

# Travel and Tourism in Aruba

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## Abstracts

On 1 January 2011, the Aruba Tourism Authority (ATA) became privatised in the hope that the organisation would be better equipped to take on the further development of the island's travel and tourism industry. As a private entity, the new ATA is led by executives, including a CEO, a CMO and a CFO. However, the ATA is also governed by a supervisory board comprised of seven members, three appointed by the Aruba Hotel & Tourism Association (AHTA), three selected directly by the Minister of Tourism...

Euromonitor International's Travel and Tourism 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 2008-2012, 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 2017 illustrate how the market is set to change.

**Product coverage:** Car Rental, Demand Factors, Health and Wellness Tourism, Tourism Flows Domestic, Tourism Flows Inbound, Tourism Flows Outbound, Tourism Receipts and Expenditure, Tourist Attractions, Transportation, Travel Accommodation, Travel Retail.

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

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Pinpoint growth sectors and identify factors driving change;

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