

TOURISM PRESS CONFERENCE



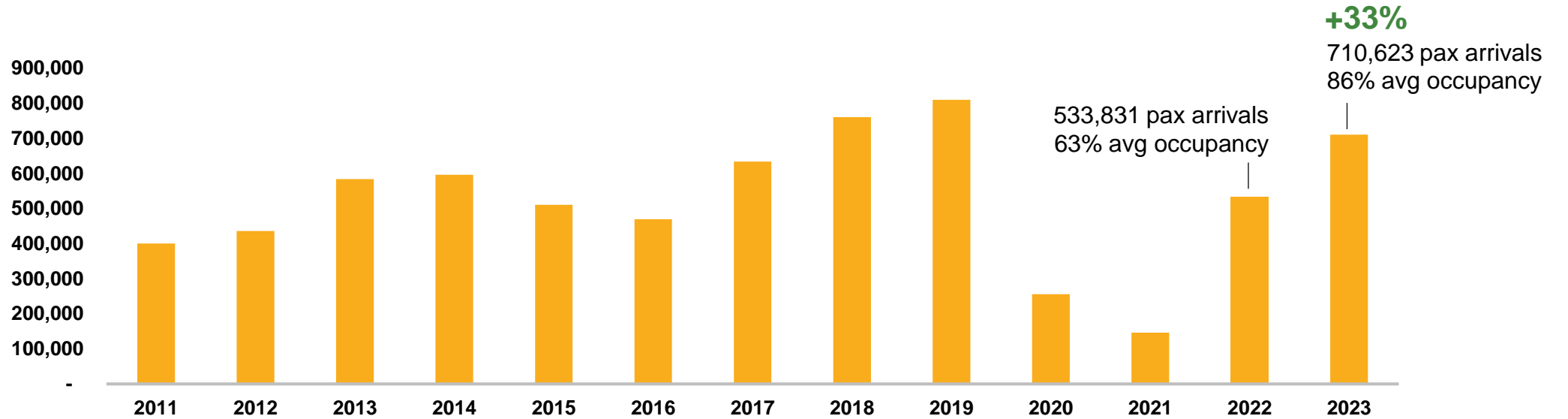
MINISTRY OF
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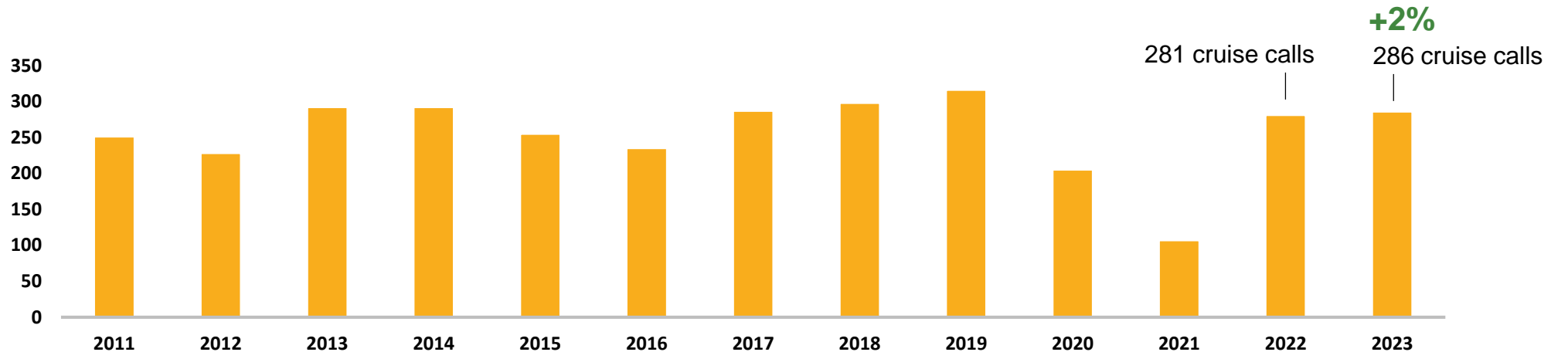
Curaçao Ports Authority

CRUISE PERFORMANCE DEVELOPMENT

PAX



CALLS



JAN – APR 2024 CRUISE ARRIVALS

	YTD realized
	2019 pax
January	120,358
February	81,839
March	75,908
April	66,518
Total	344,623

YTD realized	YTD realized	Occupancy realized
2023 pax	2024 pax	2024
107,699	123,262	90%
103,563	125,210	89%
107,607	107,436	93%
52,312	73,836	94%
371,181	429,744	

+16% (58,563 pax)

YTD realized	YTD realized
2023 calls	2024 calls
42	48
42	48
42	42
21	25
147	163

+11% (16 calls)

Strong first months

Stable occupancy (avg 92%) positive momentum

+25% pax arrival compared to peak year 2019

Double digit increase calls/pax compared to 2023

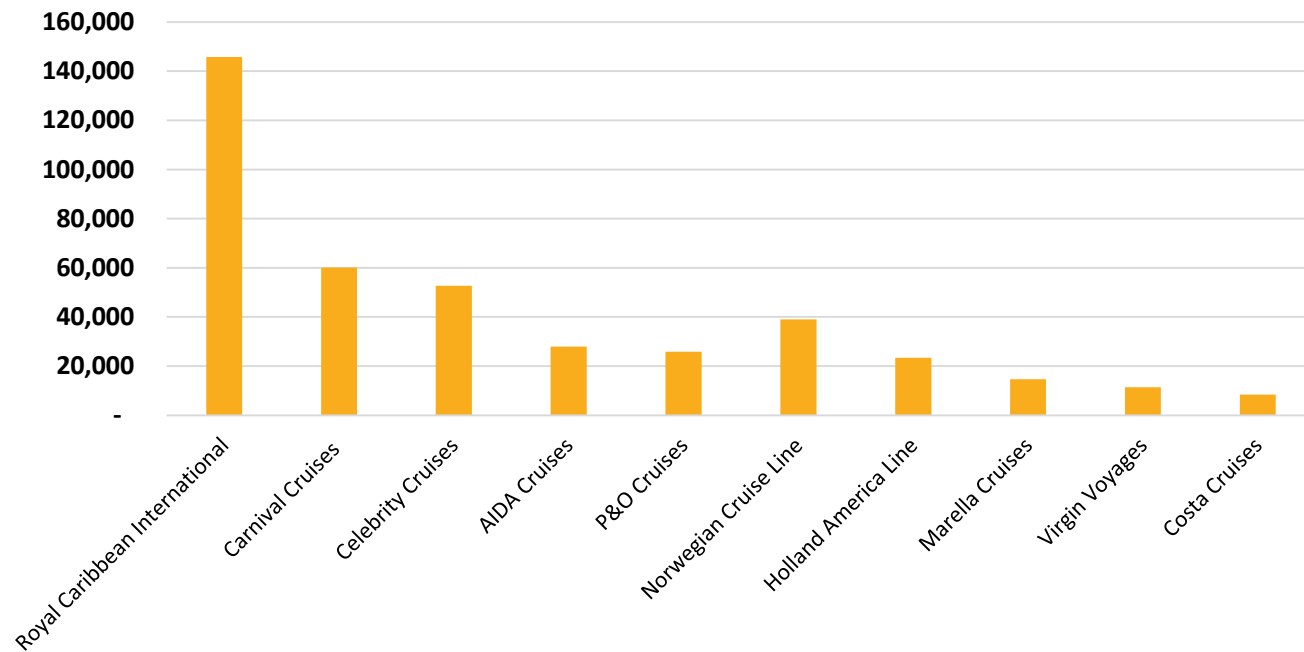
Projection 2024 calls: **300+ calls**

Projection 2024 pax: **800k+** (occupancy dependent)

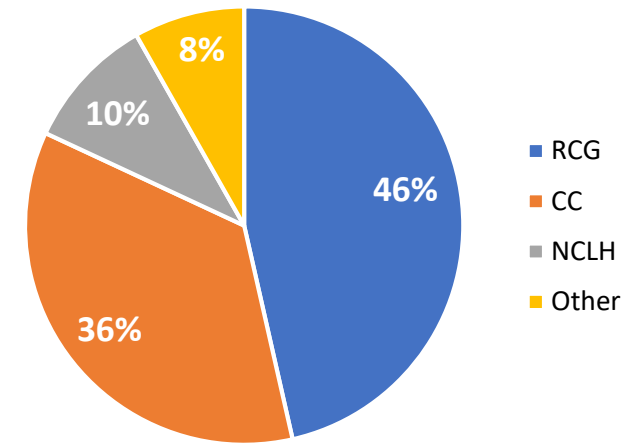
Double digit **growth** expected compared to 2023

JAN – APR 2024 BRANDS OVERVIEW

Top 10 brands (pax)



Corp. market share (pax)



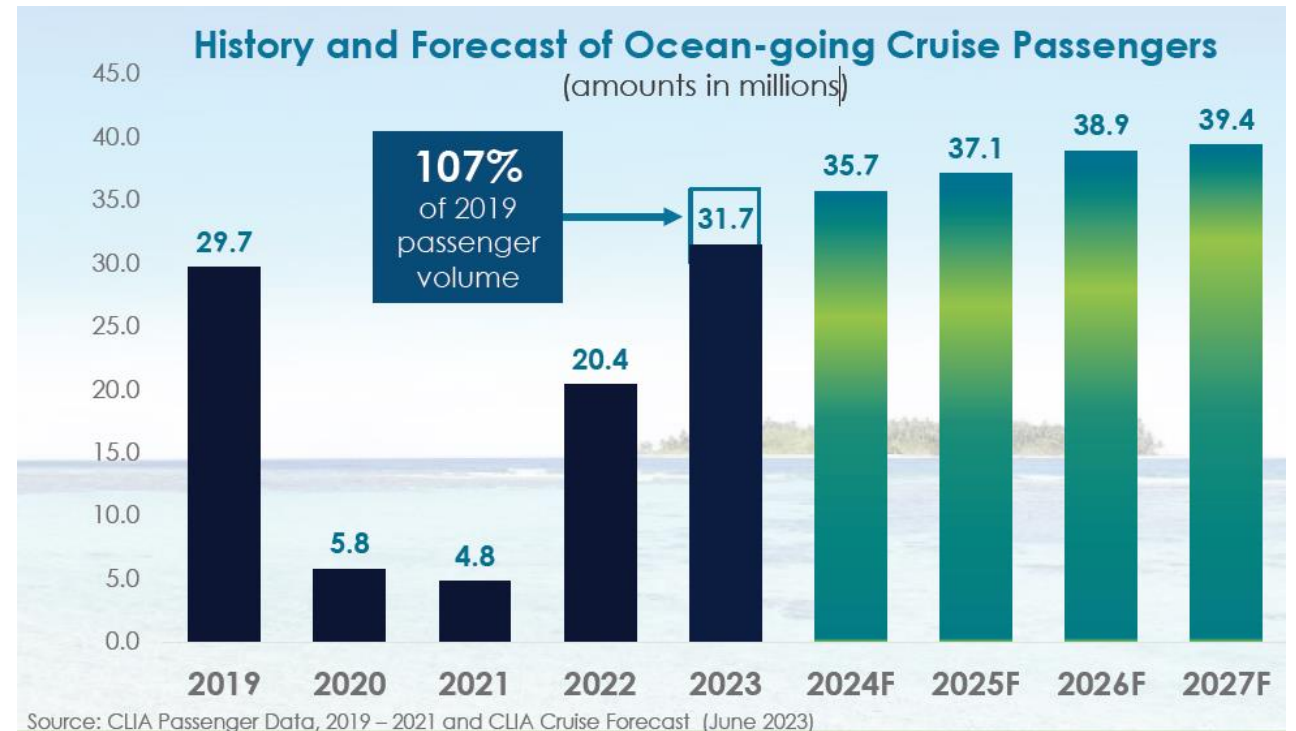
RCG RCI, Celebrity, TUI, Silversea, Hapag Lloyd

CC Carnival, HAL, P&O, AIDA, Princess, Costa, Seabourn, Cunard

NCLH NCL, Oceania, Regent Seven Seas

GENERAL CRUISE OUTLOOK - CLIA

- Continued growth is forecast
- 56 new ships from 2024 - 2028
- USA remains the largest source market (53%, +19% compared to 2019)
- Caribbean remains the top destination (44.2%, +7.3% compared to 2019)
- Average age of Caribbean cruiser is 46 years, 36% are <40
- Millennials (22%) are the most enthusiastic
- 10% cruisers are solo travelers
- 27% are new cruisers over the past 2 yrs. (+12%)
- 28% cruisers multi-generational
- 5 new private destinations upcoming in 2 yrs



SEATRADE CRUISE GLOBAL 2024 HIGHLIGHTS

Meetings held with Carnival Corporation, Holland America Line, Royal Caribbean Group, Aida/ Costa, Norwegian Cruise Line and FCCA

- Overall **high satisfaction ratings** for Curacao
- Curacao shows **potential for additional Shorex**, currently underperforming in some markets.
- **Community and educational** programs are of interest
- **Sustainability** remains a focal point across the board of cruise brands in particular due to the projected growth (energy, collaboration compost/water)
- **Capacity and diversity** remain important focal areas for the destination
- **2024 BREA cruise survey** results expected by the end of 2024



CHATA



CHATA NEWS

CHATA is thrilled to announce the appointment of Anuschka Cova as the new CEO of CHATA.

Ms. Cova will lead the association in its mission to deliver a visible, leading, and effective contribution towards a vibrant and sustainable tourism and hospitality product in Curaçao together with her Board, the members, stakeholders and Gov't.

Anuschka started on April 15, 2024 and is currently representing CHATA at Caribbean Hotel and Tourism Association (CHTA) top event "Marketplace 2024" in Montego Bay.

Anuschka is super excited about this opportunity and with her strong belief in collaboration she is sure that together we can all contribute to a balanced and sustainable Hospitality & Tourism sector for Curaçao.

Bearing in mind that Tourism sector is the largest economic pillar of the economy representing more than *25% (conservative) of GDP of Curaçao we need all hands on deck!

**CBCS report*

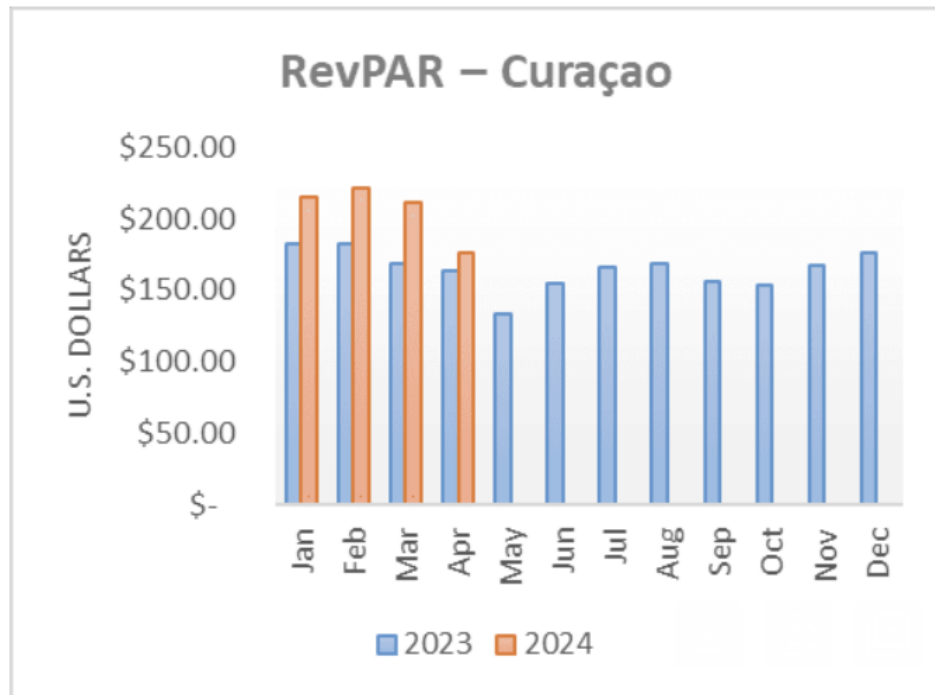
CHATA's New CEO



Anuschka M. Cova



CHATA April 2024 numbers



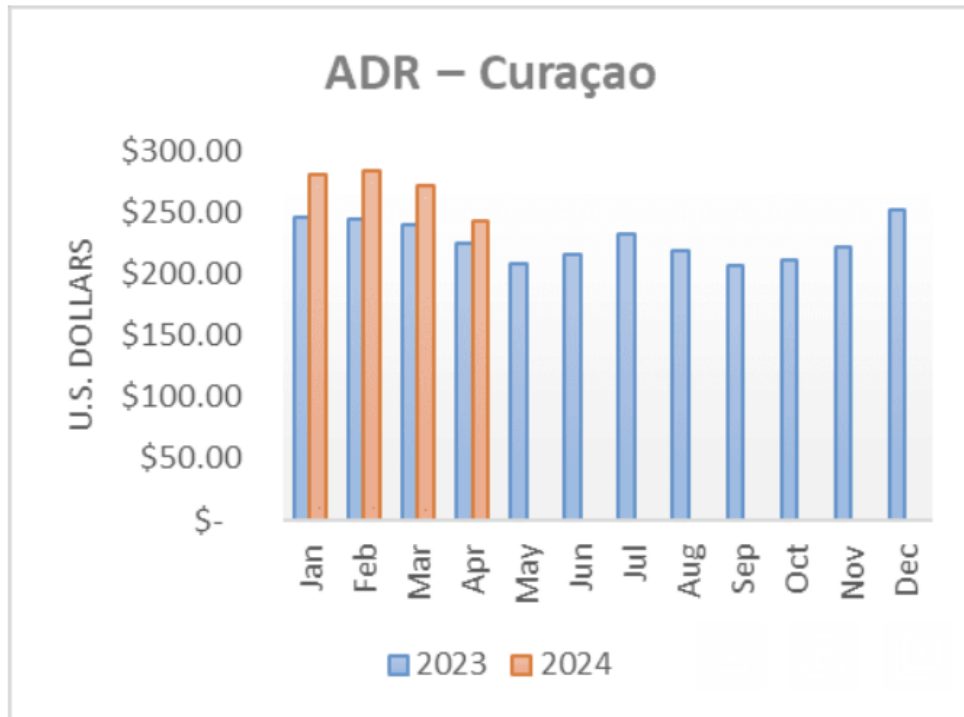
Current Month: RevPAR – Curaçao

(in USD)	2023	2024	Change (%)
Feb	\$ 182.07	\$ 221.42	21.6%
Mar	\$ 168.18	\$ 211.77	25.9%
Apr	\$ 163.47	\$ 176.43	7.9%
YTD Totals	\$ 174.09	\$ 205.55	18.1%

RevPAR = Total Room Revenue / Rooms Available

Source: STR

CHATA April 2024 numbers



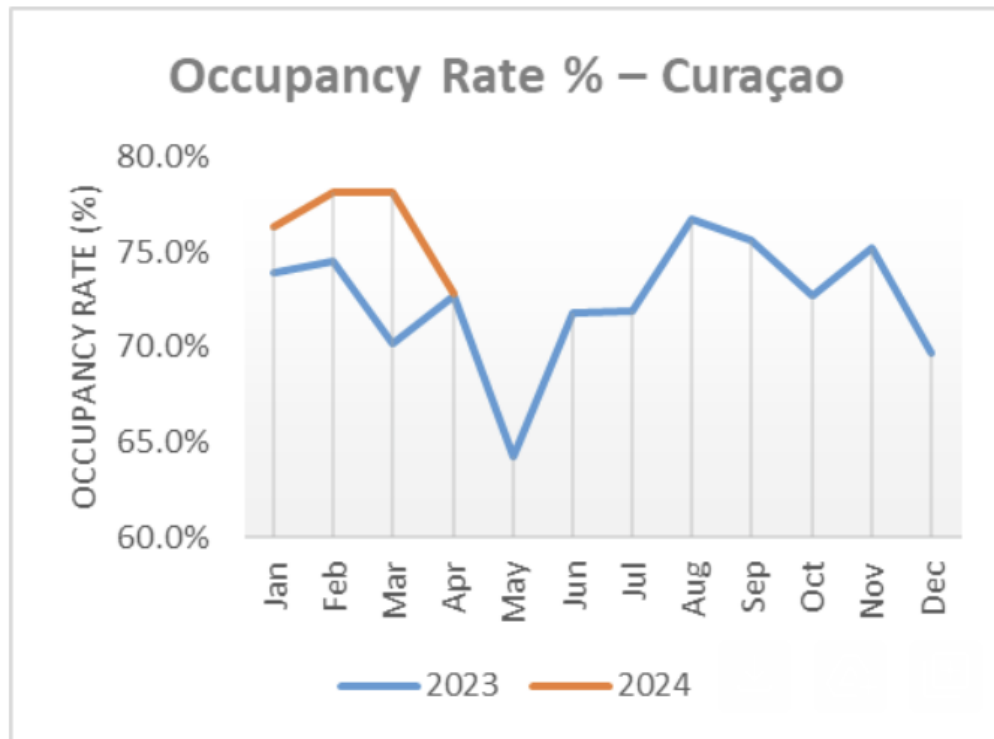
Current Month: ADR – Curaçao

(in USD)	2023	2024	Change (%)
Feb	\$ 244.58	\$ 283.61	16.0%
Mar	\$ 239.68	\$ 270.99	13.1%
Apr	\$ 224.85	\$ 242.42	7.8%
YTD Totals	\$ 239.29	\$ 273.30	14.2%

ADR = Total Room Revenue / Rooms Sold

Source: STR

CHATA 2024 numbers



Current Month: Occupancy Rate % – Curaçao

(in USD)	2023	2024	Change (pts.)
Feb	74.4%	78.1%	3.6%
Mar	70.2%	78.1%	8.0%
Apr	72.7%	72.8%	0.1%
YTD Totals	72.8%	75.2%	2.5%

Occupancy Rate = Rooms Sold / Rooms Available

Source: STR

CHATA April 2024 numbers

Regional Comparison of Hotel Statistics – RevPAR

(in USD)	Curaçao			Aruba			Caribbean		
	2023	2024	Diff.	2023	2024	Diff.	2023	2024	Diff.
Feb	\$ 182.07	\$ 221.42	21.6%	\$ 355.50	\$ 400.61	12.7%	\$ 277.59	\$ 311.48	12.2%
Mar	\$ 168.18	\$ 211.77	25.9%	\$ 323.42	\$ 448.41	38.6%	\$ 284.12	\$ 347.86	22.4%
Apr	\$ 163.47	\$ 176.43	7.9%	\$ 287.55	\$ 313.65	9.1%	\$ 246.25	\$ 264.92	7.6%
YTD Totals	\$ 174.09	\$ 205.55	18.1%	\$ 324.66	\$ 400.91	23.5%	\$ 263.72	\$ 302.54	14.7%

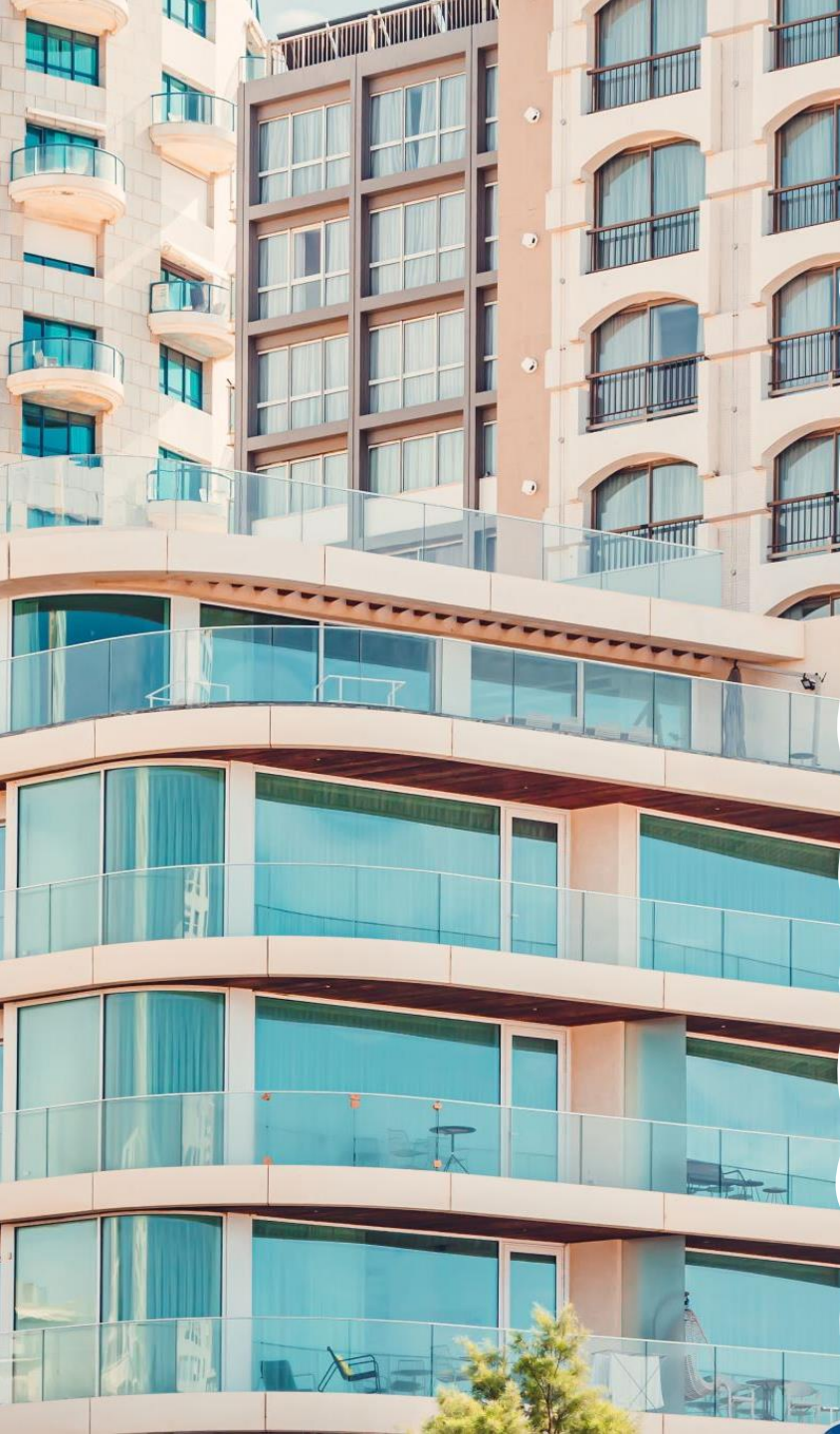
Regional Comparison of Hotel Statistics – ADR

(in USD)	Curaçao			Aruba			Caribbean		
	2023	2024	Diff.	2023	2024	Diff.	2023	2024	Diff.
Feb	\$ 244.58	\$ 283.61	16.0%	\$ 475.18	\$ 499.84	5.2%	\$ 377.74	\$ 412.42	9.2%
Mar	\$ 239.68	\$ 270.99	13.1%	\$ 465.07	\$ 531.77	14.3%	\$ 399.09	\$ 455.23	14.1%
Apr	\$ 224.85	\$ 242.42	7.8%	\$ 421.83	\$ 405.26	-3.9%	\$ 358.00	\$ 367.51	2.7%
YTD Totals	\$ 239.29	\$ 273.30	14.2%	\$ 458.80	\$ 495.66	8.0%	\$ 374.98	\$ 410.61	9.5%

Regional Comparison of Hotel Statistics – Average Occupancy Rate %

(in USD)	Curaçao			Aruba			Caribbean		
	2023	2024	Diff.	2023	2024	Diff.	2023	2024	Diff.
Feb	74.4%	78.1%	3.6%	74.8%	80.1%	5.3%	73.5%	75.5%	2.0%
Mar	70.2%	78.1%	8.0%	69.5%	84.3%	14.8%	71.2%	76.4%	5.2%
Apr	72.7%	72.8%	0.1%	68.2%	77.4%	9.2%	68.8%	72.1%	3.3%
YTD Totals	72.8%	75.2%	2.5%	70.8%	80.9%	10.1%	70.3%	73.7%	3.4%

Source: STR



CHATA UPDATE ROOM CAPACITY

Hotels keep building additional capacity

- Expansion Dolphin Suites: 60 rooms; March 16, 2024
- Marriott Courtyard: 152 rooms; June 10, 2024
- Expansion Dreams: 52 rooms; July 1, 2024
- One Mambo Beach Phase 1 (apts): 39 units; Q3, 2024
- The Pymont Marriott: 300 rooms; Q4, 2025
- Kontiki Beach Resort: 23 rooms ; Q4, 2025
- TUI Blue: 350 rooms; Q1, 2026
- Kas Abao resort: 120 rooms; Q2, 2026
- *(Reopening Ritz Village (Corendon): 152 rooms; January 1st)*

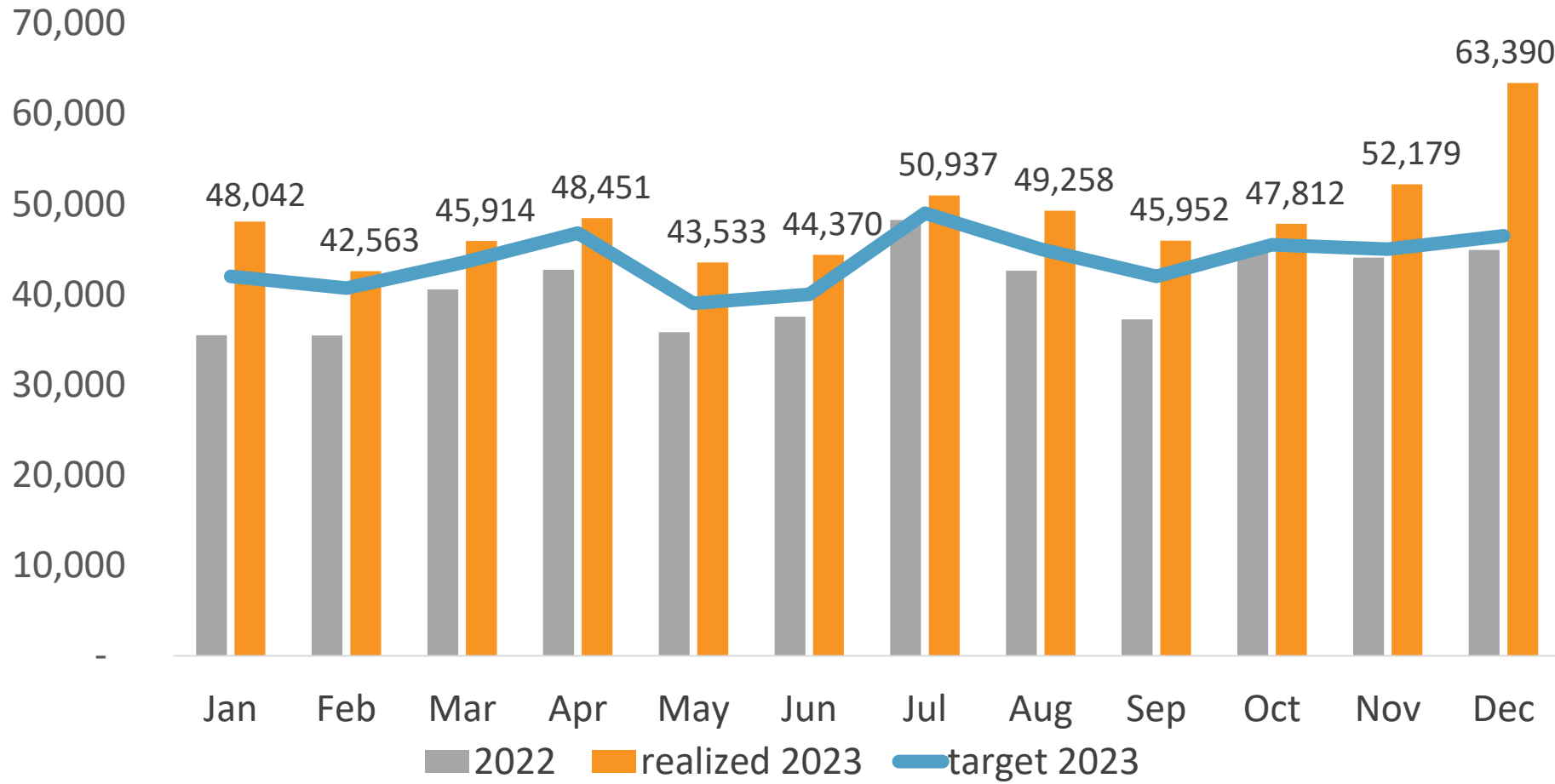


During 2024 CHATA will continue to work with its members, stakeholders, Government of Curaçao and CTB to move a sustainable Hospitality and Tourism sector forward

- ❖ Taskforces for content and product development to share with stakeholders. HR Task Force ready, Diving, Culture ie
- ❖ Language courses, revenue mgt courses, hospitality courses amongst others
- ❖ Community services and sustainability of members
- ❖ Close cooperation with CTB through MOU:
 - Steering committee CTB/CHATA
 - Marketing committee CTB/CHATA
 - Airlift committee CTB/CHATA
 - US Campaign CTB/CHATA
 - Product Development committee (*in progress*)

Curaçao Tourist Board

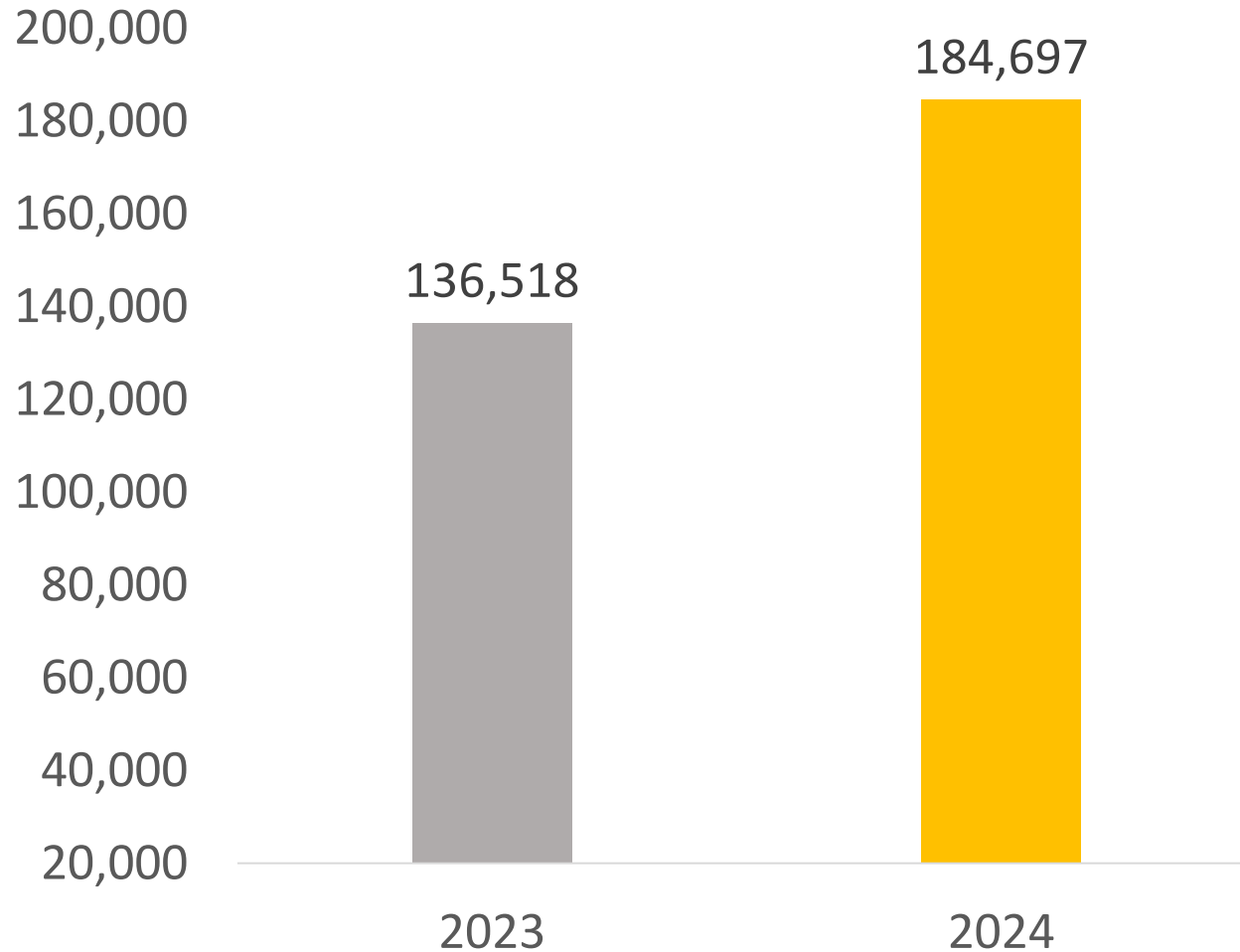
STAYOVER ARRIVALS PERFORMANCE 2023



- Jan through Dec 2023: 582,409 stayover arrivals
- Jan through Dec 2022: 489,561 stayover arrivals
- 19% growth compared to same period of 2022

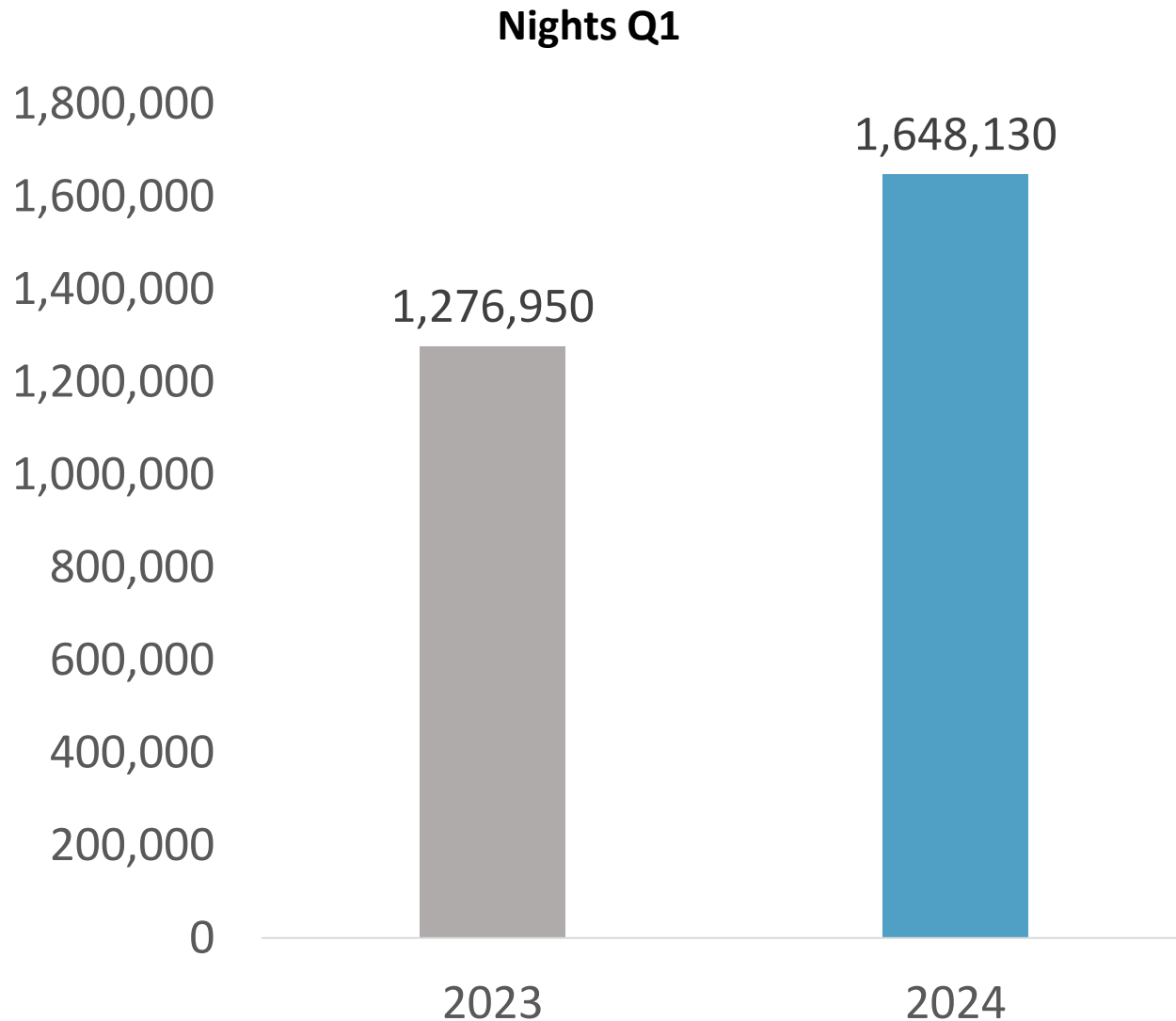
Q1 2024 – STAYOVER VISITORS PERFORMANCE

Stayover visitors Q1



- A total growth of **35%** in Q1 of 2024
- Best start of the year with record month March
- The top 5 countries in Q1 were: The Netherlands (34%), USA (26%), Canada (9%), Colombia (6%) and Brazil (6%)
- The top 5 countries provided altogether **81%** of all the visitors in Q1 of 2024

Q1 2024 – VISITOR NIGHTS PERFORMANCE



- A total growth of **29%** in visitor nights in Q1 of 2024
- Average night spent in Q1 2024 was **9.1 nights**

Average nights from top 5 source markets:

- The Netherlands **12.0 nights**
- United States of America **6.5 nights**
- Canada **9.5 nights**
- Colombia **5.6 nights**
- Brazil **7.1 nights**

Q1 2024 – BENCHMARK ABC ISLANDS

	Q1 2024		Q1 2023		
	Stayover	% share	Stayover	% share	% change
Aruba	382,723	62%	312,359	63%	23%
Bonaire	52,292	8%	49,112	10%	7%
Curaçao	184,696	30%	136,519	27%	35%
Total	619,711	100%	497,990	100%	24%

Q1 2024 – BENCHMARK ABC ISLANDS BY TOP SOURCE MARKETS

Stayovers from the Netherlands					
	Q1 2024		Q1 2023		
	Stayover	% share	Stayover	% share	% change
Aruba	9,525	10%	10,719	12%	-11%
Bonaire	22,805	24%	23,785	28%	-4%
Curaçao	63,253	66%	52,124	60%	21%
Total	95,583	100%	86,628	100%	10%

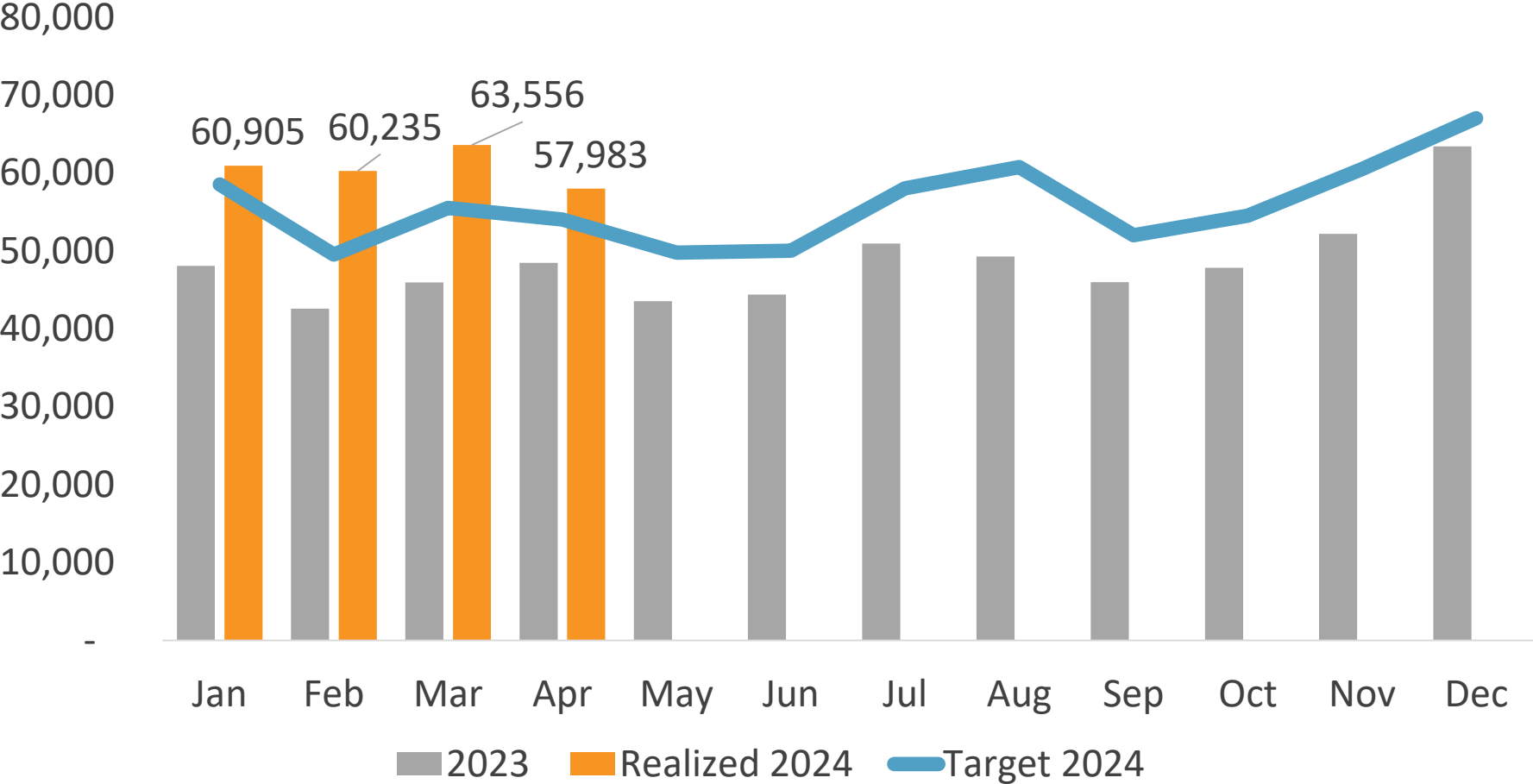
Stayovers from Colombia					
	Q1 2024		Q1 2023		
	Stayover	% share	Stayover	% share	% change
Aruba	14,387	54.50%	9,122	55.30%	58%
Bonaire	259	1.00%	352	2.10%	-26%
Curaçao	11,730	44.50%	7,008	42.50%	67%
Total	26,376	100.00%	16,482	100.00%	60%

Stayovers from the USA					
	Q1 2024		Q1 2023		
	Stayover	% share	Stayover	% share	% change
Aruba	287,366	82%	236,352	84%	22%
Bonaire	15,042	4%	11,742	4%	28%
Curaçao	48,102	14%	33,621	12%	43%
Total	350,510	100%	281,715	100%	24%

Stayovers from Brazil					
	Q1 2024		Q1 2023		
	Stayover	% share	Stayover	% share	% change
Aruba	3,872	26%	2,609	40%	48%
Bonaire	327	2%	na	Na	Na
Curaçao	10,552	72%	3,869	60%	173%
Total	14,751	100%	6,478	100%	128%

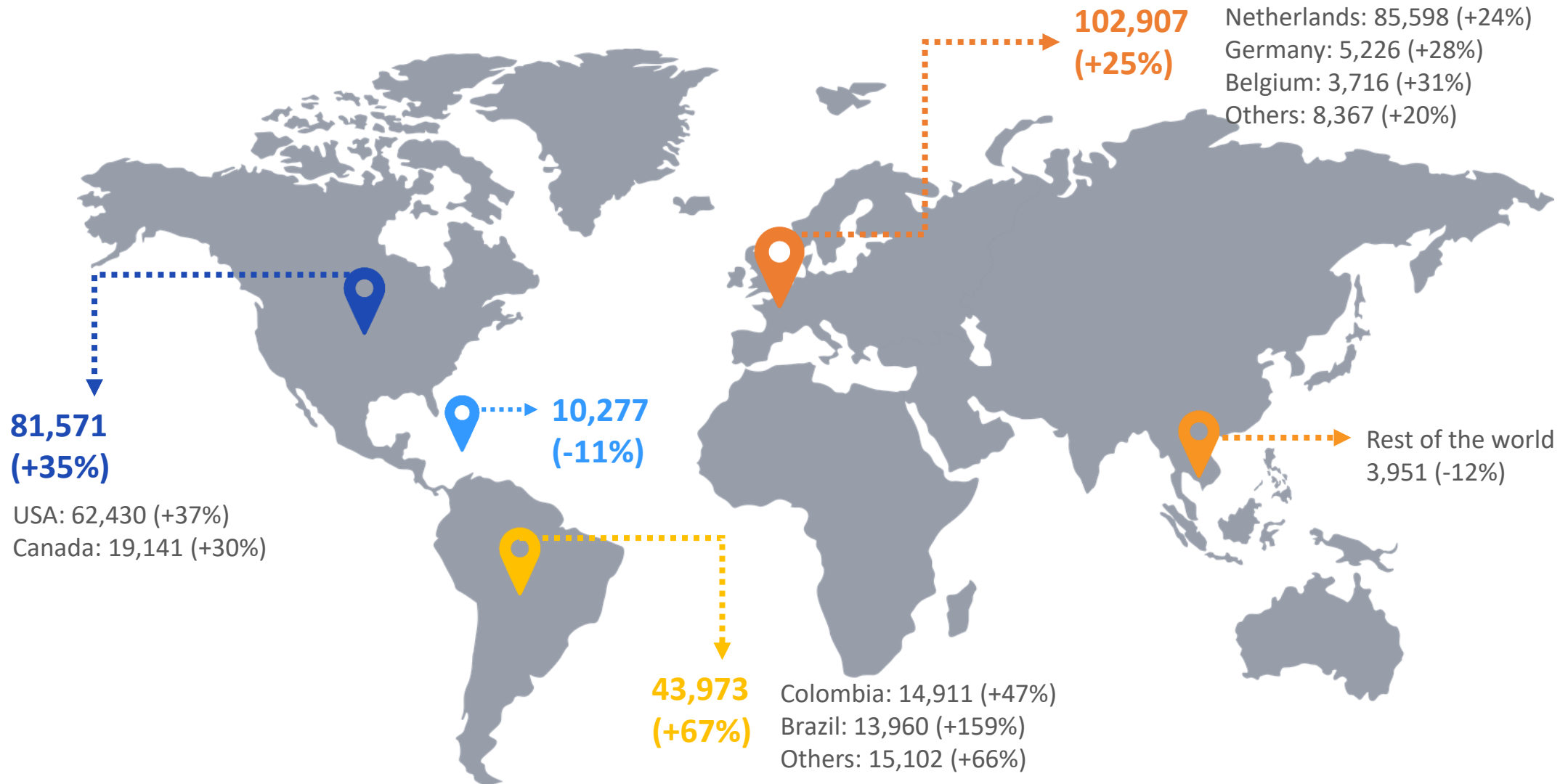
Stayovers from Canada					
	Q1 2024		Q1 2023		
	Stayover	% share	Stayover	% share	% change
Aruba	27,471	60%	23,539	63%	17%
Bonaire	2,846	6%	1,360	4%	109%
Curaçao	15,726	34%	12,458	33%	26%
Total	46,043	100%	37,357	100%	23%

STAYOVER ARRIVALS PERFORMANCE FIRST 4 MONTHS OF 2024



- Jan through Apr 2024: 242,680 stayover arrivals
- Jan through Apr 2023: 184,969 stayover arrivals
- Growth Jan 2024: 27%
- Growth Feb 2024: 42%
- Growth Mar 2024: 38%
- Growth Apr 2024: 20%
- YTD growth: 31%

2024 FIRST 4 MONTHS ARRIVALS OVERVIEW



AIRLIFT DEVELOPMENT

Country	Additional seats	M share
Netherlands	112,320	48%
USA	36,604	16%
Canada	6,348	3%
Brazil	13,572	6%
Colombia	7,200	3%
Panama	13,050	6%
Belgium	1,968	1%
Trinidad	8,320	4%
Venezuela	42,862	13%
Total	232,128	100%

- **The Netherlands** 112,320 additional seats, mainly Corendon flights
 - **United States of America** 36,604 additional seats from the following gateways: New York (JFK, EWR, CLT and ATL)
 - **Canada** 6,348 additional seats
 - **Brazil's** non-stop service from Belo Horizonte 2x weekly
 - Airlines from **Colombia and Panama** will have additional service in the first quarter of the year
 - **Copa** will increase service in July from 7 to 9 weekly
 - **TUI Belgium** will start service out of Brussels in November
 - **Caribbean airlines** amped up seats with higher configuration of equipment scheduling a B738 out of Port of Spain
 - From **Venezuela** 3 carriers with direct service to Curaçao, an additional 42,862 seats in 2024
-
- **A total of 232,128 additional seats in 2024**
 - **Overall airlift seats in 2024 is at 1.2 million**

ACCOMMODATION DEVELOPMENT



One Mambo Beach

- A total of 4589 additional rooms by 2027



Courtyard by Marriott



The Pymont Marriott Autograph Collection

GLOBAL HIGHLIGHTS 2023

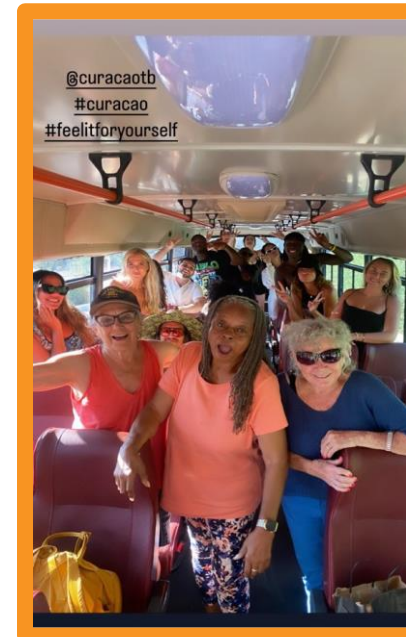
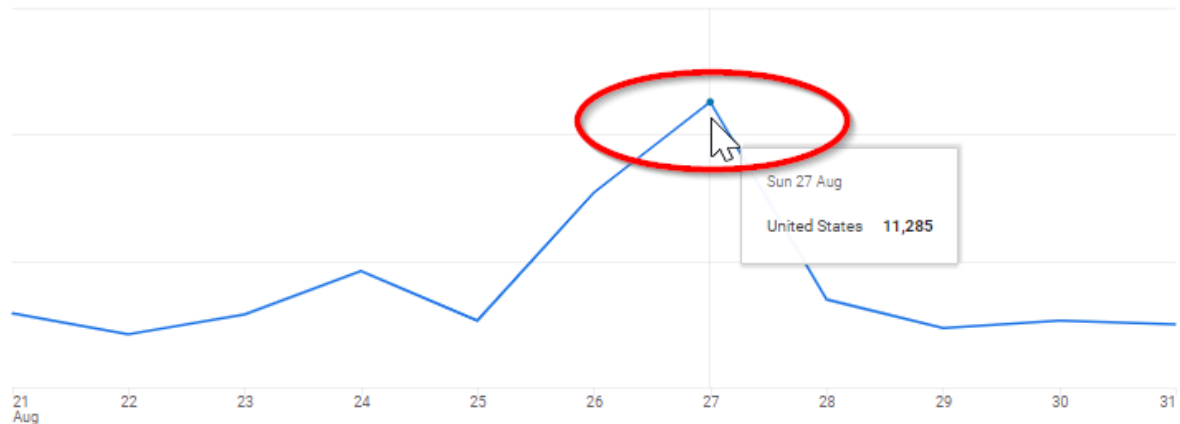
Social Media Highlights 2023

- 12.3% average growth in followers
- 3.059 total posts on all our social media platforms
- 16.5M total engagements on all our social media platforms

Curaçao.com performance highlights

- Ended 2023 with 3.3M users (+45% increase) on our website.
- Top target countries: United States (26%), Colombia (19%), Brazil (14%), Netherlands (10%) & Canada (4%).

Users by Country over time



MARKETING HIGHLIGHTS, Q1 2024

Europe

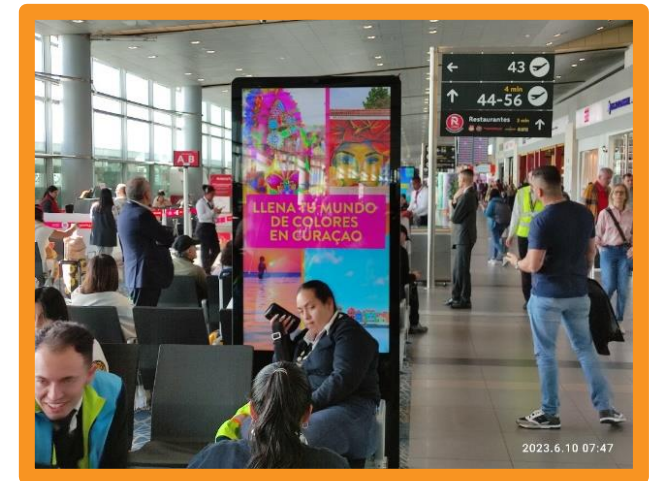
- Attended Vakantiebeurs, Duikvaker and BOOT
- Joint promotions plans with TUI, Corendon and KLM
- Hosted Goede Tijden Slechte Tijden, will air end of May '24

North America

- Attended New York Travel & Adventure show
- Joint promotions plans with Delta Airlines, Expedia and Tripadvisor
- Out of Home substation take over NYC, 53rd str Midtown east
- Extended partnership with Atlanta Braves & Miami Marlins

South America

- Attended ANATO
- Joint promotions plans in place with Avianca, Azul and Copa
- Out of Home campaigns in Bogota, Medellin, Sao Paulo and Belo Horizonte
- TV commercials on Canal Off with national reach, Brazil
- Currently hosting GLOBO TV



EDUCATION

Awareness and Hospitality Training

- The “Her & Bij scholingstraject” trained so far over 500 participants with 70% currently on the job. Facilitated courses in assistant cook, assistant bartender, waiter, housekeeping, artesanía, front office, tourist guide and more.
- Excellence in Service Training to 300 tourism employees by Disney World institute of training
- Portuguese courses to 65 tourism employees
- Ongoing - Turismo pa Skol di Fundeshi i skol spesial
- Leerhotel Parasasa Hotel Curaçao - Opening Aug 2024
- Ongoing - Kòrsou ta Dushi awareness campaign



PRODUCT DEVELOPMENT & MANAGEMENT

- New Shades being installed at the Souvenir Zone “Plasa di Arte Kòrsou”
- Restructuring Politur
- Ongoing cruise entertainment in Willemstad
- Hurricane Preparedness



Ministry of Economic Development



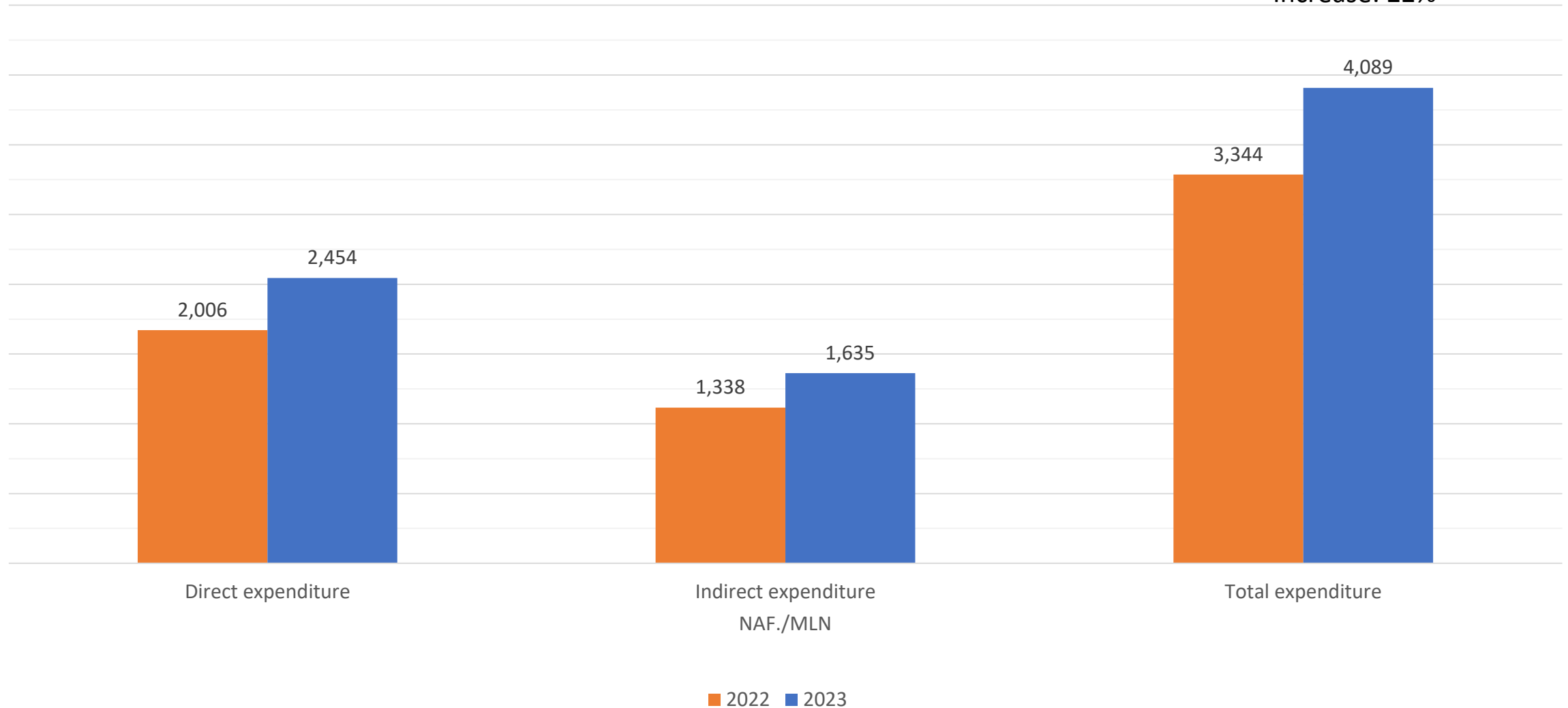
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TOURISM PERFORMANCE INDICATORS 2022-2023

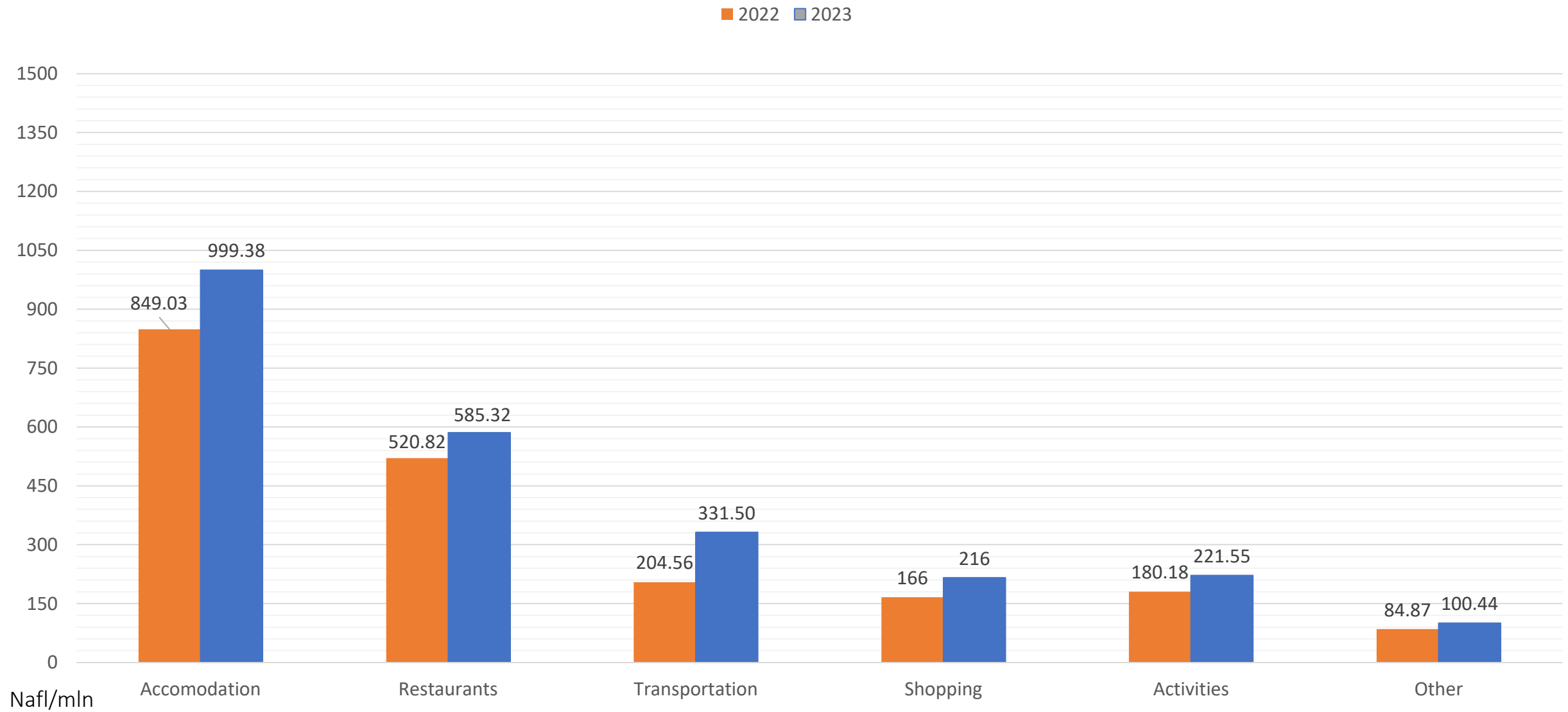
	2022	2023	Changes 2023/2022
Stayover Arrivals	489,561	582,409	19%
Daytrippers	11,039	19,763	79%
Cruise Arrivals	533,831	710,623	33%
Total Tourist Nights	4,680,466	5,124,368	9%
Average Occupancy Rate	70.0%	72.0%	2%
Average Revenue Per Available Room	\$145.10	\$161.80	11.5%

TOTAL SECTORAL IMPACT 2022-2023

2022: Naf. 3344 mln
2023: Naf. 4089 mln
Increase: 22%



SECTORAL ECONOMIC IMPACT BY EXPENDITURE CATEGORY



TOURISM MACRO-ECONOMIC IMPACT 2023

❖ This output is based on the following tourism exports data information:

- ❖ Tourist nights Jan-Dec 2023 ⇒ 5.124.368
 - ❖ A 9.5% increase in tourist nights compared to 2022. (2022 ⇒ 4.680.466)
- ❖ Cruise tourists Jan-Dec 2023 ⇒ 710.623
 - ❖ A 33.1% increase of cruise tourists compared to 2022. (2022 ⇒ 533.831)
- ❖ In this scenario, only the boost from tourism exports is considered, excluding any investment projects.

RESULT:

- ❖ The tourism sector had a positive significant impact on the economic growth in 2023.

<i>Projected changes in % with respect to the previous year</i>	2023
Prices, % mutations	
Consumption price	0.7
Volume, % mutations	
Real tourism export	10.1
Exports	4.8
Imports	3.1
Private consumption	2.2
Private investments	4.1
Production businesses	4.4
Real GDP growth	3.9

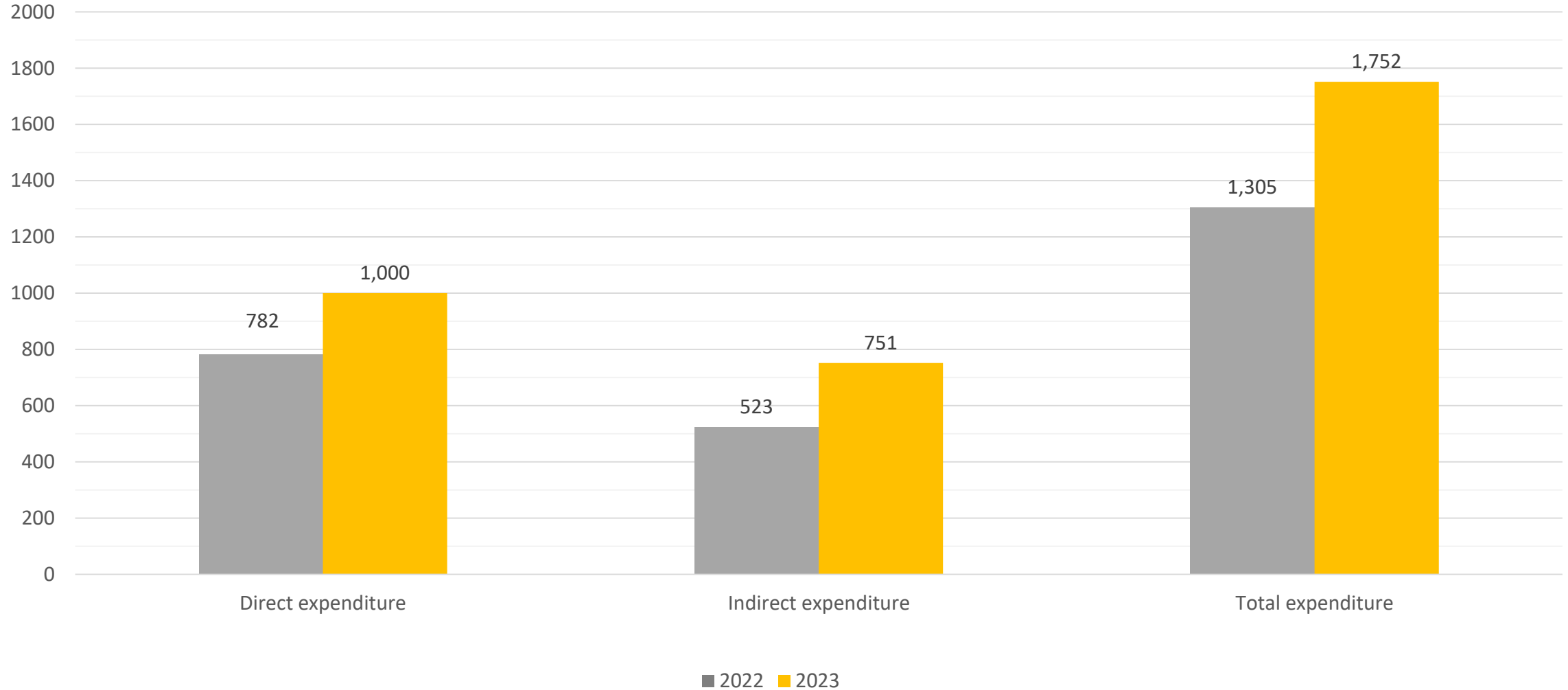
Source: Projections Macro-Economic model Curalyse

TOTAL SECTORAL IMPACT JAN-APRIL 2023-2024

2022: NafL. 1305mln

2023: NafL. 1752 mln

Increase:34.2%



TOURISM MACRO-ECONOMIC IMPACT PROJECTION 2024

- ❖ This scenario is based on the following tourism exports realization data information over the first four months of 2024 and **assumptions**:
 - ❖ Tourist nights Jan-Apr 2024 \Rightarrow 2.158.335
 - ❖ Cruise tourists Jan-Apr 2024 \Rightarrow 429.744
 - ❖ A 15% increase in tourist nights compared to 2023. (2024 \Rightarrow 5.897.300 2023 \Rightarrow 5.124.368)
 - ❖ A 12.6% increase of cruise tourists compared to 2023. (2024 \Rightarrow 800.000 2023 \Rightarrow 710.623)
- ❖ In this scenario, only the boost from tourism exports is considered, excluding any investment projects.

RESULT:

- ❖ The tourism sector is projected to have a positive impact on economic growth in 2024.

<i>Projected changes in % with respect to the previous year</i>	2024
Prices, % mutations	
Consumption price	1
Volume, % mutations	
Real tourism export	15.5
Exports	7.3
Imports	4.8
Private consumption	3.4
Private investments	6.3
Production businesses	6.6
Real GDP growth	6

Source: Projections Macro-Economic model Curalyse

Policy priorities

- Tourism carrying capacity study
- Tourism Satellite Account(TSA)

Thank you



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