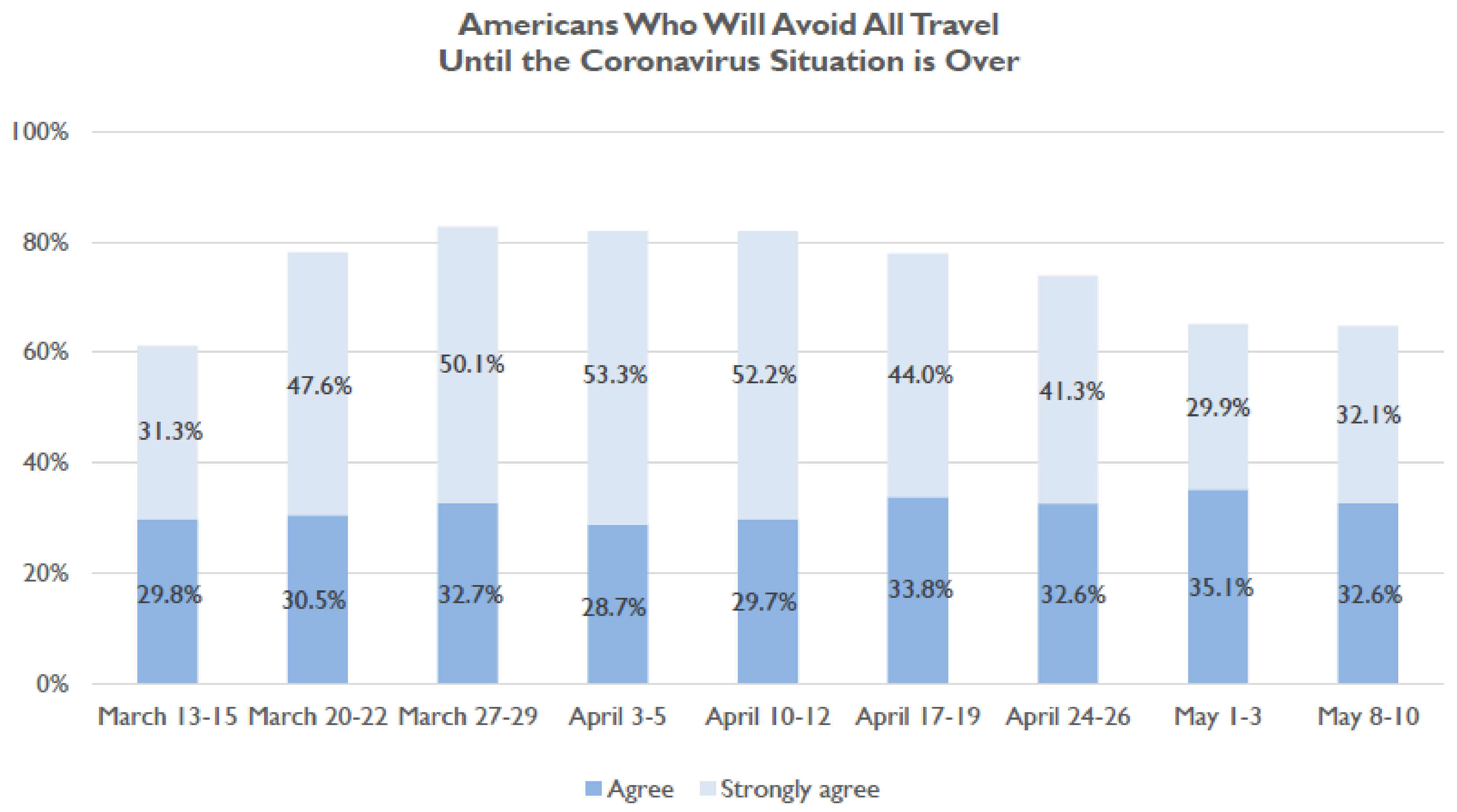


Question: Thinking about the current coronavirus situation, how concerned are you about the impact it may have on the NATIONAL ECONOMY? (Please answer using the scale below)

(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204 and 1,200 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3 and May 8-10, 2020)

Avoiding Travel Until the Crisis Blows Over

Nevertheless, the percent of American travelers who feel they will avoid travel until coronavirus is resolved continues to slowly decline (64.8%).

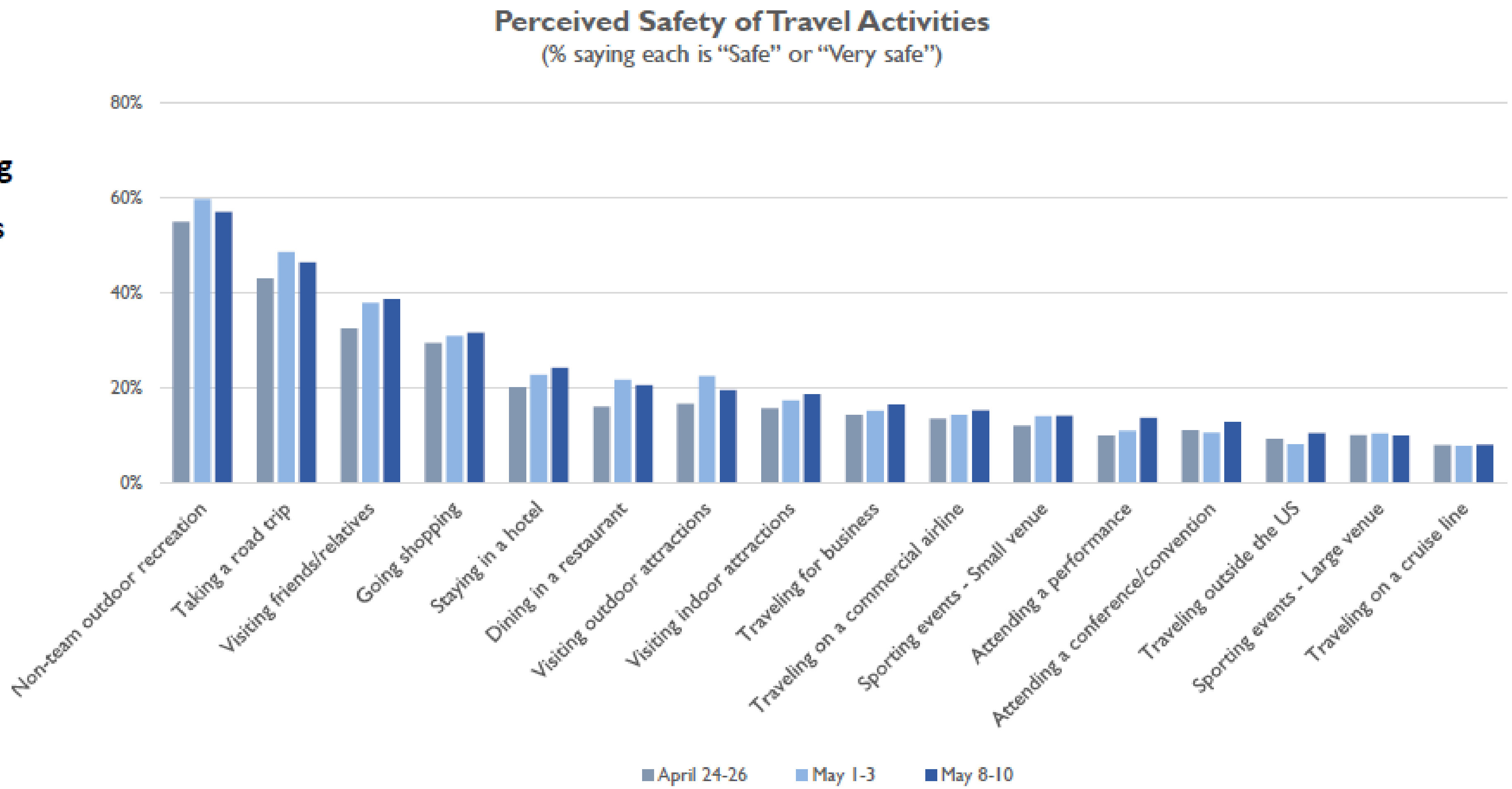


Question: How much do you agree with the following statement?
Statement: I'm planning to avoid all travel until the Coronavirus situation blows over.

(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204 and 1,200 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3 and May 8-10, 2020)

Perceived Safety of Travel Activities

The perceived safety of flying on a commercial airline, staying in a hotel, dining in restaurants and visiting attractions continues to improve from lows seen in April.



Question: At this moment, how safe would you feel doing each type of travel activity?

(Base: Waves 7-9. 1,208, 1,204 and 1,200 completed surveys. Data collected April 24-26, May 1-3 and May 8-10, 2020)

Things Travelers Miss

Nearly 7-in-10 American travelers say they miss vacationing a lot--their heart aches for it. Over half say they miss the very act of planning travel.

How Much Do You Miss the Following?
(% Saying "Miss Terribly" or "Miss A Lot")

Question: How much do you miss the following?

(Base: Wave 9. 1,200 completed surveys. Data collected May 8-10, 2020)

How Will Americans Get Back into Travel?

However, the vast majority of Americans still say they will approach travel with trepidation as they think about starting again.

Question: In the period after coronavirus, how are you going to approach getting back into travel? (Pick the image that best describes you)

(Base: Wave 9. 1,200 completed surveys. Data collected May 8-10, 2020)

In the period after coronavirus, how are you going to approach getting back into travel?

47.1%

I'll get back in but carefully

41.7%

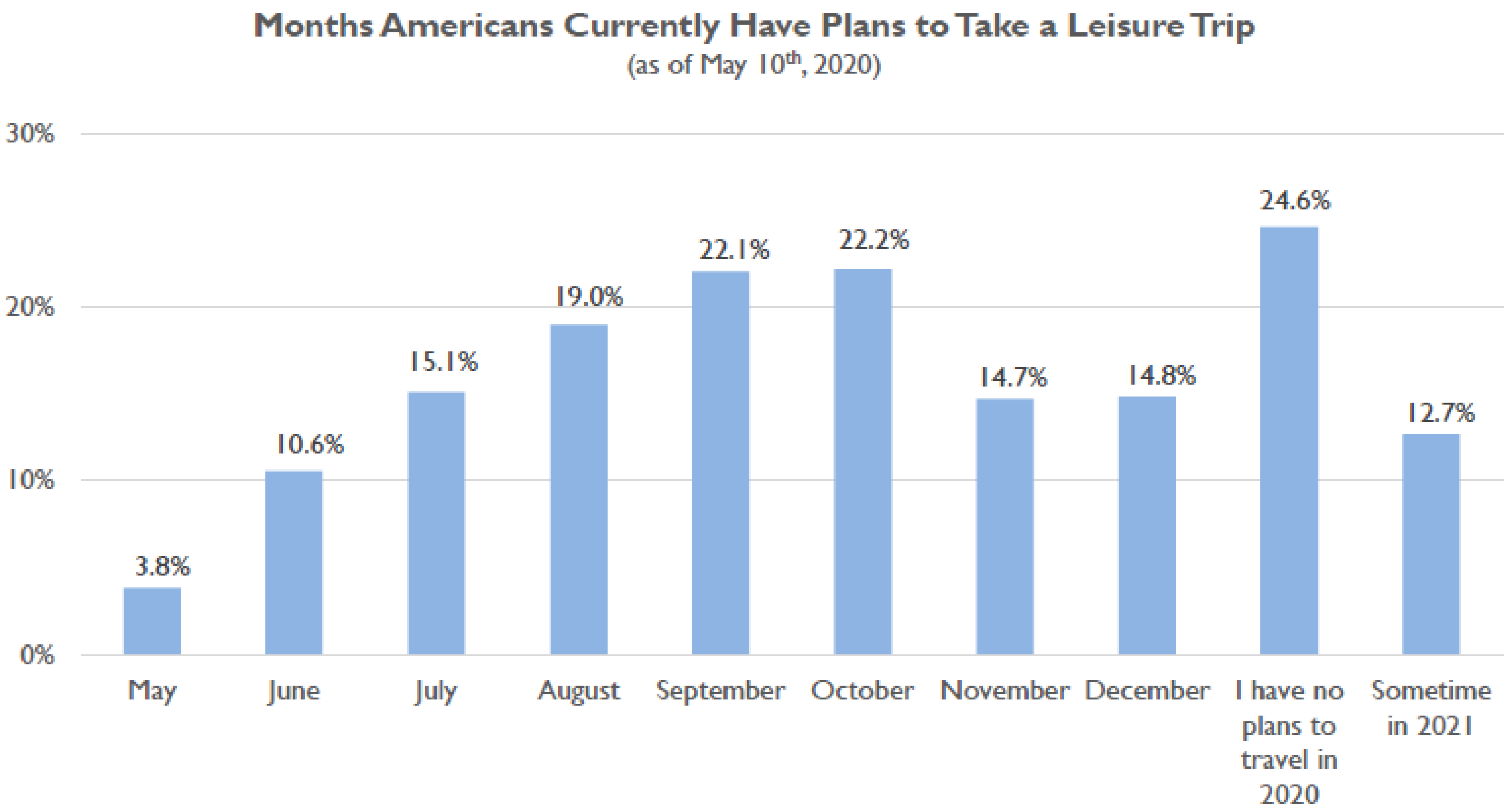
I'll test the waters first

11.2%

I'll jump right back in

Months Americans Currently Have Plans to Take a Leisure Trip

This week, 36.0% of American travelers report having one or more trips planned between now and the end of August.

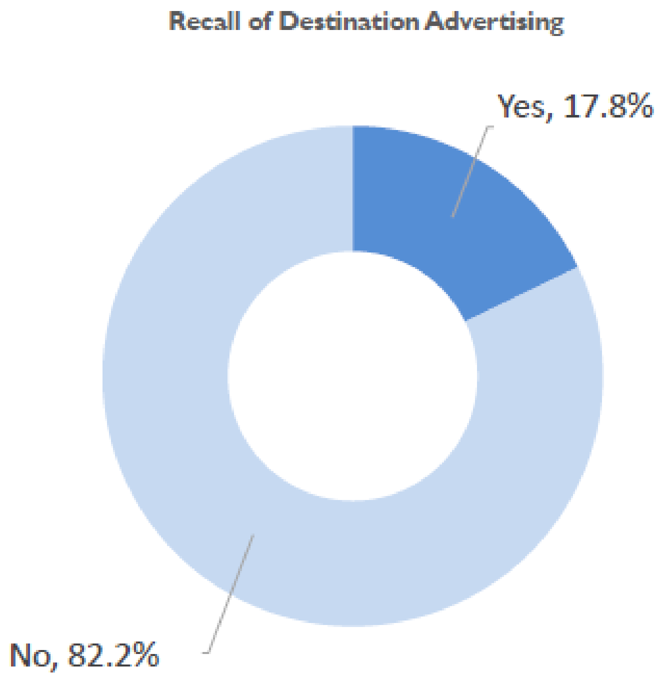


Question: Even if only tentatively scheduled, in which months of this year do you currently plan to take any leisure trips? (Select all that apply)

(Base: Wave 9. 1,200 completed surveys. Data collected May 8-10, 2020)

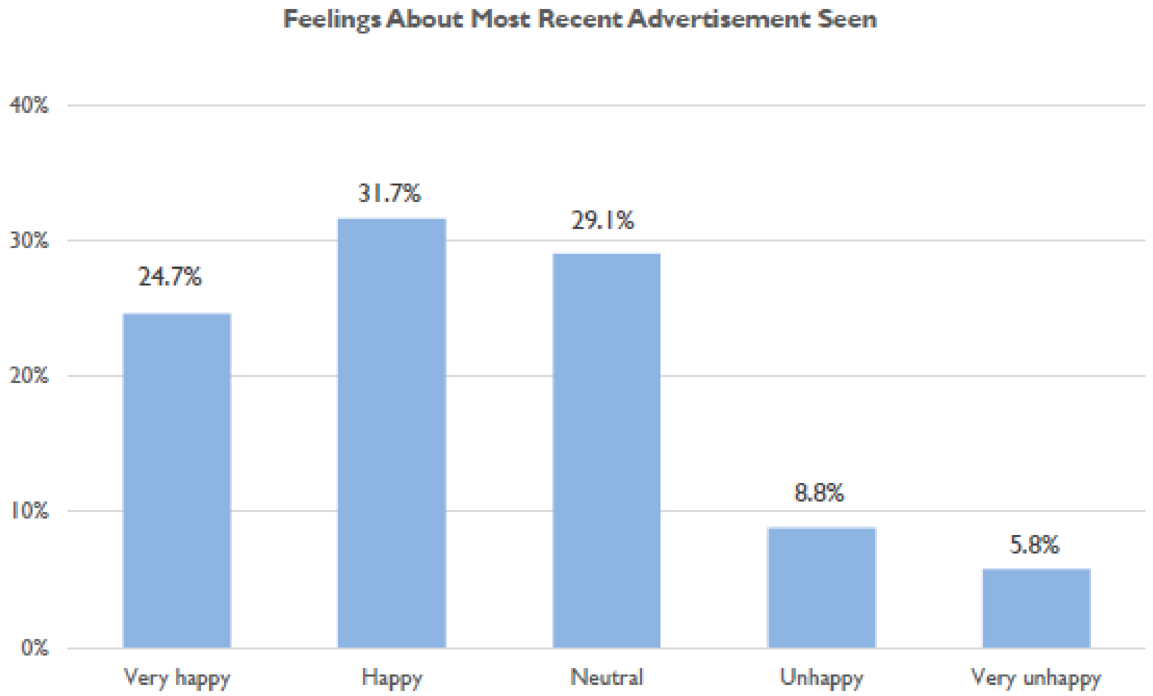
Recall of Advertising & Feelings About Advertising

This week, 17.8% of American travelers recall seeing a travel destination ad within the past month and 56.3% say the most recent travel ad they saw made them feel happy.



Question: Do you recall seeing any specific advertisements for any travel destinations in the past month?

(Base: Wave 9. 1,200 completed surveys. Data collected May 8-10, 2020)



Question: Please think about the most recent travel destination advertisement you saw. In general, how did that advertisement make you feel?

(Base: Wave 9. 1,200 completed surveys. Data collected May 8-10, 2020)

Receptivity to Advertising Channels

Over 85 percent of Millennial and GenZ travelers--and 7-in-10 GenX and Boomer travelers—cite a digital resource as where they will be most receptive to travel messaging reaching them, with social media powerhouses like Instagram and Facebook, as well as search engine marketing, appearing the likeliest means for meeting travelers where they are.

Where Are You Most Receptive to Learning about Travel Destinations Right Now?

	Millennial/GenZ	GenX	Baby Boomers
Instagram	32.7%	12.9%	5.8%
Facebook	25.5%	20.7%	15.2%
Websites found via Search Engine	20.4%	33.5%	40.1%
Online Articles/Blogs	18.6%	19.6%	20.7%
TikTok	16.6%	2.0%	0.8%
Ads around the Internet	16.6%	16.5%	19.0%
Email	16.1%	25.8%	30.6%
Twitter	15.9%	6.3%	3.3%
Pinterest	15.4%	5.5%	4.5%
Text Messages	13.7%	7.3%	3.2%
Digital Influencers	8.4%	4.2%	1.0%
Apps	7.6%	4.3%	2.7%
None of these	14.1%	29.8%	25.8%

Question: Please think about how travel destinations could best reach you with their messages right now. Where would you generally be MOST RECEPTIVE to learning about new destinations to visit?

(Base: Wave 9. 1,200 completed surveys. Data collected May 8-10, 2020)

Single Best Way to Reach Travelers

Email also looks to be one of the best ways to reach all ages of travelers in a state of openness to travel messaging.

Which would be the SINGLE BEST WAY a travel destination could reach you right now?

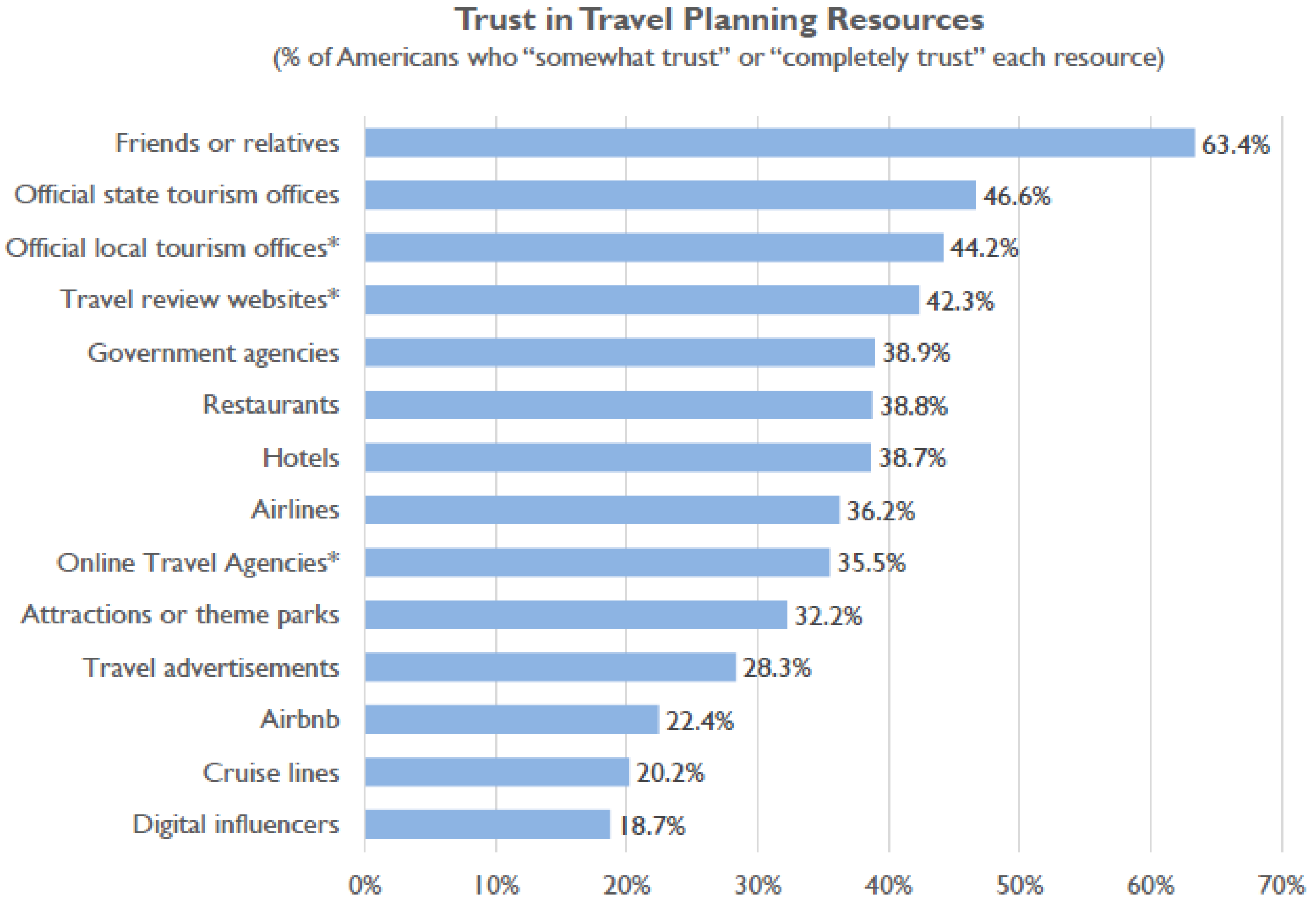
	Millennial/GenZ	GenX	Baby Boomers
Email	13.5%	23.2%	31.1%
Websites found via Search Engine	11.5%	17.6%	17.2%
Facebook	8.3%	10.6%	7.2%
Instagram	14.0%	3.2%	1.8%
Ads around the Internet	6.8%	7.5%	5.9%
Online Articles/Blogs	6.0%	5.2%	6.2%
TikTok	8.4%	0.9%	0.2%
Text messages	3.8%	1.8%	2.5%
Twitter	4.7%	0.9%	0.6%
Pinterest	3.6%	1.2%	1.0%
Apps	2.4%	0.7%	1.8%
Digital Influencers	2.0%	1.7%	0.4%
None of these	15.1%	25.4%	24.1%

Question: Which would be the SINGLE BEST WAY a travel destination could reach you right now? (Select one)

(Base: Wave 9. 1,200 completed surveys. Data collected May 8-10, 2020)

Planning Resources & Trust

Travelers are exhibiting strong trust in official destination marketing organizations. When asked about the resources they would trust to provide the information needed to travel safely, official state tourism offices and local visitors bureaus were cited second behind friends and family.



**Concept explained to respondents in the survey questionnaire*

Question: Thinking about planning your travel in the next TWELVE (12) MONTHS, how much would you trust each of the following to provide you with the information you need to travel safely?

(Base: Wave 9. 1,200 completed surveys. Data collected May 8-10, 2020)

Emotional Reactions to Pandemic Mitigation Activity

In reaction to new safety protocols being introduced, seeing crews disinfecting an airplane, temperature checks being performed at airports and masks on restaurant staff largely increase travelers' feelings of personal safety; although they stimulate some anxiety, as well.

Feelings About Safety Protocols

Crew Disinfecting an Airplane

Makes Me Feel:
Safe (63.6%)
Anxious (21.7%)

Temperature Checks at Airports

Make Me Feel:
Safe (56.2%)
Anxious (30.0%)

Servers in a Restaurant Wearing Masks

Make Me Feel:
Safe (48.8%)
Anxious (25.3%)

Question: Imagine your first reaction if you ran into the following three situations--represented by the images below. Would seeing this create any feeling of anxiety? (Select ONE to fill in the blank for each picture) Seeing this would likely make me feel_____________

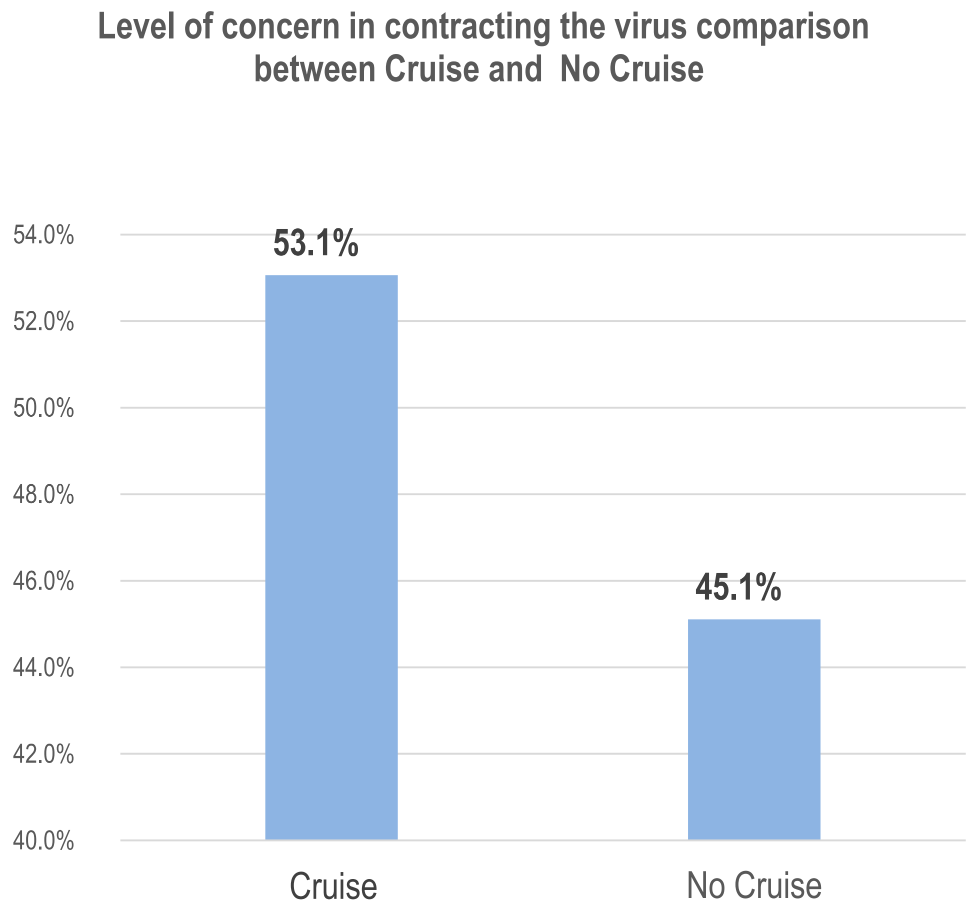
(Base: Wave 9. 1,200 completed surveys. Data collected May 8-10, 2020)

Destination Analysts'
Corona Virus Travel Sentiment Report

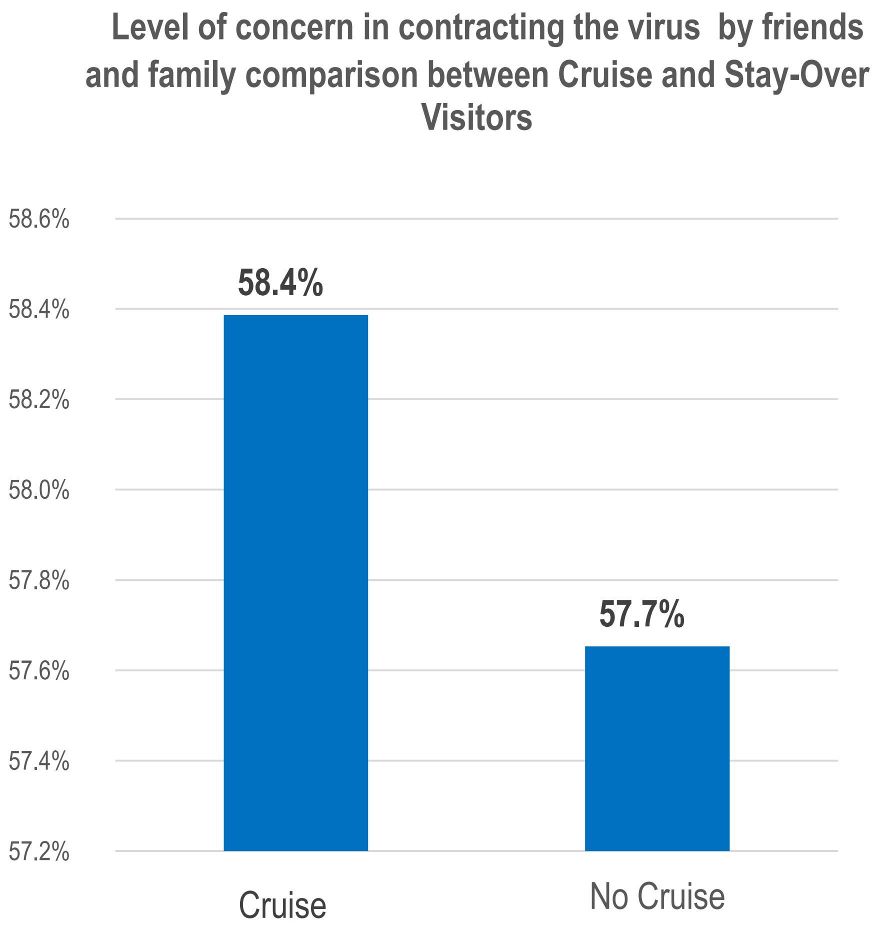
EXCERPT
CRUISE AND STAY-OVER COMPARISON

Wave 6 April 17-19

Destination Analysts

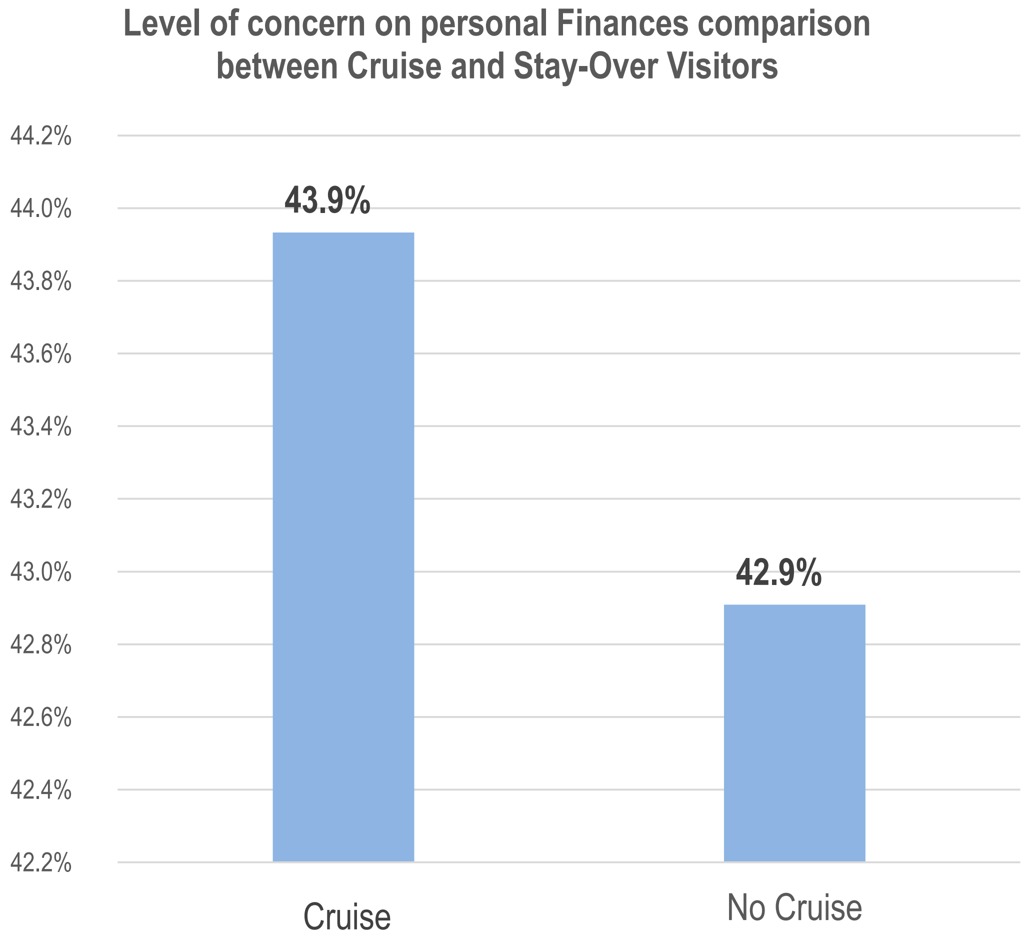


Graph depicts results 8 – 10 extremely concerned
Question: Thinking about the current coronavirus situation, in general, HOW CONCERNED ARE YOU PERSONALLY about contracting the virus? (Please answer using the scale below). Scale 0= not concerned – 10=extremely concerned.
N cruise respondents 308 and No Cruise 930

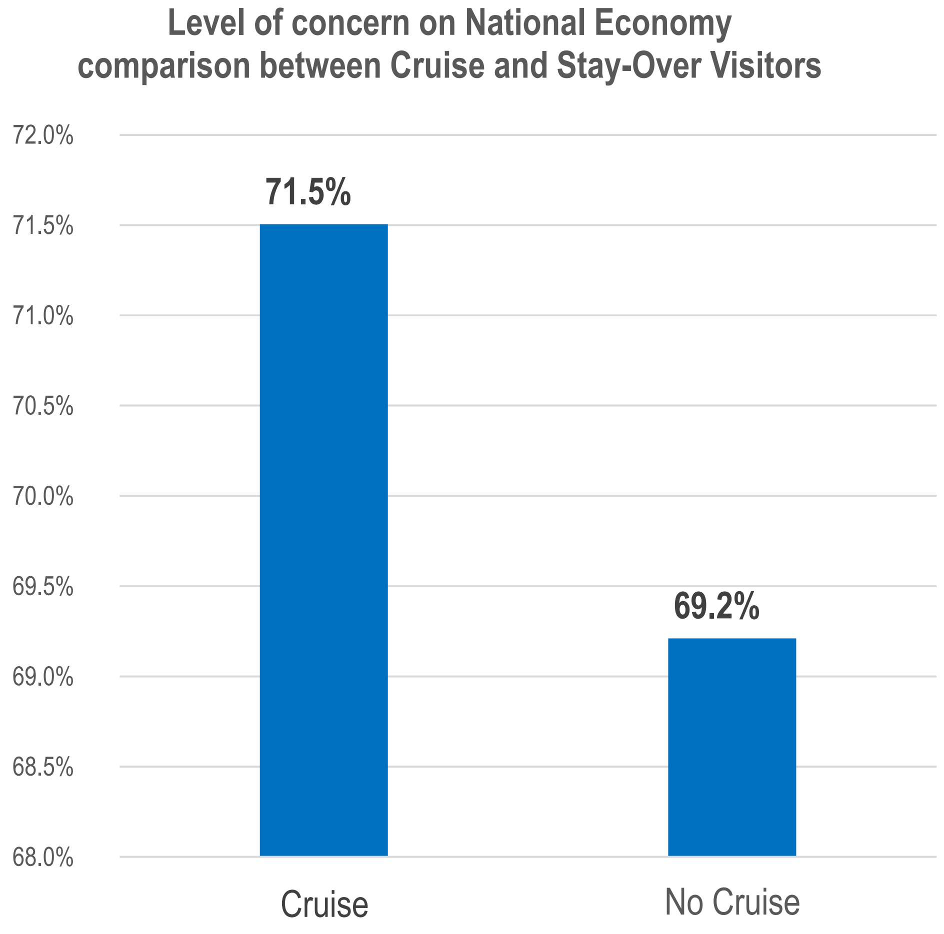


Graph depicts results 8 – 10 extremely concerned
Question: Thinking about the current coronavirus situation, in general, how concerned are you about your FRIENDS OR FAMILY contracting the virus? (Please answer using the scale below). Scale 0= not concerned – 10=extremely concerned.
N cruise respondents 308 and No Cruise 930

Destination Analysts



Graph depicts results 8 – 10 extremely concerned
Question: Thinking about the current coronavirus situation, how concerned are you about the impact it may have on your PERSONAL FINANCES? (Please answer using the scale below)
Scale 0= not concerned – 10=extremely concerned.
N cruise respondents 308 and No Cruise 930

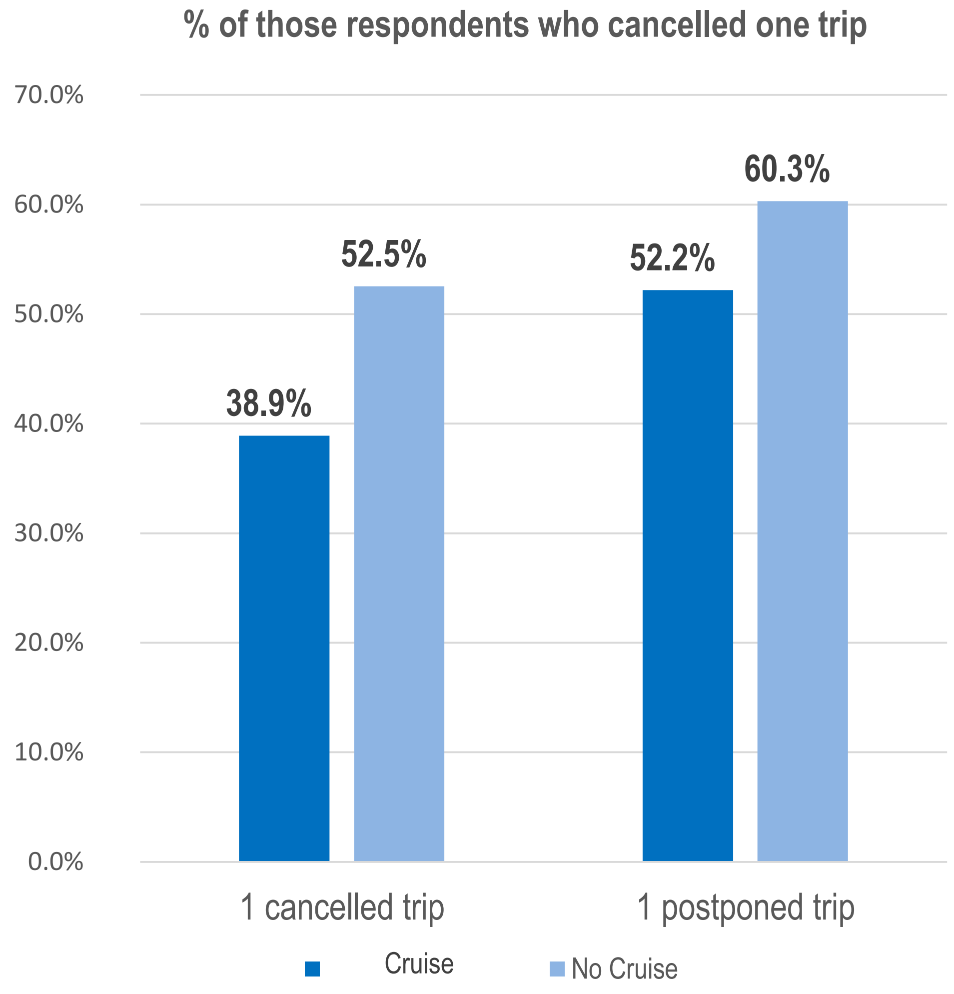


Graph depicts results 8 – 10 extremely concerned
Question: Thinking about the current coronavirus situation, how concerned are you about the impact it may have on the NATIONAL ECONOMY? (Please answer using the scale below).
Scale 0= not concerned – 10=extremely concerned.
N cruise respondents 308 and No Cruise 930

Destination Analysts

	Cruise Passenger	No Cruise
Concerns about my safety	59.0%	63.8%
Concerns about contracting the virus and passing it on to others	47.5%	53.7%
Concerns about my loved ones' safety	38.2%	48.5%
Potential to get stuck somewhere (unable to get home on schedule)	35.9%	39.7%
Cancellations outside my control (airline flights, cruise trips, tours, etc.)	37.5%	31.3%
Potential to have my travel experiences limited/ruined by the situation	32.2%	37.3%
Government travel restrictions	27.8%	34.9%
Cancellations outside my control (events, meetings, conferences, festivals, etc.)	22.3%	28.1%
Concerns about coronavirus situation impacting my personal finances	19.2%	20.7%
Business restrictions/employer-mandated restrictions)	9.1%	9.9%

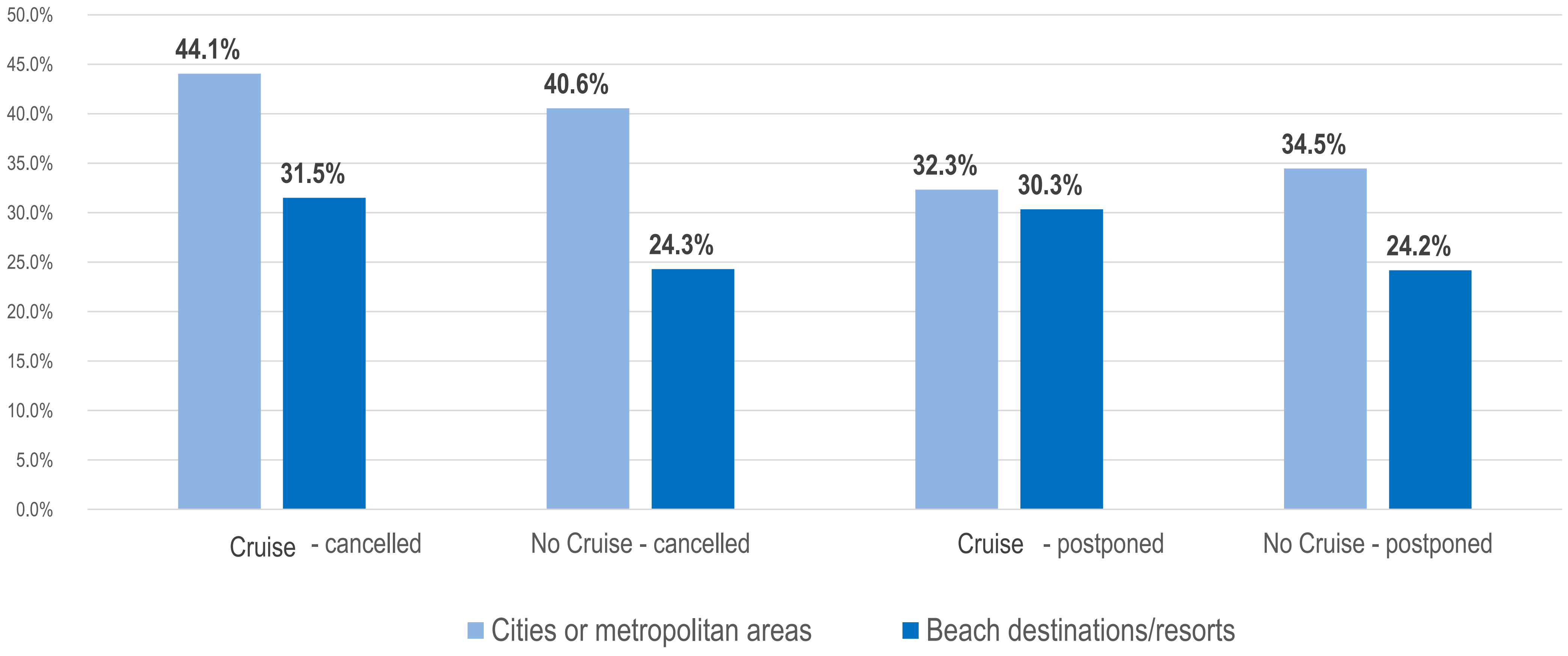
Question: Which of the following are reasons the Coronavirus situation has changed your travels? (Select all that apply)
N cruise respondents 252 and No Cruise 675



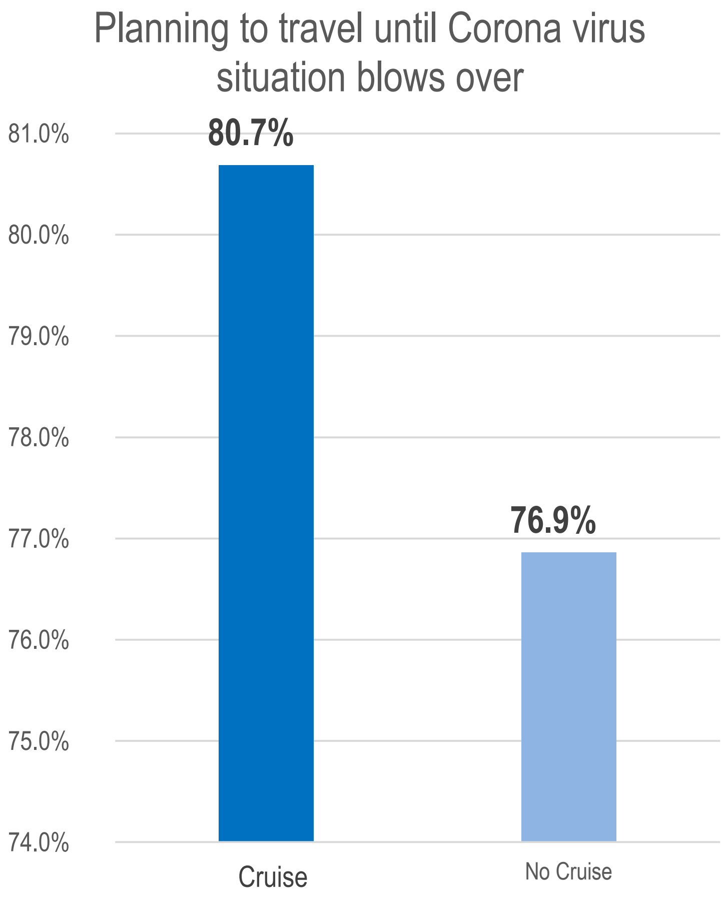
Graph depicts cancelled 1 trip and postponed 1 trip
Question: How many trips did you cancel? How many trips did you postponed). Scale 1 to 10 or more trip
N cruise respondents 189 and No Cruise 455

Destination Analysts

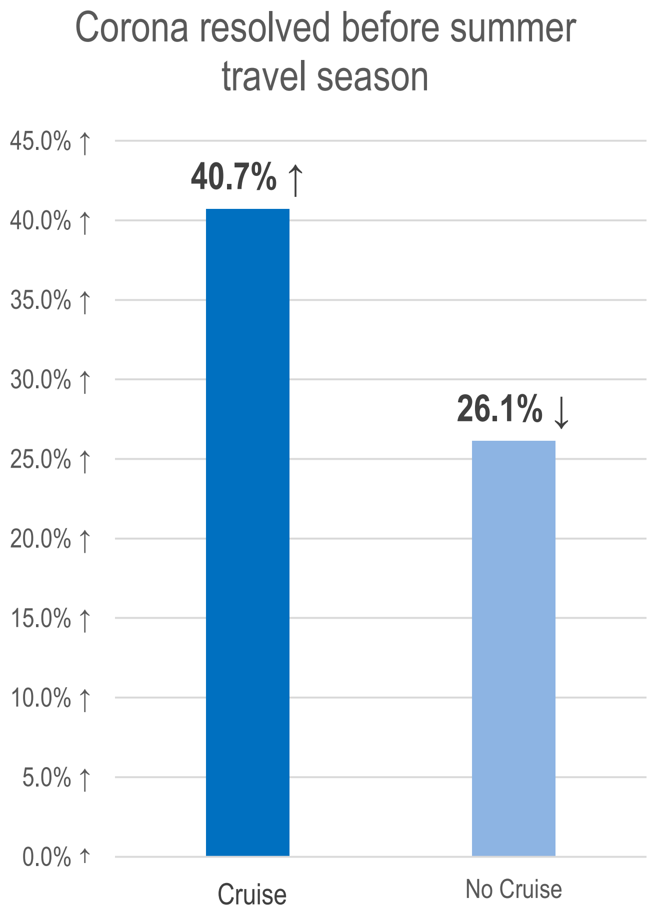
Destination types which were postponed or cancelled



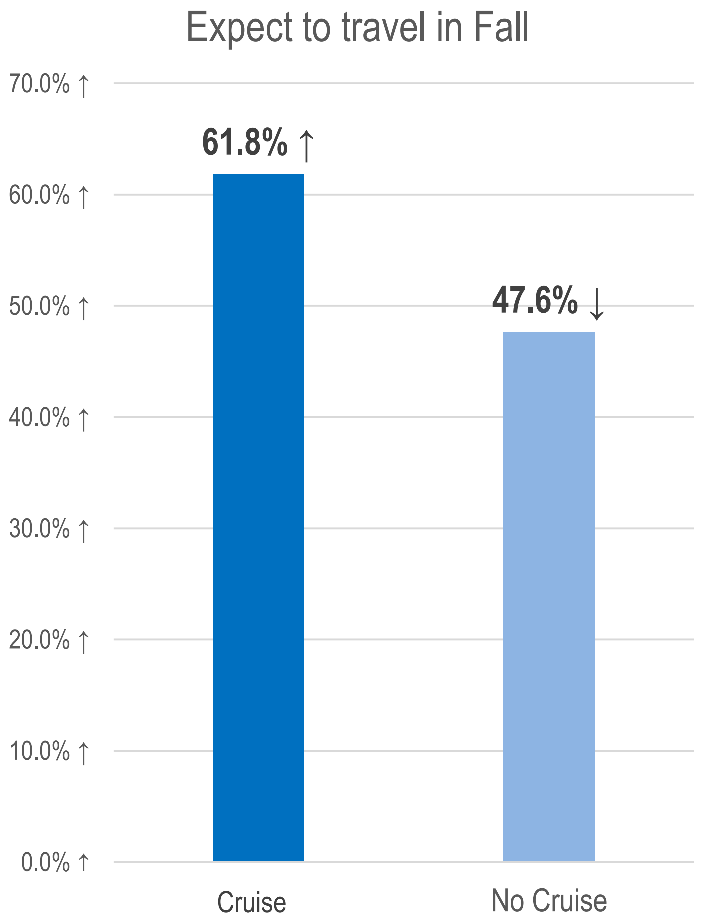
Question: Thinking about these canceled or postponed trips, which destination types were you planning to visit but ended up postponing or canceling? (Select all that apply)
Only displaying two options: cities or metropolitan and beach destinations, more choices available



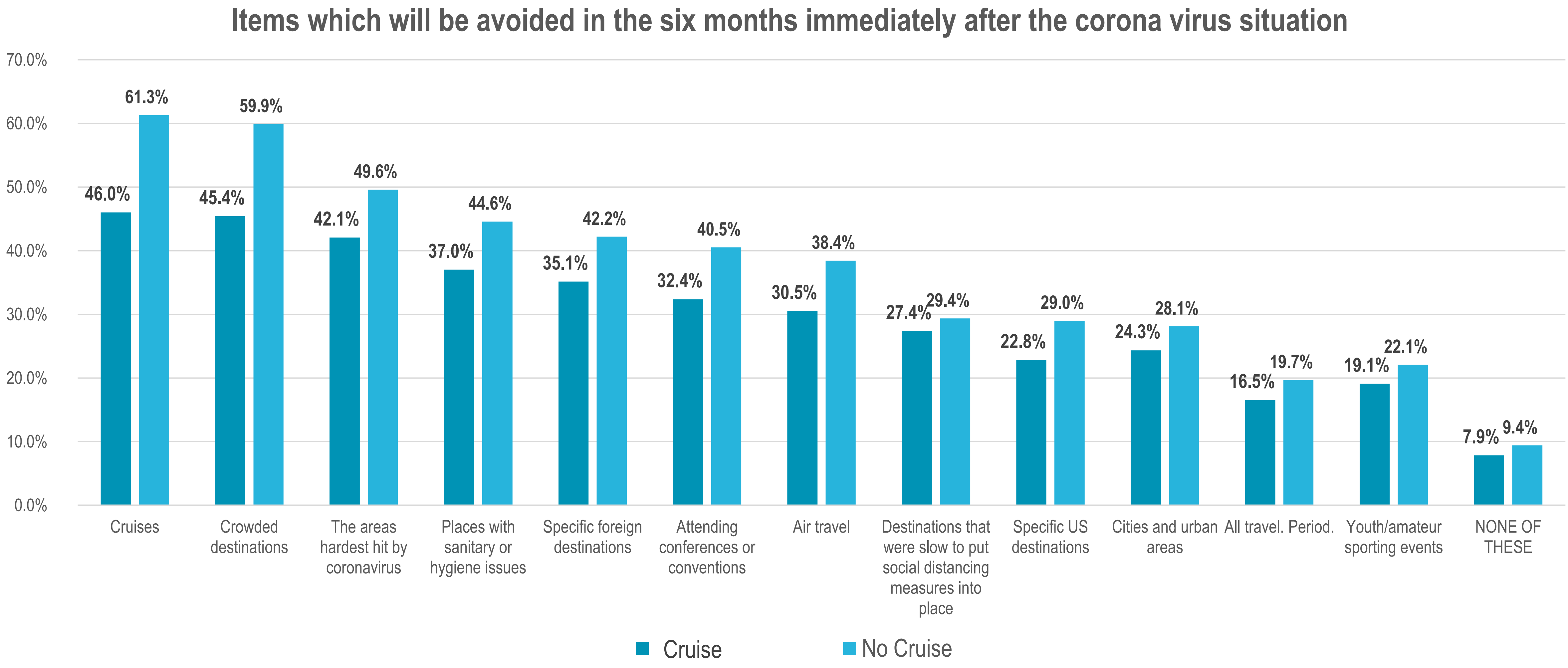
Graph depict results strongly agree and agree. Question: I'm planning to avoid all travel until the Coronavirus situation blows over. N cruise respondents 308 and No Cruise 930



Graph depict strongly agree and agree. Question: I expect the Coronavirus situation will be resolved before the summer travel season. N cruise respondents 308 and No Cruise 930



Graph depict strongly agree and agree. Question: I expect that I will be traveling in the Fall of 2020. N cruise respondents 308 and No Cruise 930



Question: Do you expect that you will avoid any of the following in the SIX (6) MONTH period immediately after the coronavirus situation is resolved? (Select all that would complete the following sentence for you)I will most likely avoid ____________________.]
N cruise respondents 308 and No- Cruise respondents 930

Destination Analysts

Summary of noticeable differences between cruise traveler and non-cruise travelers (might not be included in the report):

- Demographically cruise travelers report having higher incomes and are more likely to be employed full time
- Cruise travelers are significantly less likely to say they will avoid cruises in the SIX (6) MONTH period immediately after the coronavirus situation is resolved (46.0% for cruise travelers compared to 61.8% for non-cruise travelers)
- Cruise travelers are more excited to travel and more open to travel messaging
- Cruise travelers also show more interest in discounts than the average (49.9% v. 33.0%)
- Cruise travelers are generally more optimistic about traveling. 61.8% expect to be traveling by Fall 2020 compared to only 47.6% of non-cruise travelers who share that expectation.

Masha Danki!

Thank you!

For any questions related to the report and/or additional information requests please contact Melanie Evans Kelly, Manager Strategy, Research, and Planning at m.kelly@aruba.com

Or

Visit our website www.arubainsight.com