

# THE CURACAO INSIDER - NEWSLETTER

# CURACAO

## TRAVELER TRENDS & INSIGHTS

Remarkable achievements for Curacao! The island logged 117,844 more stayover visitors in 2024 than in 2023 representing a 20% increase. And, for the first time ever, the number of stayover visitors in a year breached 700,000.

Of the 1.57mm visitors to the island, nearly 835,000 vacationers arrived on its shores via 328 cruise calls.

The month of December set a travel record with 73,669 stayover arrivals, a 16% increase vs last December and the first time more than 70,000 visitors arrived during a single month. The future of Curacao tourism looks bright!



## ARRIVALS BY COUNTRY

This December, arrivals from the US jumped a dramatic 30% from the same time last year, with over 19,000 visitors coming. On average, they stayed 6.4 nights. Travelers from the Netherlands represented the largest group at >25,000 staying on average for 2 weeks. Travelers from the US are on trend to take over the #1 spot in 2026.

Arrivals by Country (Top 5)

\* Jan 1 - Dec 31 '24

Country	2024		2023		% Change	
	Arrivals	Nights	Arrivals	Nights	Arrivals	Nights
Brazil	42,467	294,643	26,811	188,076	58.4%	56.7%
Canada	34,907	307,077	32,252	289,928	8.2%	5.9%
Colombia	46,953	269,268	34,005	242,192	38.1%	11.2%
Netherlands	249,581	2,974,170	209,606	2,527,583	19.1%	17.7%
United States	178,453	1,085,921	141,173	928,817	26.4%	16.9%
Rest of World	147,888	1,133,265	138,558	1,038,316	6.7%	9.1%
<b>Total</b>	<b>700,249</b>	<b>6,064,344</b>	<b>582,405</b>	<b>5,214,912</b>	<b>20.2%</b>	<b>16.3%</b>



\*Tourism data provided by the Tourism Board of Curacao

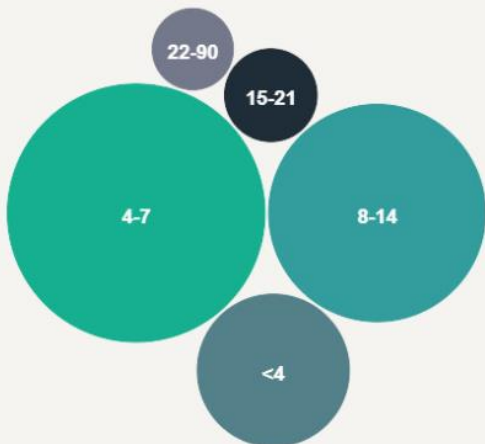
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## PATHS TO PARADISE

Curacao continues to prove itself a sought-after port for cruise lines. 2024 set records for cruise calls (328) and passengers (834,922). Earlier this year, the Curacao cruise port was voted the best port in the Caribbean and the second best in the world by Cruiseline 2024 Member Choice Awards. The growth in traffic has helped green-light the development of another cruise terminal, set to begin soon. An important project given the ambitious goal of handling 1 million cruise passengers annually.



Travelers to the island are staying longer. Nearly 41% of visitors stayed for longer than a week though this metric is heavily skewed by visitors from the Netherlands who stay on average 3 times longer than other travelers.



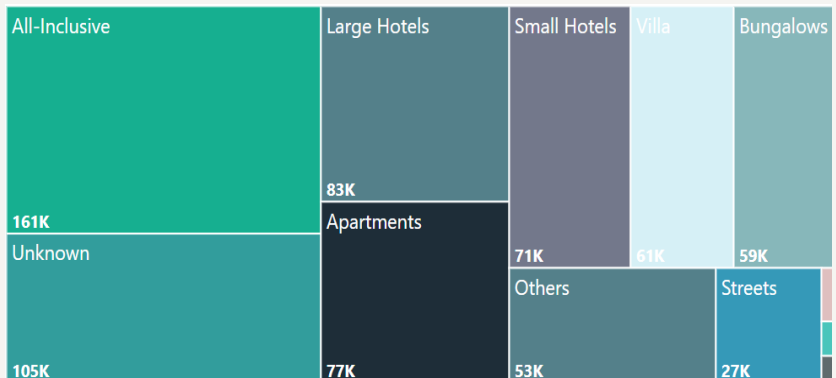
## Total Arrivals

	Dec '24	2024 YTD	2023 YTD	% Change
Cruise Arrivals	128,845	834,922	710,769	17%
Day Trippers	7,167	35,499	19,443	83%
Stayovers	73,669	700,249	582,405	20%
Total	209,681	1,570,670	1,312,617	20%

Air traffic to the island has seen a significant uptick as well in 2024. Both JetBlue and Delta Airlines announced they were moving to daily flights from JFK and Atlanta respectively while Corendon out of Amsterdam increased from 3 to 5 weekly trips. Additionally, Wingo added a new direct route from Medellin, Columbia while Azul airlines added a new direct route from Ft. Lauderdale and doubled its flights from Brazil.

## RESORTS TO RENTALS

All-inclusive and other hotels accounted for 23% and 22% of accommodations respectively in 2024. 43% of visitors, however, opted for stays in rental apartments or villas.



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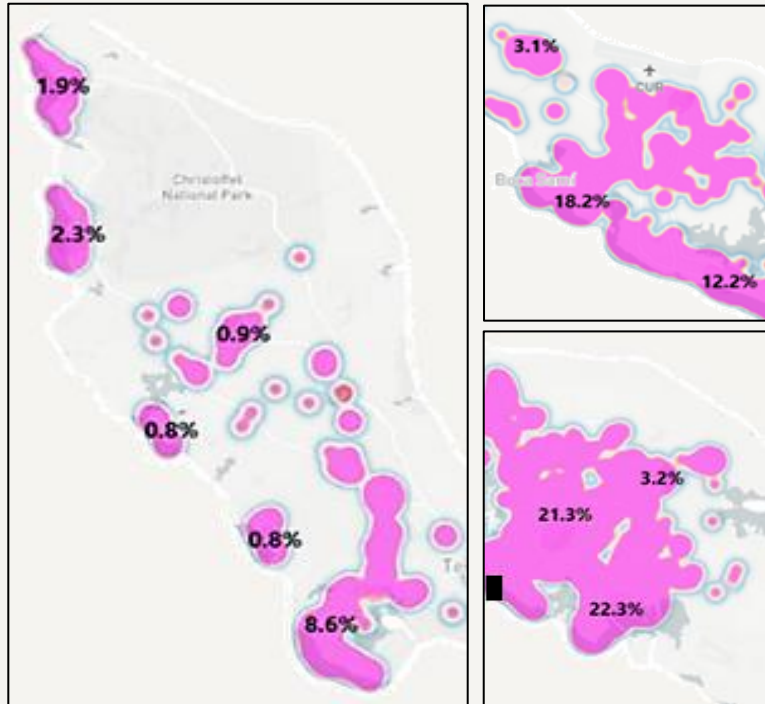
## ISLAND ANALYTICS

See right - the geographic distribution of rental units on the island of Curacao. A huge skew East towards Jan Thiel where nearly 50% of the island's units are found. The St Michiel and Piscadera neighborhoods account for the second largest pocket. With numerous sizeable developments both under construction and proposed west of Jan Thiel, these demographics will be changing.

The table below shows the average across the entire island inclusive of ALL listings for 2024.

Room Type Performance (last 12 months)

Type	Market Share	Avg. Nightly Rate	Adj. Occupancy	Adj. Nightly RevPAR
Apartment	51%	\$123	50%	\$61
B&B	2%	\$61	55%	\$34
Cabin	4%	\$120	57%	\$69
House	36%	\$242	53%	\$128
Room	7%	\$89	37%	\$33

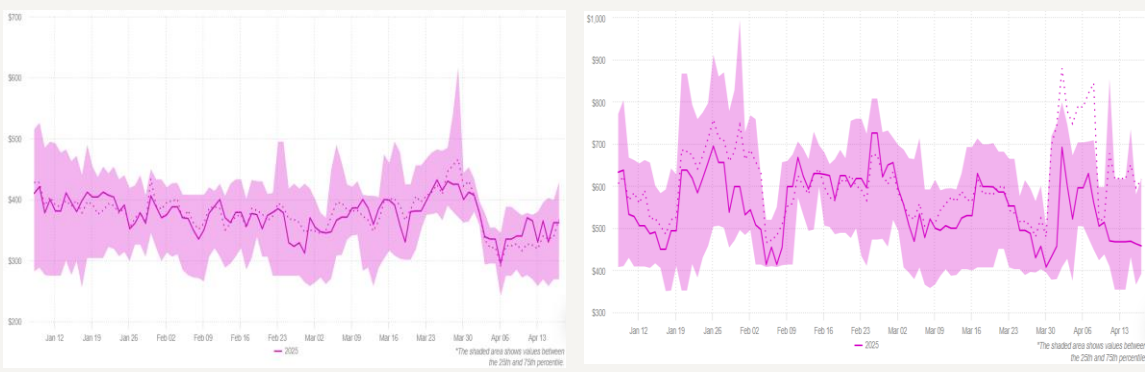


Luxury 3 & 4 bedroom properties (2024 vs 2023)

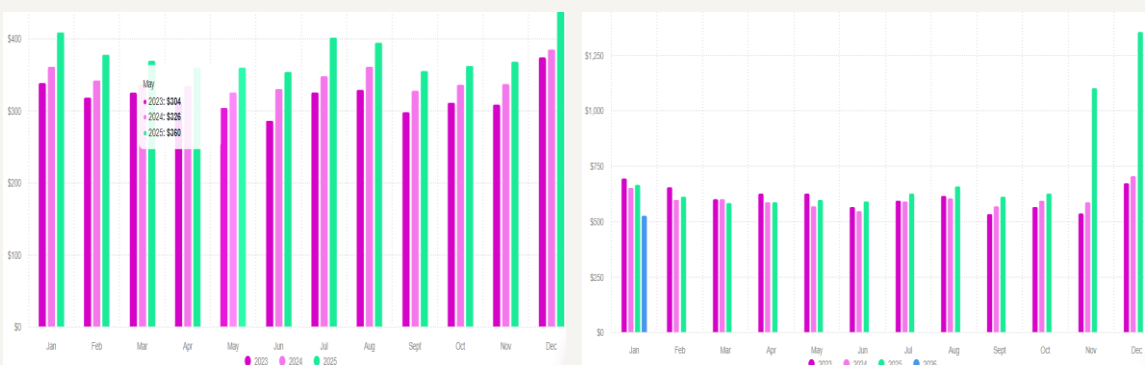
Type	3 Bdr	2023 vs 2024	4+ Bdr	2023 vs 2024	Definition
Adjusted Occupancy	64%	-5%	62%	-3%	% of nights booked out of available nights
Adjusted Nightly RevPar	\$220	2%	\$367	-3%	Average nightly revenue / bookable nights
Avg Nightly Rate	\$343	8%	\$588	1%	Average nightly price / bookable nights
Lead Time	67	9%	68	3%	Average days between booking and check-in
30 Day Nightly Revenue	\$6,576	4%	\$10,941	-2%	Sum of nightly prices of booked nights

Examining larger, three and four bedroom luxury accommodations, we see the following for last year vs 2023.

Projected nightly rates for the coming 90 days for 3 and 4+ bedroom properties appear strong with spikes on Feb 23-25 (first of Carnival's Main Parades), Mar 7, Mar 16-18 and Mar 30.



Luxury 3Bdr owners are optimistic with asking prices 10% higher on avg. For the next 12 mos. 4Bdr owners are pricing in a more modest 4% on avg. from Jan to Oct. Currently, Nov and Dec however, are showing an extreme 92% price jump vs 2024.



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## FRIDGE & FREEZER CARE IN EXTREME HEAT

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Your refrigerator and freezer work extremely hard to maintain a consistent temperature in the hot climate of Curacao, constantly battling against rising temperatures inside your home. As your kitchen gets warmer, so does the circulating air surrounding the fridge, forcing it to work harder to cool the interior. Proper care is critical to ensure efficient operation, food is kept fresh, and to make sure you avoid costly repairs.

**The Problem:** As the ambient temperature increases, the fridge compressor is forced to work harder. That means increased energy consumption and a greater load on the condenser coils and motor.

**The Risk:** Unless managed, the additional load placed on the fridge could result in overheating, reduced cooling efficiency and a total system failure leading to expensive repairs or even replacement.

### **Maintenance Tips to Mitigate a Breakdown**

#### **Clean Condenser Coils Regularly**

Responsible for dissipating heat, these coils are forced to operate in overdrive when covered in dust or dirt. That ultimately weakens their potential to distribute heat which results in the overworking of the compressor. This only gets worse as temperatures rise. Coils should be cleaned at a minimum every 6 months with a brush or vacuum. It's said that dirty coils can reduce efficiency by up to 30%.

*\*\*\*Never use water to clean the coils as it will damage the electrical components of the fridge.*

#### **Ensure Proper Ventilation of the Fridge**

Space around the refrigerator is crucial for air circulation. It's best to keep any fridge away from direct sunlight and any other heat-emitting appliance. Try to keep the fridge at least a couple inches from the wall and make sure air can easily flow around it. The more airflow there is, the better the compressor will be at cooling, resulting in less energy use.

#### **Check Door Seals**

Door seals keep the cold air in. Cracks or tears in seals or even dirt on them can result in leakage and the pulling in of warm air leading to an overworked appliance. A regular cleaning with soap and warm water ensures a debris-free seal and a little bit of Vaseline applied to the seal can help condition it.

*\*\*\*Try closing the fridge door on a piece of paper. If you can pull the paper out easily, consider replacing the gasket.*

#### **Seasonal Temperature Adjustments**

The warmer it is outside, the colder you want to set your fridge. Ideally, your fridge temperature should be between 1°C and 4°C, while your freezer should be at -18°C.

#### **Packing your Fridge**

The more you stuff into your fridge, the greater the likelihood of limiting airflow, a direct result of blocking vents. The warmer it is outside, ideally, the less you pack into the fridge. Not necessarily practical!

*\*\*\* Do your best to maintain air circulation by limiting the number of items you push against the back wall and keep items used most often near the front. The less time the door is open, the less cold air loss you'll experience.*

#### **Defrosting Your Freezer**

An accumulation of frost in the freezer or any issues with food not freezing means it's time to defrost your freezer. Simply the result of frost building up on the evaporator coils, this is ultimately from the accumulation of moisture. In the heat of Curacao, this can easily be the result of repeatedly leaving the freezer open for too long. It could also, however, be an indication of blocked vents, an overcrowded freezer, a bad door seal, dirty condenser coils, or in the worst case a refrigerant leak or a faulty thermostat. Defrosting your freezer should be done at least annually but with the heat here in Curacao, a quarterly defrost will serve you well.



# FEBRUARY'S ISLAND CALENDAR

With New Year's celebrations behind us, the island is gearing up for perhaps the grander celebration of **Carnival**, an event stretching from January 11<sup>th</sup> through March 4<sup>th</sup>, the day before Ash Wednesday.

One of the Caribbean's largest and longest-lasting celebrations, Curacao's Carnival can be traced back to 1872 with the first public parade taking place in 1947. What began as an elitist celebration has grown into a truly inclusive one. The slogan "KARNAVAL PA UN I TUR I PA UN I TUR." (Carnival for one and all and uniting one and all) introduced in 1971 by the "Komité Karneval Kòrsou" (Committee Carnival Curaçao) has never been more true.

Carnival is broken up into no fewer than 14 events including the following:

- Carnival's Opening Ceremony (Jan 11)
- Youth Tumba Festival (Jan 25)
- Election of Teen King & Queen (Jan 31)
- Election of Adult King & Queen (Feb 1)
- Election of Youth Queen, Prince & Pancho (Feb 2)
- Carnival Music & Tumba Festival (Feb 3-7)
- Carnival Horse Parade (Feb 16)
- Youth Carnival Parade (Feb 23)
- Teen Carnival Parade (Feb 28)
- Banda Bou Carnival Parade (Mar 1)
- Grand Carnival Parade "Gran Marcha" (Mar 2)
- Youth & Teen Farewell Parade (Mar 3)
- Grand Farewell Parade (Mar 4)
- Closing Celebration (Mar 8)

<https://www.curacaokarnaval.com/en/carnival/our-carnival/carnival-events/>





## THE SEA TREK HELMET DIVING EXPERIENCE

With more than 70 dive sites dotting Curacao's southern coastline, the country is a dream destination for scuba divers. Crystal clear waters coupled with a diverse and vibrant marine life make it highly likely that you'll get to explore colourful reefs and see eels, seahorses, parrotfish, sea turtles and more. Scuba diving of course isn't for everyone though. So what's one to do if they want to explore the deep but not dive? The answer is walking underwater with **Seatrek**. <https://seatrekcura.wixsite.com/sea-trek-curacao>

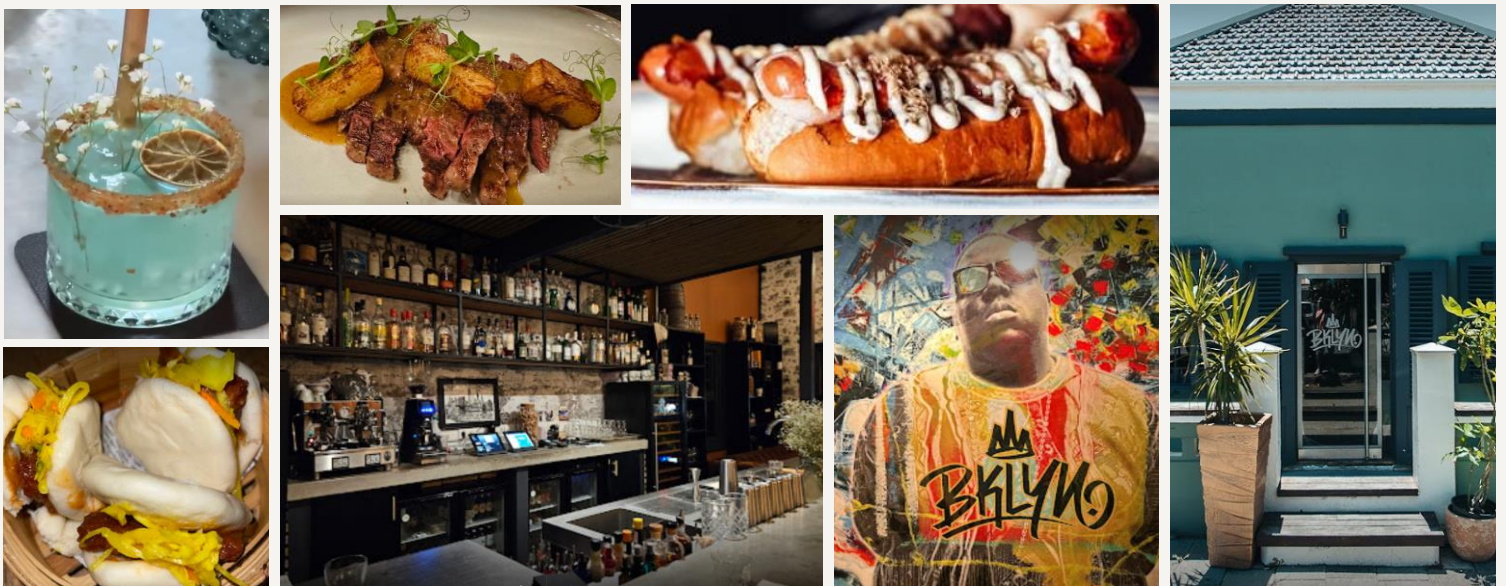
With Seatrek, anyone aged 8 – 80, with no diving experience or even swimming experience, can walk the ocean floor and see what divers see. A large helmet rests comfortably on your shoulders, covering your whole head and face entirely. Continuous airflow from an attached hose allows you to breathe normally while you walk the ocean floor 25 feet below its surface. Your walk will last about 40 minutes during which time you'll see an array of sea life, just as if you had gone scuba diving.



## SAVOR THE SPOTLIGHT

Located at Loostraat 1 in Pensquare, **BKLYN** finds itself among some of the island's most popular restaurants. <https://www.bklyn.cw> A self-described Brooklyn inspired Gastrobar, BKLYN launched in 2021 and is described by those that eat there as a fun, laid-back, relaxed, chill environment, serving up some of the best cocktails on the island. "Spread Love it's the Brooklyn way," a line from Biggie's "Juicy," appears to be their motto and it's certainly felt as the service is nothing short of excellent. Matched only by the execution of each and every dish, BKLYN should be on your "places to dine" list. Some say the portions could be larger – sounds like a perfect excuse to order more!

The Gyoza, Bao Buns, Duck and Short Rib are exceptional and don't dare leave without getting the hot dogs



## TRENDS FOR 2025 - PERFECT FOR ISLAND LIVING!

In our December newsletter, we explored the use of design elements that are natural and calming, embracing woven and textured accents alongside natural wood. These elements perfectly align with a key design trend for 2025 that designers are referring to as **"Quiet Luxury."**

### QUIET LUXURY INTERIOR DESIGN

The quiet luxury trend has its roots in the fashion world, focusing on understated elegance and an appreciation for quality craftsmanship. It moves away from flashy displays of wealth and overly ornate designs, favoring timeless beauty, sustainability, and most importantly, comfort. Quiet luxury interiors exude effortless sophistication, achieved through high-quality materials and carefully chosen pieces that combine aesthetics with functionality. This trend embraces natural hues, warm woods, and rich fabrics, often described as refined, minimal, neutral, or subtle.

### KEY ELEMENTS OF QUIET LUXURY

#### **Natural Materials**

Materials like marble, wool, wood, and leather bring warmth and authenticity, creating a rich yet approachable aesthetic. Think artisan-crafted furniture and handwoven accents.

#### **Neutral Palettes**

Soft, neutral tones—creamy whites, beiges, browns, and greys—evoke serenity, combining minimalism with textured richness.

#### **Purposeful Minimalism**

Every piece serves a purpose, whether functional or emotional. Spaces are uncluttered yet deeply personal.

#### **Artisanal Craftsmanship**

Handcrafted, one-of-a-kind items reflect skill and passion, adding unique character and authenticity.

#### **Sustainable Luxury**

Durable, eco-friendly materials like reclaimed wood and ethically sourced textiles prioritize sustainability and timelessness.

#### **Comfort with Elegance**

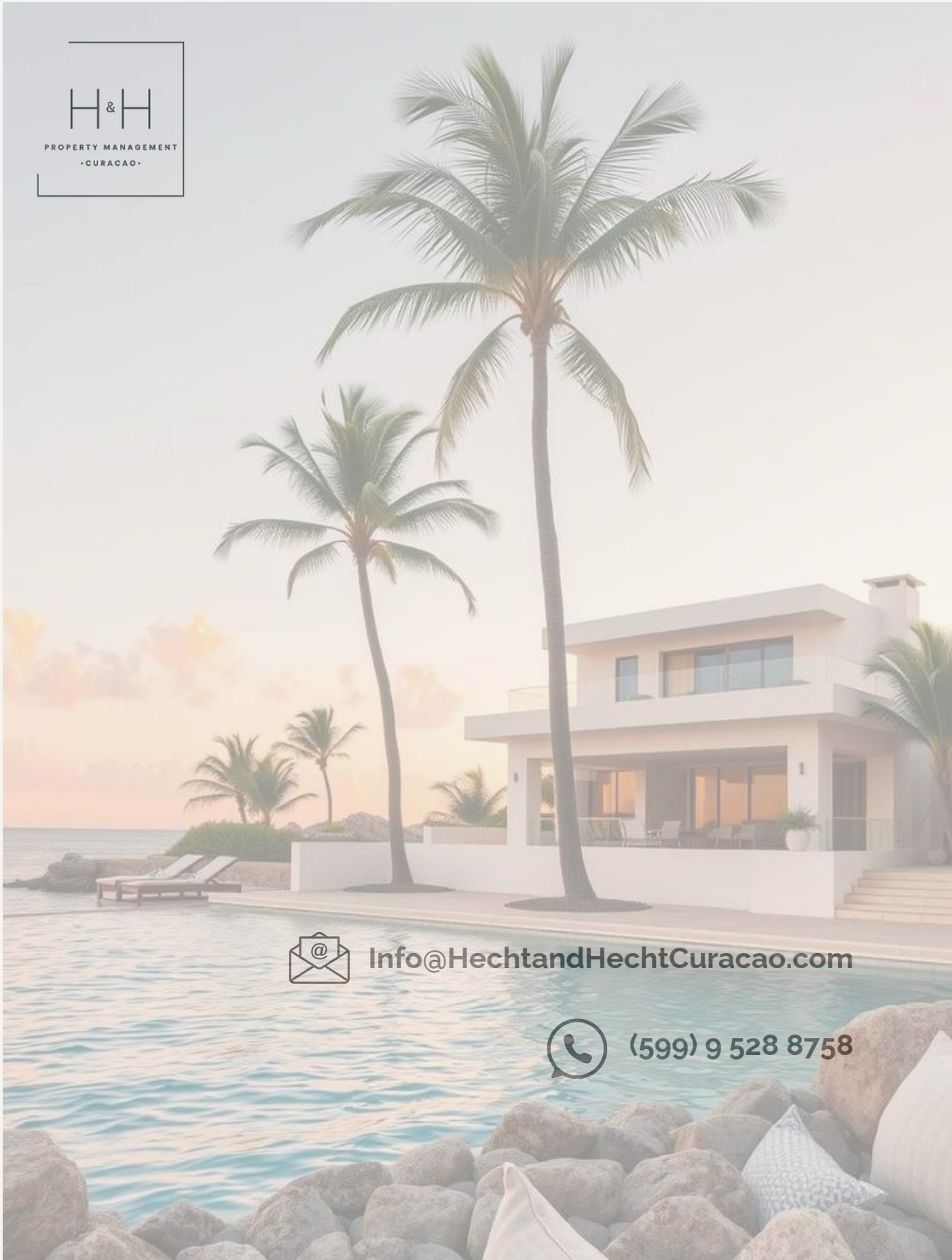
Inviting layouts, plush fabrics, and soft textures seamlessly blend comfort and sophistication.





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