

ARUBA

Visitor Arrivals Summary

In 2004, the number of stay-over tourist arrivals surged by 13.4 percent when compared to the previous year, to reach a total of 728.2 thousand. Each month recorded an increase ranging from 4.4 percent in March to 26.6 percent in May.

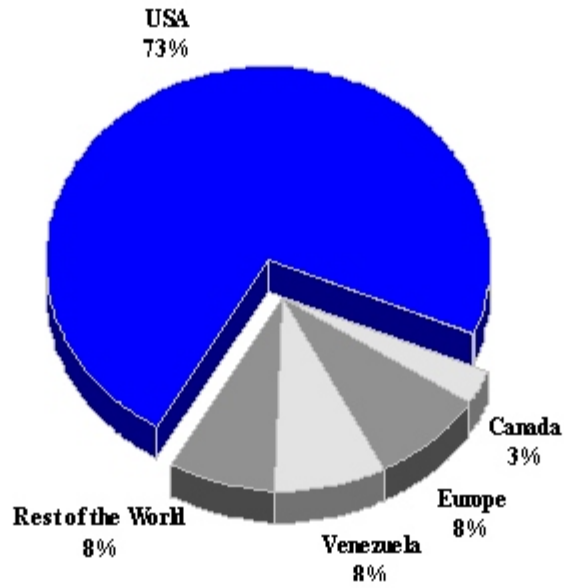
- ◆ The USA gained an additional 1.7 percentage points of the total market share in 2004, so at the end of the year this market accounted for 73.0 percent or some 531.3 thousand tourists. This figure was an increase of 15.4 percent over 2003 performance. Venezuela which is the second most significant market with a share of 8.1 percent rose by 8.5 percent. European tourists to this destination accounted for 8.3 percent of total arrivals and increased by 10.4 percent owing mainly to the performance of Holland which made 63.1 percent of European visitors. Canada and the Other South America markets rebounded after last year's disappointing performances. In the case of Canada, the 20.6 thousands tourists who came in 2004 was the highest number since 2000.
- ◆ In 2004, 576.3 thousand cruise passengers visited this destination in 318 cruise ship calls. Comparing this performance to 2003, arrivals increased by 6.3 percent with an associated 1.0 percent rise in calls. Robust growth during the summer months of 17.6 percent nullified the decline of 6.2 percent which was recorded during the winter period.

TOURISM HIGHLIGHTS FOR 2004

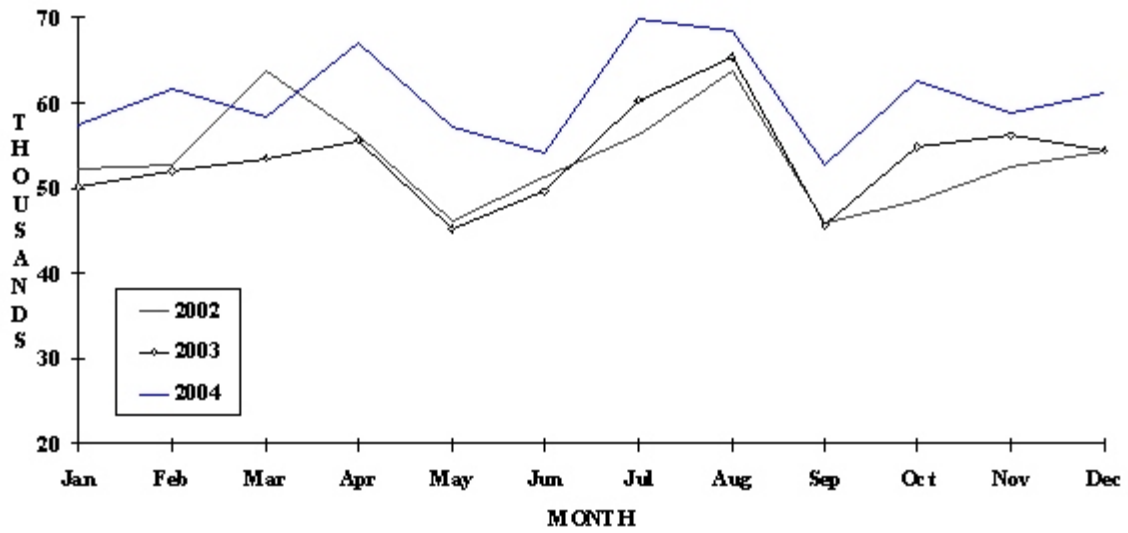
VISITOR ARRIVALS			
Tourist Arrivals →	728,157	Cruise Passenger Arrivals	576,320
→ <i>Winter</i>	33.5%	→ <i>Winter</i>	42.0%
→ <i>Summer</i>	66.5%	→ <i>Summer</i>	58.0%
		Cruise Ship Calls	318
VISITOR PROFILE			
Average Length of Stay (nights)	7.8	Tourist Arrivals by Place of Stay	
Tourist Arrivals by Purpose of Visit		→ Hotels	87.9%
→ <i>Holiday</i>	86.0%	→ Guest Houses/Apartments	1.0%
→ <i>Business</i>	3.8%	→ Private	11.1%
→ <i>Other</i>	10.2%		
TOURISM AND OTHER RELATED ECONOMIC STATISTICS			
Total Expenditure (<i>US\$ millions</i>)	\$812.4	Tourism Budget (<i>US\$ thousands</i>)	\$23,595
Receipts per visitor night (<i>US\$</i>) ⁱⁱ	\$186.59	Consumer Price Index (% ch. 2004/'03)	2.5%
ACCOMMODATION STATISTICS		SOCIO-ECONOMIC STATISTICS	
Rooms	6,886	Land Area (<i>square Kilometres</i>)	180
Room Occupancy Rate	80.7%	Population (<i>thousand mid year 2004</i>)	97.5

ARUBA

TOURIST ARRIVALS BY MAIN MARKETS 2004



MONTHLY TOURIST ARRIVALS



TOURIST ARRIVALS BY COUNTRY OF RESIDENCE

Country of Residence	2000	2001	2002	2003	2004	% Share 2004
U.S.A.	452211	443262	432906	460241	531287	73.0
Canada	20594	18926	17601	17218	20560	2.8
Holland	30575	28457	27992	36415	38122	5.2
Other Europe	16488	16504	15978	18296	22306	3.1
Venezuela	112018	109337	81665	54554	59218	8.1
Brazil	3309	3028	2314	2785	4762	0.7
Other South America	45848	36128	31419	17456	18391	2.5
Neth. Antilles	23709	19679	19602	20962	21472	2.9
Other Caribbean	12552	11573	8784	10526	9799	1.3
Rest of World	3920	4526	4366	3453	2240	0.3
TOTAL	721224	691420	642627	641906	728157	100.0

MONTHLY TOURIST ARRIVALS

Months	2000	2001	2002	2003	2004	% Change 2004/03
January	56414	60171	52101	50017	57266	14.5
February	57819	59531	52643	51940	61560	18.5
March	64959	63870	63683	53389	58272	9.1
April	69693	70090	56252	55609	67035	20.5
May	50630	53480	46178	45199	57201	26.6
June	55618	56062	51139	49479	53908	9.0
July	69718	63671	56246	60208	69930	16.1
August	69684	67578	63665	65270	68262	4.6
September	57418	45046	45828	45480	52611	15.7
October	56946	48179	48285	54826	62487	14.0
November	52779	47905	52335	56089	58570	4.4
December	59546	55837	54272	54400	61055	12.2
TOTAL	721224	691420	642627	641906	728157	13.4

CRUISE PASSENGER ARRIVALS

Months	2000	2001	2002	2003	2004	% Change 2004/03
January	69955	67677	77102	69298	66504	-4.0
February	64503	59304	67877	61276	54086	-11.7
March	74314	68732	70602	70826	64571	-8.8
April	58732	62834	73027	56758	56940	0.3
May	14213	13363	30695	25615	28250	10.3
June	12590	16287	22150	19815	28046	41.5
July	10026	13040	25234	23379	28809	23.2
August	10415	16285	25737	23259	28220	21.3
September	15171	11076	16654	23240	24181	4.0
October	32812	36576	36473	46172	56482	22.3
November	56137	52163	66988	50411	62634	24.2
December	71317	69959	69656	72278	77597	7.4
TOTAL	490185	487296	582195	542327	576320	6.3

Cruise Ship Calls	230	331	298	337	315
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TOURIST ACCOMMODATION (Rooms)

Type of Accommodation	2000	2001	2002	2003	2004
Hotels, Apartments	n.a	n.a	n.a	n.a	n.a
Condo	n.a	n.a	n.a	n.a	n.a
Other	n.a	n.a	n.a	n.a	n.a
TOTAL	7212	7320	7500	7500	6886

* Based on data from the Aruba Hotel and Tourism Association (AHATA)

Source: Aruba Tourism Authority