

TOURISM 2018

1st Quarter PRESS CONFERENCE



MINISTRY OF
ECONOMIC DEVELOPMENT



CURAÇAO PORTS
AUTHORITY



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Curaçao Ports Authority



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2018 Cruise Industry Outlook

- 27.2 Million pax expected to cruise globally
- 35.4% cruise line deployment in Caribbean followed by 15.8% in the Mediterranean
- 11 new Ocean vessels debuting in 2018
- CLIA-certified travel agents state they are expecting an increase in sales in 2018 over last year
- Demand for cruising has increased 20.5% in the last 5 years
 - 11.5 Million passengers came from the US followed by 2.1 Million from China

Source: CLIA



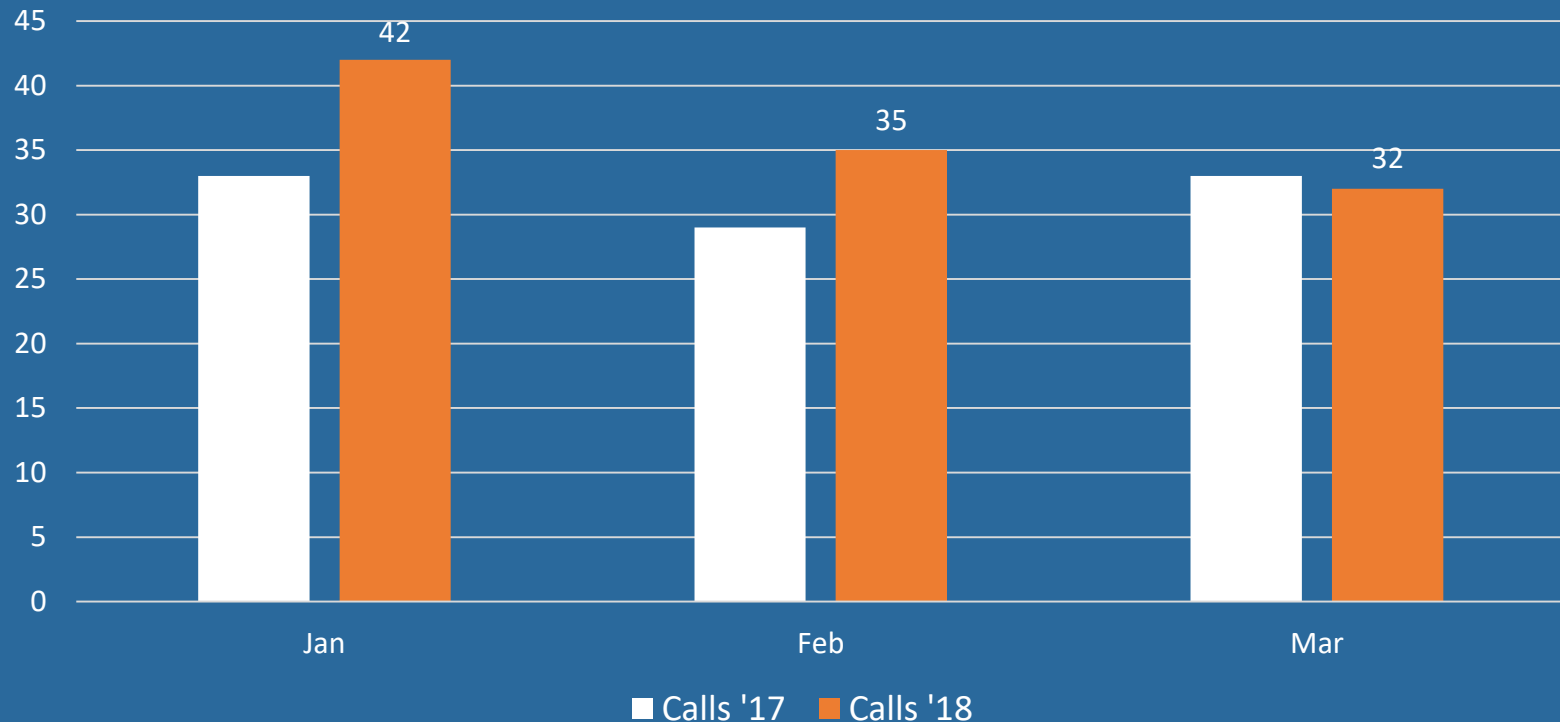
2018 Cruise Industry Trends

- 33% of cruisers have a household income less than \$80K
- Transformational Cruise Travel; from cultural immersion to extreme adventures
- In depth focus on sustainable tourism with sustainable tourism practices and procedures put in place
- Small ship cruising continues to gain traction among especially the Millennial
- Grandparents travelling with grandchildren sans their parents is predicted to be highly popular in 2018 and beyond (Skip-Gen Cruising)
- An increase in the popularity of colder climate destinations is projected
- Cruise lines are tailoring trips for the growing number of health conscious travelers - from wellness seminars and fitness to food choices
- Rise in traveler friendly onboard technologies that enhance travel experiences

Source: CLIA



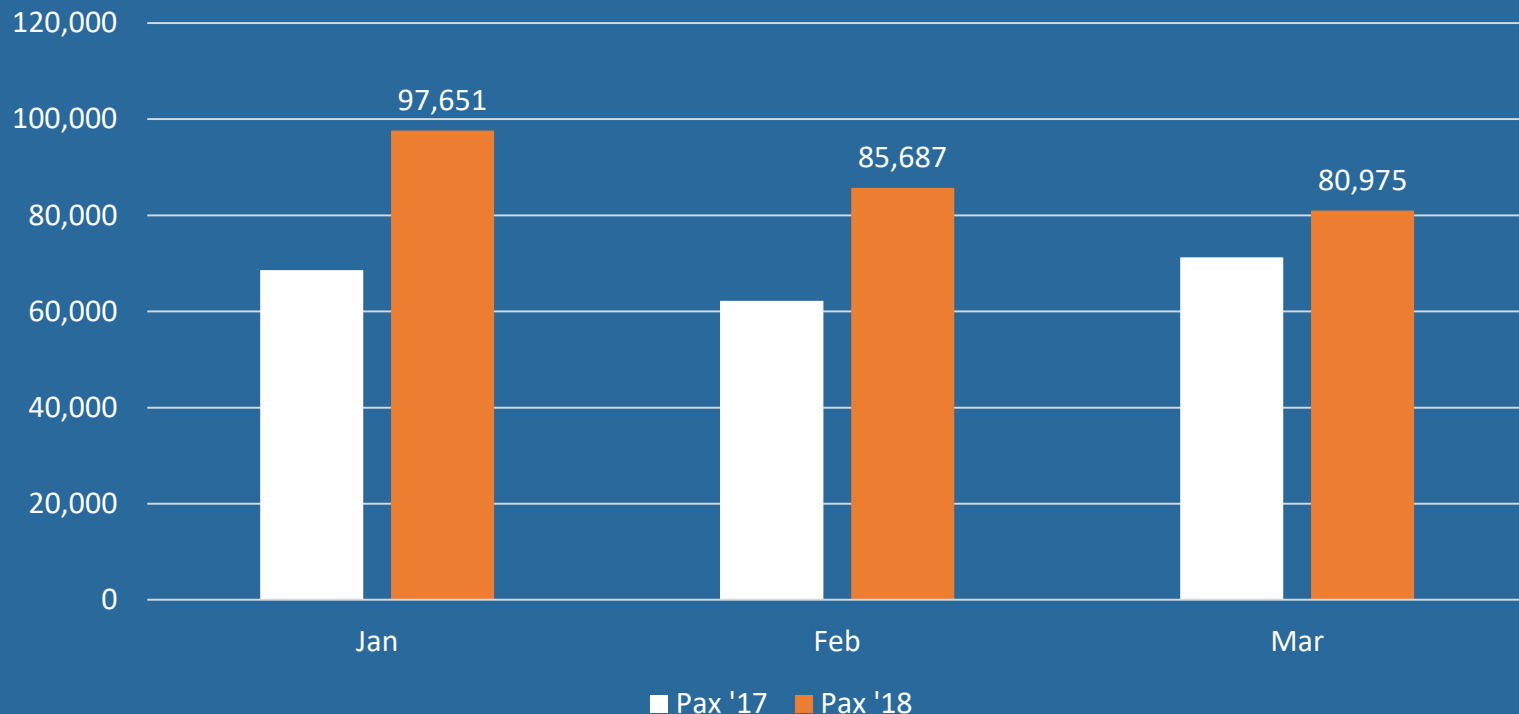
Q1 2017 / 2018 cruise call arrivals



Q1 2017 total realized calls: 95
Q1 2018 total realized calls: 109) + 15 %



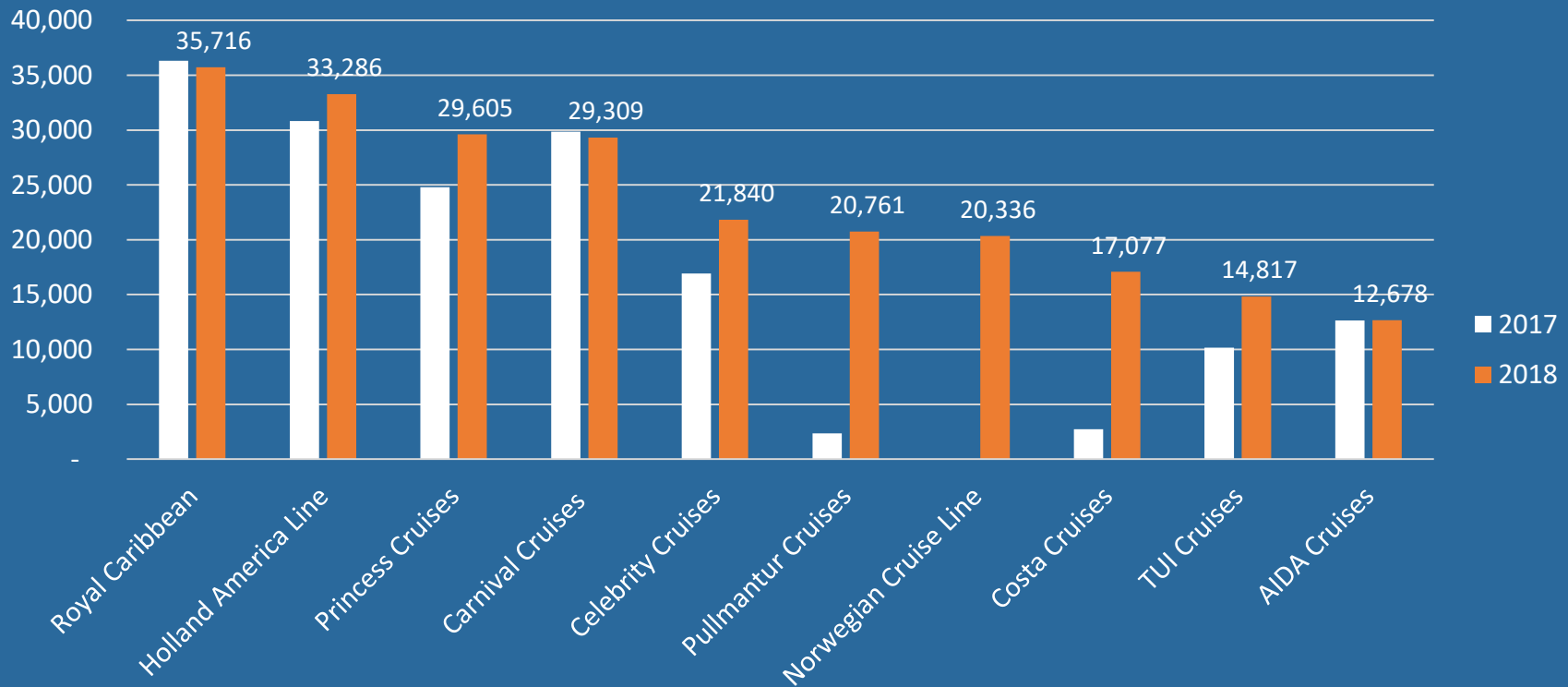
Q1 2017 / 2018 cruise pax arrivals



Q1 2017 total realized pax: 202,103
Q1 2018 total realized pax: 264,313) + 31 %

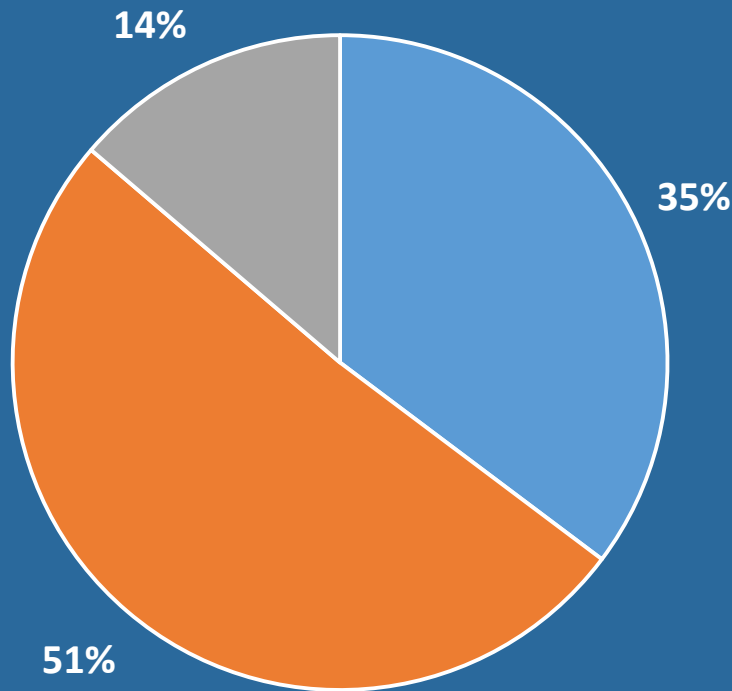


Q1 2018 pax arrivals top 10



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2018 Pax contribution by corporation



□ RCCL □ CCL □ Others

RCCL:

RCI, Celebrity,
Pullmantur,
Azamara, Sky
Sea, TUI

CC:

AIDA, CCL, Costa,
Cunard, HAL,
P&O, Princess,
Seaborn, Fathom



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(Cruise) Tourism experience development

- MP2 Full delivery January, 2018 (dolphin 1, 4)
- Explore potential partnership to enhance cruise experience at Rif Area
- Waaigat Development concept
- Kop v. Scharloo Development ongoing
- Increased exposure through joint promotion with Aruba and Bonaire at Seatrade Cruise Global 2019



Curaçao Tourist Board



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2018 – 1st QUARTER STATISTICS

110 thousand stayover visitors

1 million stayover nights

Top 3 markets provide 67% of all visitors

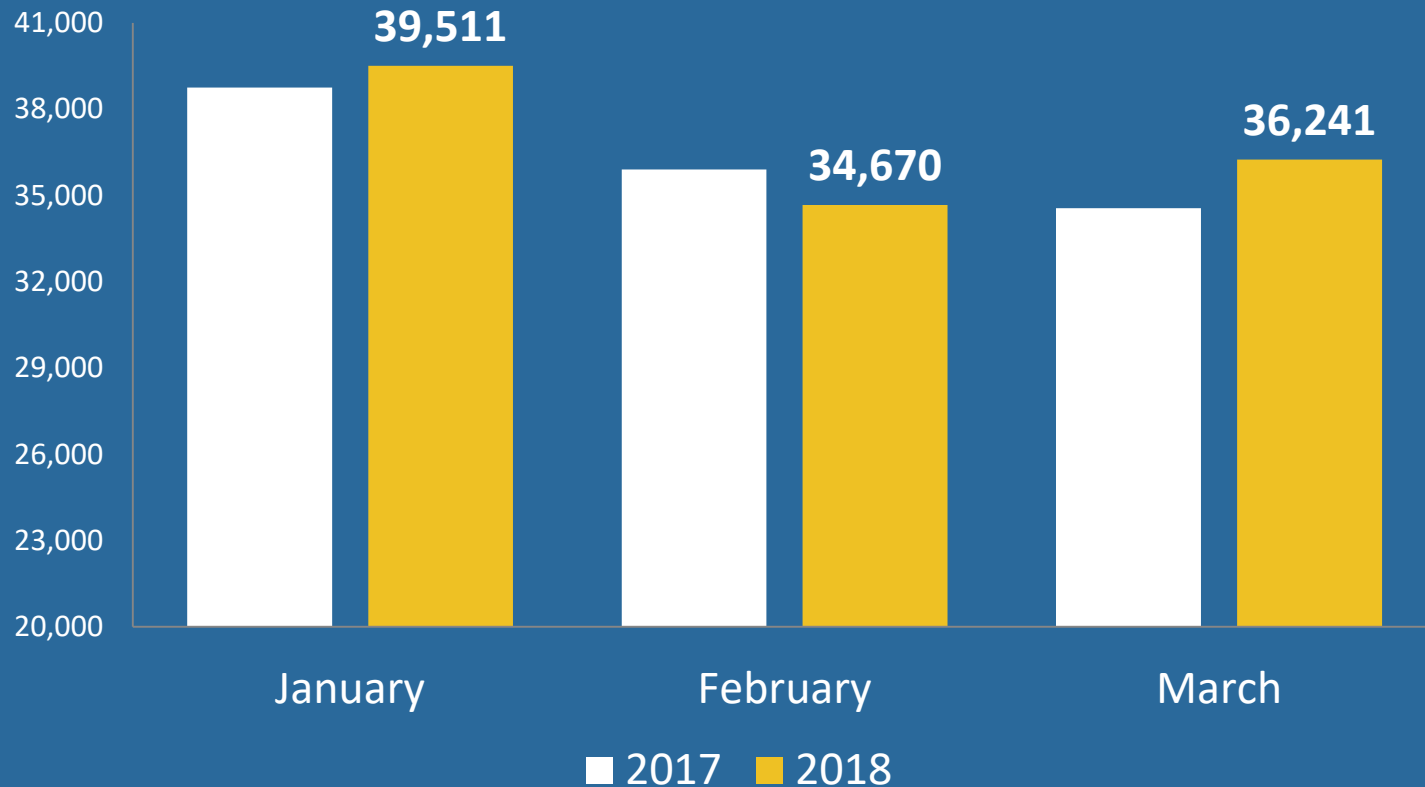
- 41% from The Netherlands
- 17% from United States of America
- 9% from Canada

840 thousand seats from all regions in 2018

107 thousand additional seats in 2018



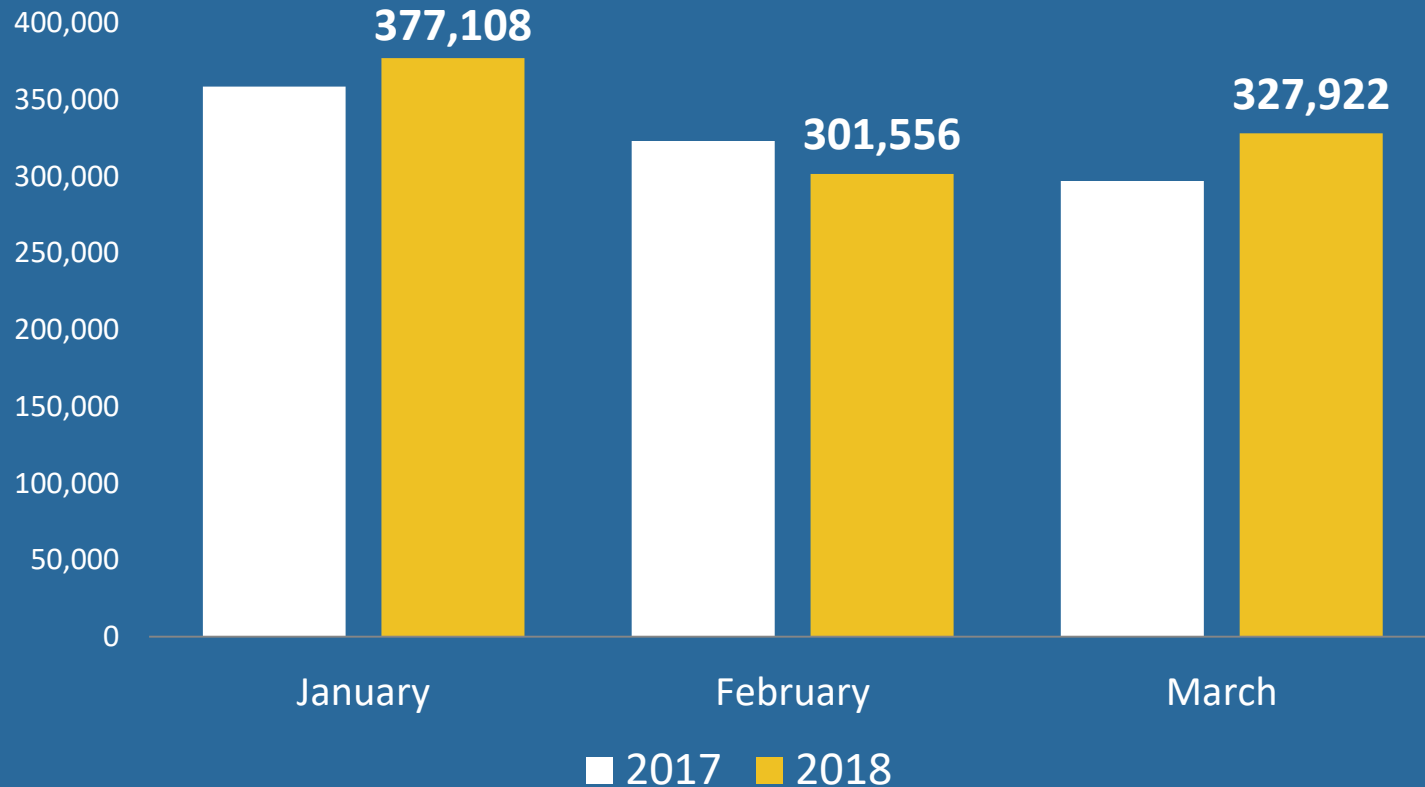
VISITOR ARRIVALS



Total Arrivals Q1 2017: 109,200 visitors
Total Arrivals Q1 2018: 110,422 visitors
% Change: 1.1%



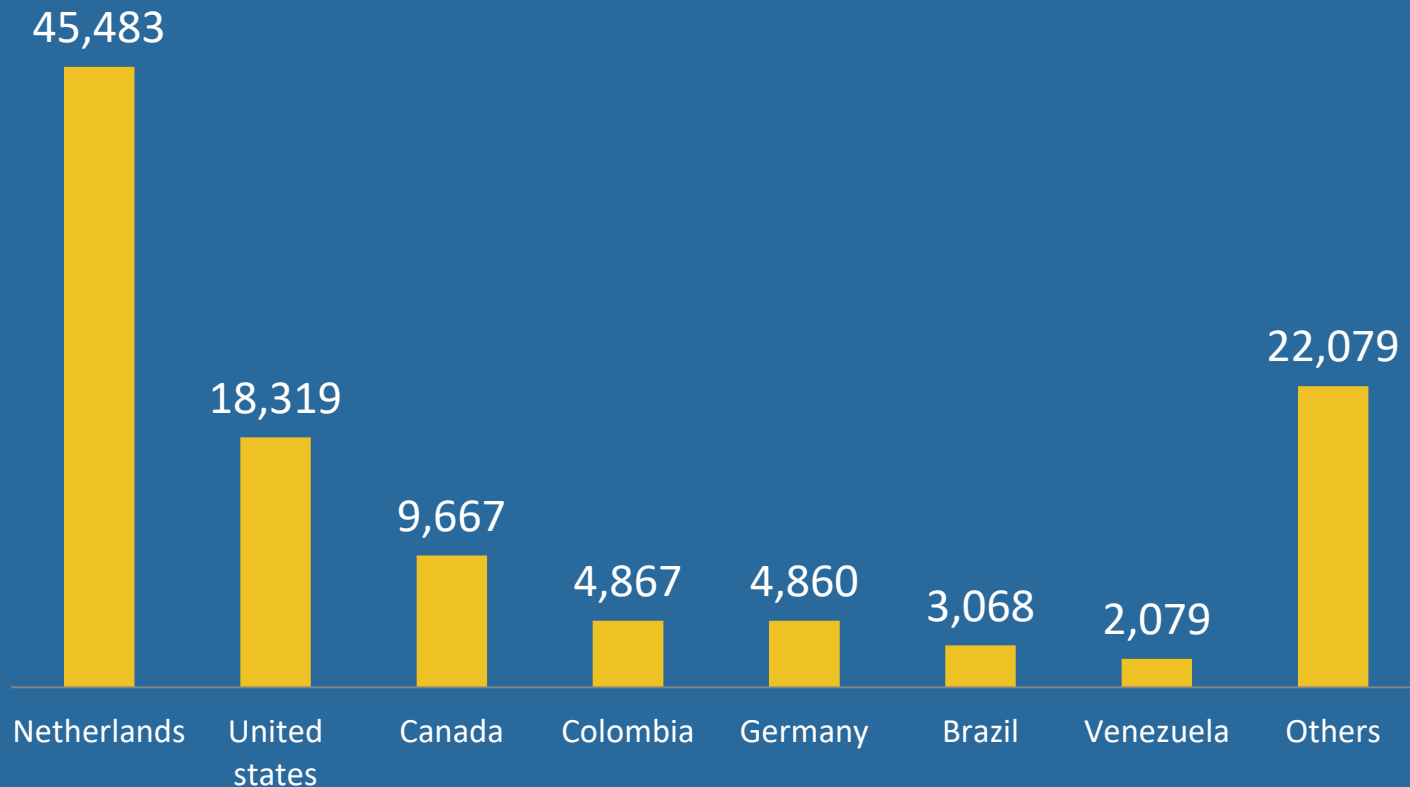
VISITOR NIGHTS



Total Nights Q1 2017: 978,430 nights
Total Nights Q1 2018: 1,006,586 nights
% Change : 2.9%

FOCUS MARKETS PERFORMANCE

1st Quarter



The Netherlands:	8%	Germany:	-20%
United States of America:	10%	Brazil:	7%
Canada:	1%	Venezuela:	-75%
Colombia	41%	Others:	8%



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ADDITIONAL SEATS **SUMMER** 2018

Start date	Gateway	Carrier	# Seats	% Change
May 2018	Miami	American Airlines	4,704	5%
Jun 2018	Brussel	TUI	3,991	New route
Jun 2018	Amsterdam*	TUI	4,284	3%
July 2018	Amsterdam	KLM	8,046	5%
Jun 2018	Charlotte	American Airlines	2,176	31%
Jun 2018	New York	JetBlue	1,800	8%
Jul 2018	Panama*	Copa	6,912	35%
Aug 2018	Bogota*	Avianca	10,560	24%
Total			42,473	

Note: * Until December 31st



ADDITIONAL SEATS **WINTER** 2018

Start date	Gateway	Carrier	# Seats	% Change
Nov 2018	Frankfurt	Condor	1,960	New route
Dec 2018	Amsterdam	TUI	918	1%
Dec 2018	Miami	American Airlines	1,768	3 rd daily flight
Dec 2018	Toronto	Air Canada	1,206	5%
Dec 2018	Toronto	WestJet	692	5%
Total			6,544	

Note: Until December 31st



EFFECTIVE CARIBBEAN SEATS 2018

Start date	Gateway	Carrier	# Seats
Effective	Oranjestad	Aruba Airlines	29,400
Effective	Oranjestad	Divi Divi Air	10,374
Effective	Port-au-Prince	Sunrise Airways	14,100
Effective	Paramaribo	Fly Always	4,800
Total			58,674

ADDITIONAL SEATS by REGION 2018

Region	2017	2018	% Change
North America	147,266	160,342	9%
South America	115,128	81,120	-30%
Europe	288,235	307,340	7%
Caribbean	259,020	291,694	13%
Total	809,649	840,496	4%

Note: loss of 51,480 seats from Venezuela



BENCHMARK

Rank	Country	Arrivals Q1 2018	% Change
1	Dominican Republic	1,794,321	7.7%
2	Aruba	274,955	4.3%
3	Belize	149,760	22.5%
4	Curaçao	110,422	1.1%
5	Antigua & Barbuda	85,271	8.0%
6	Grenada	42,915	14.8%

Note: not all countries have reported their performance



2018 – MARKETING HIGHLIGHTS

North America:

- Launch **#THISISCURACAO** featuring DIDI as island ambassador

Latam:

- Host Country Vitrina Turistica ANATO, Bogota
- Exclusive feature lifestyle Magazine BOA FORMA, Brazil

Europe:

- Emphasis on co-op marketing programs with main airline and tour operators

Global:

- Execution continuation branding campaign **RightNowInCuracao**



#THISISCURACAO

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ThisIsCuracao V4



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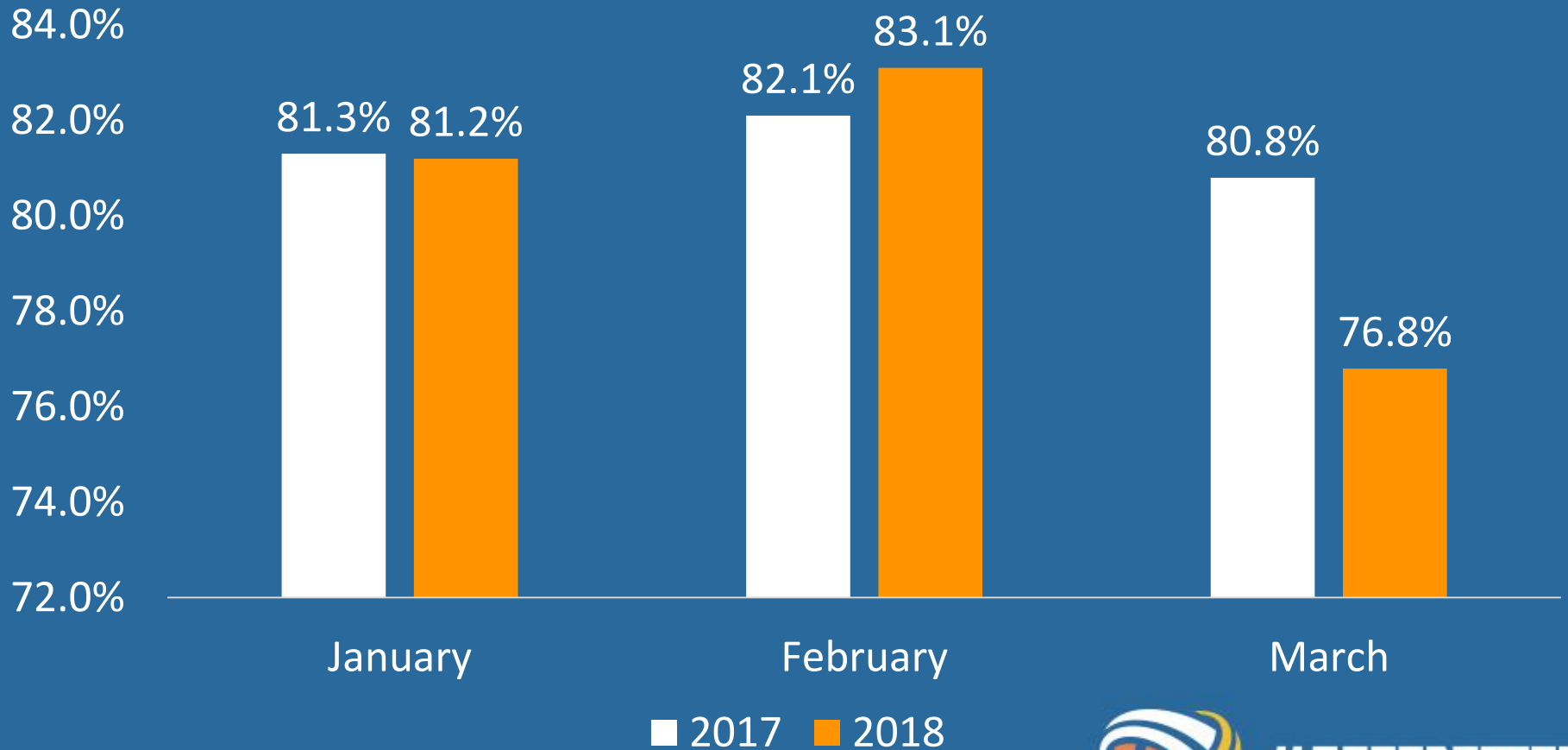


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Occupancy

2018 YTD: 79.1%

2017 YTD: 81.4%

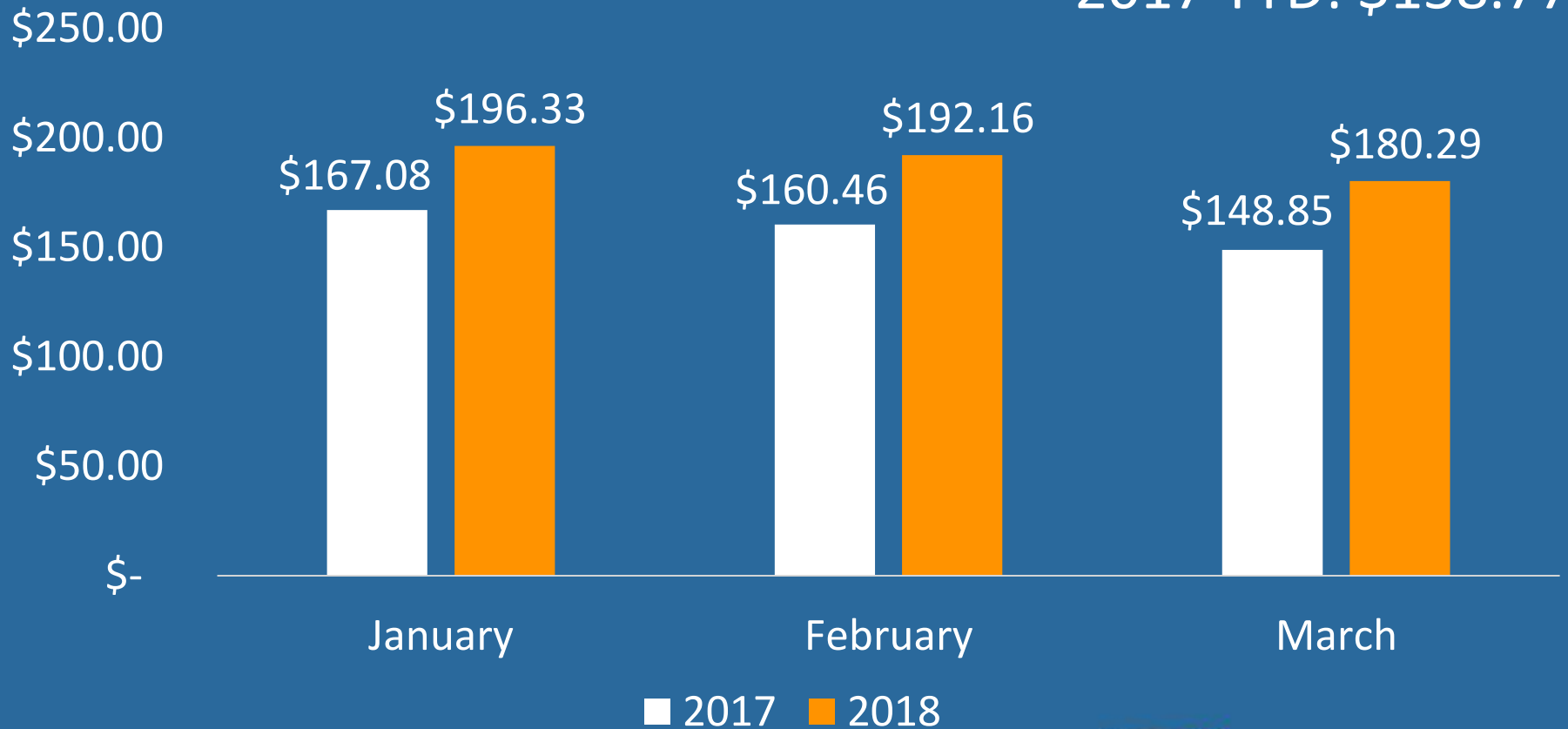


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Average Daily Rate

2018 YTD: \$188.56

2017 YTD: \$158.77

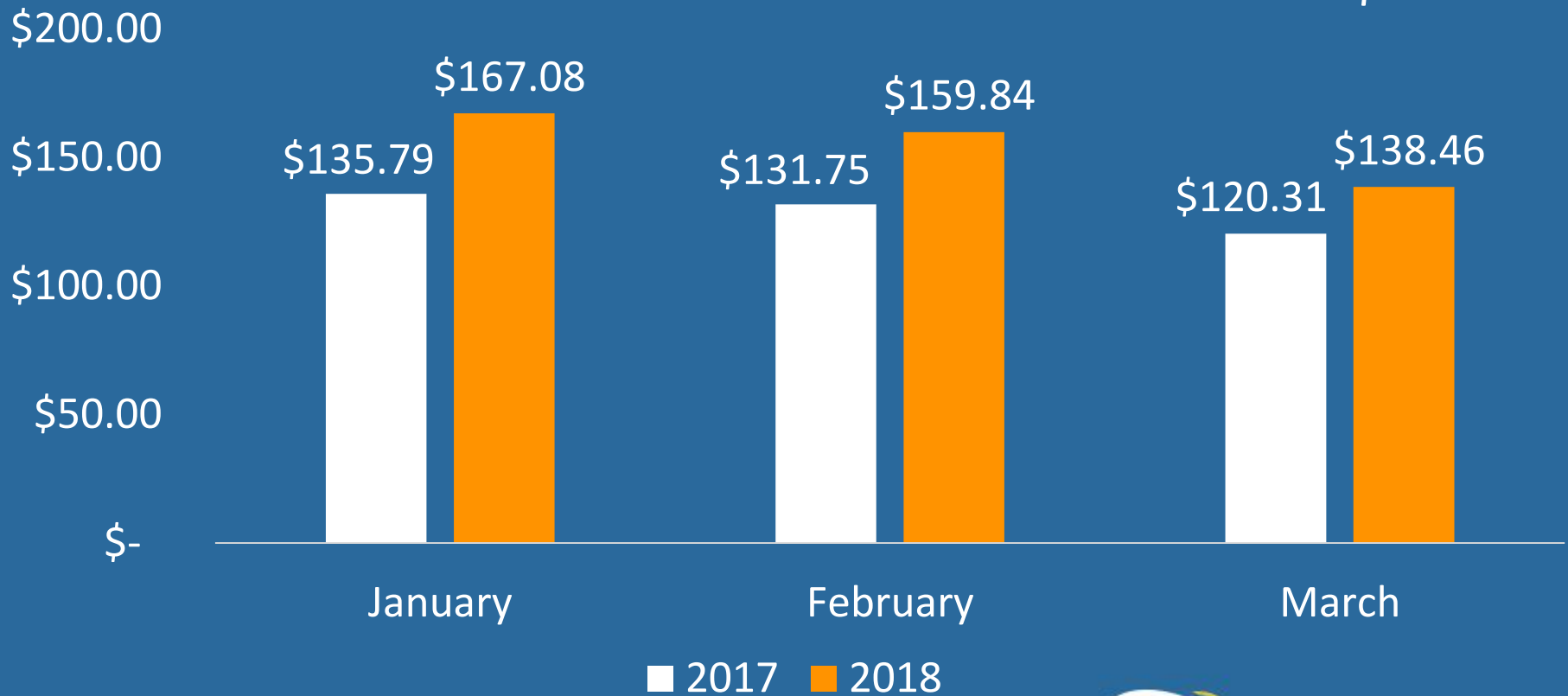


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Revenue Per Available Room

2018 YTD: \$149.11

2017 YTD: \$129.20



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Tourism Performance Indicators

1st quarter 2018

	1st qrt 2017	1st qrt 2018	Changes in %
Stay over arrivals	109,200	110,422	1%
Cruise Arrivals	200,891	264,313	31%
Total Arrivals	310,089	374,735	20.8%
Total Tourist nights	978,131	1,005,930	3%
Average nights	9.0	9.1	
Average Occupancy rate	78.1%	80.4%	2.9%
Average Revenue Per Available Room	\$137.09	\$155.13	13.2%
Total economic impact	NAf. 438.8 mln	NAf. 541.4 mln	23.4%

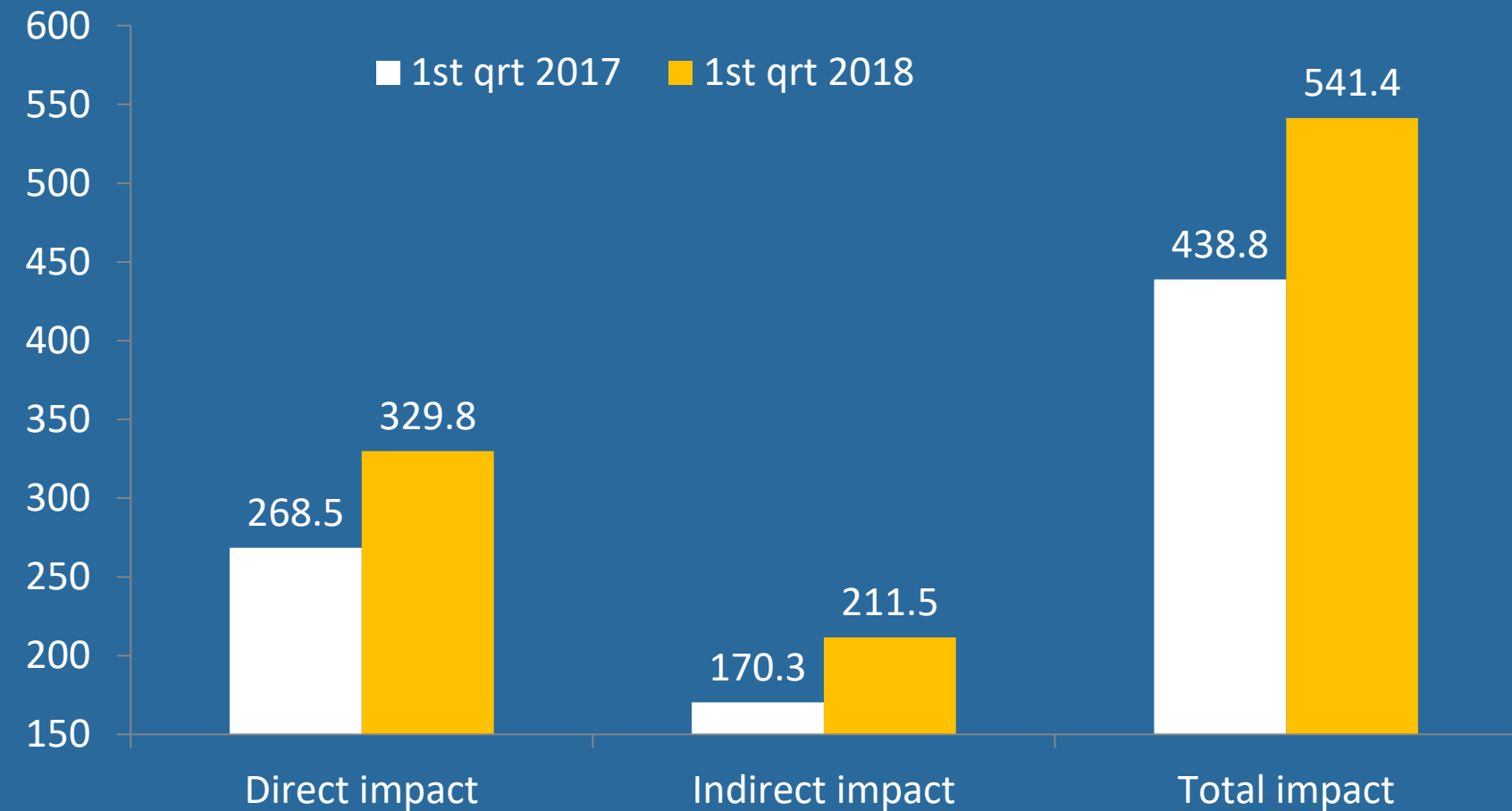


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Total Sectoral Economic impact

1st quarter 2018

NAf/ mln

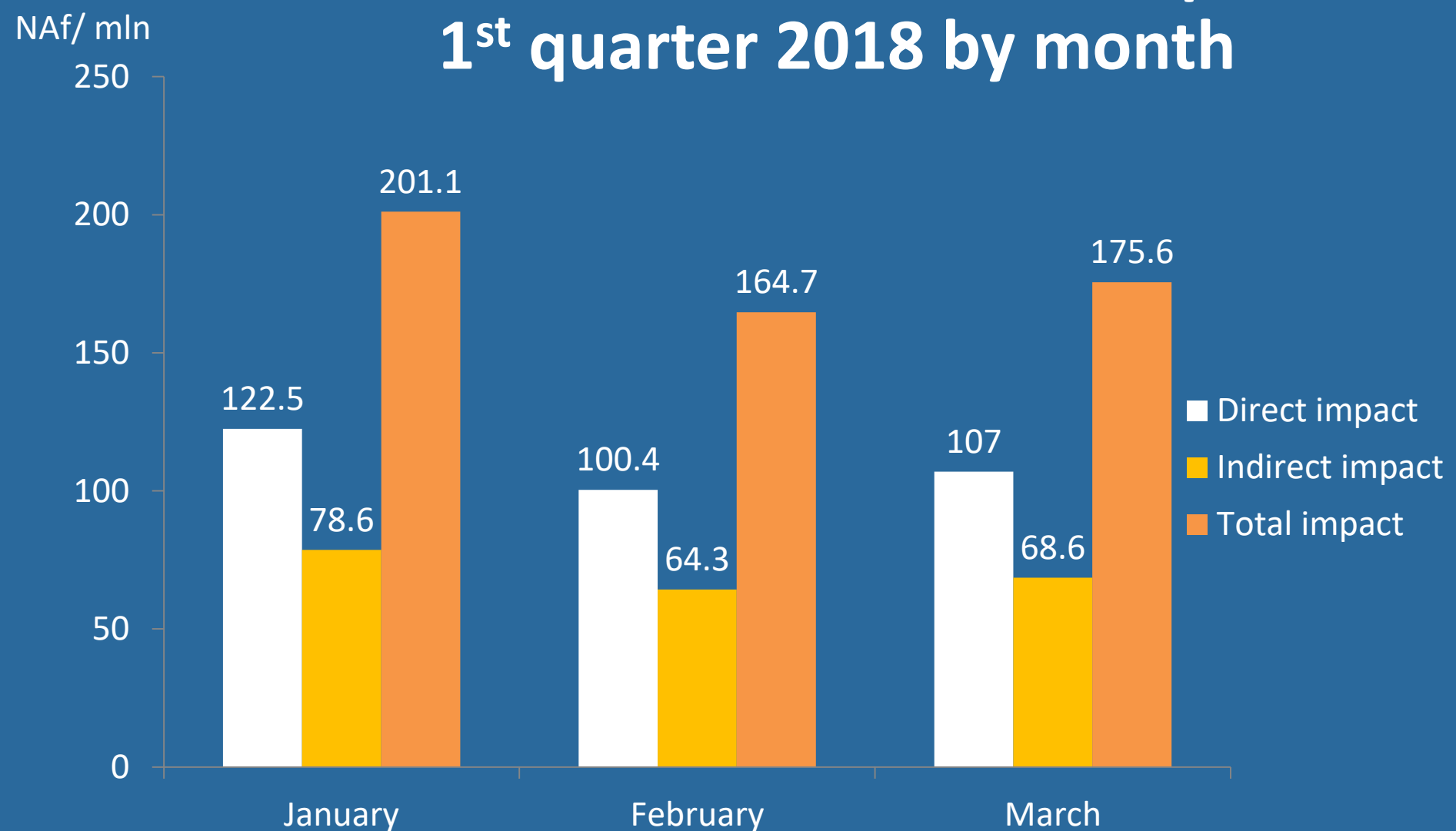


Source: Turistika model 2017



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Total Sectoral Economic impact 1st quarter 2018 by month



Macro-Economic Impact Tourism 1st Quarter 2018

- ❖ This scenario is based on the tourism exports impulse only.
- ❖ Investment projects were not included in this scenario.
- ❖ 1st quarter 2018 tourist nights: 1.005.930
- ❖ A 3% increase is expected in tourist nights compared to 2017.
- ❖ A 31% increase is expected of cruise tourists compared to 2017.
- ❖ The tourism sector's contribution to GDP is expected to increase if positive trend continues.

<i>Changes in % with respect to baseline</i>	2018
Prices, % mutations	
Wage rate enterprises	0.2
Consumption price	0
Volume, % mutations	
Real Tourism export	3.3
Exports	1.0
Imports	0.7
Private consumption	0.6
Private Investments	0.9
Production Businesses	0.9
Real GDP growth	0.8
Amount*1000	
Employment	0.3

Source: Macro-Economic model Curalyse



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