

# Travel in Aruba

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## Abstracts

With increased airlift, island-wide hotel renovations and new projects under construction, along with Aruba Tourism Authority's creative digital marketing strategies, Aruba tourists continued to visit and return to the island. Aruba's GDP is more reliant on travel and tourism than any other nation, relative to size, in the world and because of this remains very active in promoting the destination online and offline. An island of contrasts, attracting couples, families and business travellers, Ar...

Euromonitor International's Travel in Aruba report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2011-2015, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2020 illustrate how the market is set to change.

**Product coverage:** Activities, Booking, Flows, Lodging, Travel Modes, Traveller Profiles.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Travel market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Executive Summary

Aruba Tourism Booms

Aruba Is the Most Popular Digital Destination in the Caribbean

Hotel Investments Continue

Sustainability Efforts Remain Strong

Growth Is Not Expected To Slow Down

SWOT

Summary 1 Destination Aruba: SWOT

Market Data

Table 1 Other Transport: Value 2010-2015

Table 2 Forecast Other Transport: Value 2015-2020

Table 3 Car Rental Sales: Value 2010-2015

Table 4 Forecast Car Rental Sales: Value 2015-2020

Table 5 Attractions: Value 2010-2015

Table 6 Forecast Attractions: Value 2015-2020

Sources

Summary 2 Research Sources

Flows

Headlines

Trends

Prospects

Category Data

Table 7 Inbound Arrivals: Number of Trips 2010-2015

Table 8 Inbound Arrivals by Country: Number of Trips 2010-2015

Table 9 Inbound Receipts: Value 2010-2015

Table 10 Forecast Inbound Arrivals: Number of Trips 2015-2020

Table 11 Forecast Inbound Arrivals by Country: Number of Trips 2015-2020

Table 12 Forecast Inbound Receipts: Value 2015-2020

Table 13 Domestic Trips by Purpose of Visit: Number of Trips 2010-2015

Table 14 Domestic Business Trips by Travel Mode: Number of Trips 2010-2015

Table 15 Domestic Leisure Trips by Travel Mode: Number of Trips 2010-2015

Table 16 Domestic Expenditure: Value and Growth 2010-2015

Table 17 Forecast Domestic Trips by Purpose of Visit: Number of Trips 2015-2020

Table 18 Forecast Domestic Business Trips by Travel Mode: Number of Trips  
2015-2020

Table 19 Forecast Domestic Leisure Trips by Travel Mode: Number of Trips  
2015-2020

Table 20 Forecast Domestic Tourist Expenditure: Value and Growth 2015-2020

Table 21 Outbound Departures: Number of Trips 2010-2015

Table 22 Outbound Departures by Destination: Number of Trips 2010-2015

Table 23 Outbound Expenditure: Value 2010-2015

Table 24 Forecast Outbound Departures: Number of Trips 2015-2020

Table 25 Forecast Outbound Departures by Destination: Number of Trips 2015-2020

Table 26 Forecast Outbound Expenditure: Value 2015-2020

Airlines

Headlines

Trends

Prospects

Category Data

Table 27 Airlines Sales: Value 2010-2015

Table 28 Forecast Airlines Sales: Value 2015-2020

Lodging

Headlines

Trends

Prospects

Category Data

Table 29 Lodging Sales: Value 2010-2015

Table 30 Lodging Outlets: Units 2010-2015

Table 31 Forecast Lodging Sales: Value 2015-2020

Table 32 Forecast Lodging Outlets: Units 2015-2020

Intermediaries

Headlines

Trends

Prospects

Category Data

Table 33 Intermediaries Sales: Value 2010-2015

Table 34 Forecast Intermediaries Sales: Value 2015-2020



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