

THE CURACAO INSIDER - NEWSLETTER



TRAVELER TRENDS & INSIGHTS

Curaçao's branding campaign, "Feel It For Yourself," now in its 6th year, continues to pay dividends with 2024 showing strong growth year-over-year heading into December. With >600K stayovers through November, the island is poised to set a new travel record for the year, potentially hitting the 700K milestone.

ARRIVALS BY COUNTRY

The number of Brazilians visiting Curaçao has risen an astounding >70% ytd with near double-digit growth seen across each of the top 5 countries by arrivals.

Arrivals by Country

* Jan 1 - Nov 30 '24

Country	2024		2023		% Change	% Change
	Arrivals	Nights	Arrivals	Nights	Arrivals	Nights
Brazil	38,223	262,504	23,149	159,219	65%	70.3%
Canada	29,950	263,772	27,578	246,074	9%	7.5%
Colombia	41,623	230,464	34,005	203,564	22%	17.7%
Netherlands	224,328	2,381,129	186,495	2,017,891	20%	18.0%
United States	159,387	963,020	126,459	826,406	26%	15.9%
Rest of World	133,081	1,268,201	121,330	1,146,526	9%	9.9%
Total	626,592	5,369,090	519,016	4,599,680	21%	17%

PATHS TO PARADISE

Curaçao's attractiveness continues to grow as evidenced by strong growth in ship and flight travel. Ytd, the island has seen >20% growth across both channels. Becoming better known as a vacation destination, the number flying in is catching up to those who have been visiting via cruises for years,

Total Arrivals				
	Nov '24	2024 YTD	2023 YTD	% Change
Cruise Arrivals	78,682	706,077	596,085	18%
Day Trippers	4,605	28,332	17,030	66%
Stayovers	59,771	626,592	519,016	21%
Total	143,058	1,361,001	1,132,131	23%

ECONOMIC IMPACT

The meaningfulness of travel can't be understated. In 2023, it was estimated that the economic impact (direct & indirect) of tourism was \$1.7bn USD. Where are people spending their money? After accommodation, shopping accounts for the largest % of wallet at 23% followed by entertainment (20%), activities and transport (15% each) and restaurants and groceries (18%).

RESORTS TO RENTALS

Travelers have their pick of accommodations with most choosing the all-inclusive path. (Data through Oct '24)



SPENDING PATTERNS

Can you guess from which country travelers spend the most in USD per day when they're here? (2023 spending data)



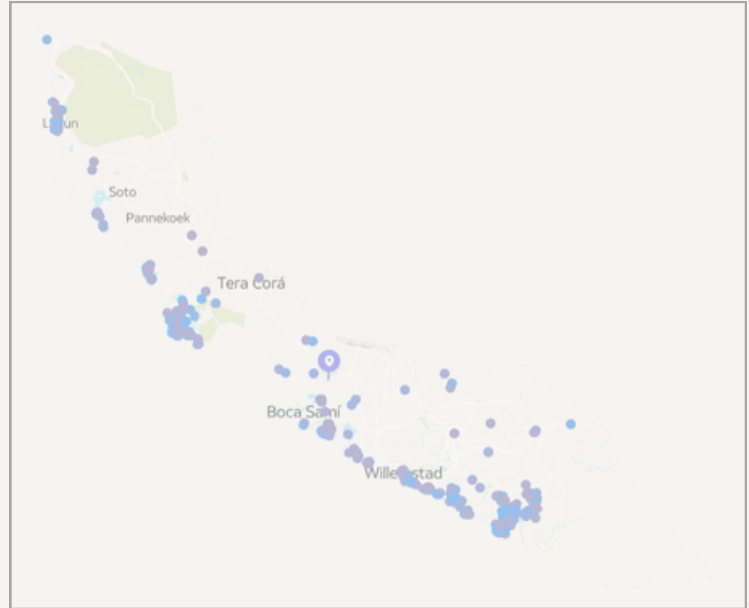
*Tourism data provided by the Tourism Board of Curaçao

ISLAND ANALYTICS

What have the last 12 months on the island looked like? We took a look at homes and apartments priced at >\$250USD/night and homes with 4+ bedrooms across Lagun, Santa Martha, Cas Abou, Coral Estate, Blue Bay, Piscadera, Nieuw Nederland, Marie Pampoem, Steen Wijk, Boca Gentil, Vista Royal, Jan Thiel, Brakkeput Abou, Cas Grandi and Jan Sofat.

Generally speaking, the last 12 months have been kind to these larger luxury properties:

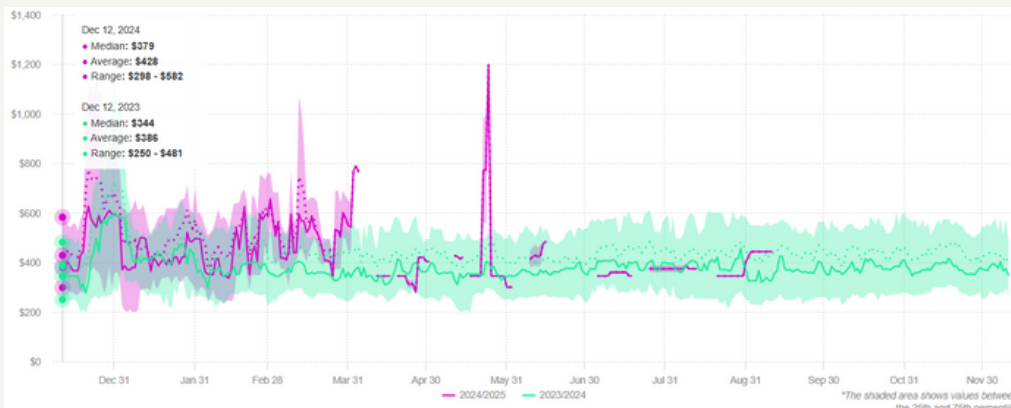
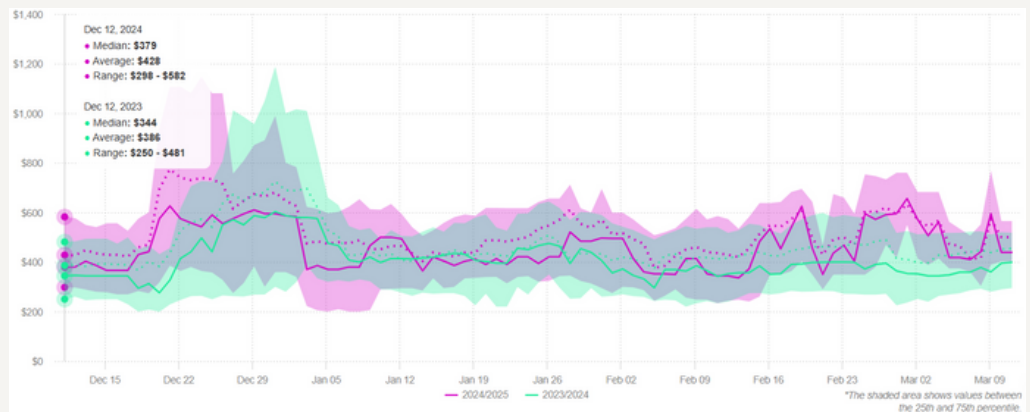
- Adjusted Occupancy (Booked nights out of nights available) was 51%
- Avg Nightly Rate is \$422 USD (+8% YoY)
- Avg Nightly Revenue per Available night is \$215 USD (+9% YoY)
- Avg Lead Time (Avg # of days between booking and check-in) is 68
- 30 day Nightly Revenue is \$6,463 USD (+10% YoY)



TOURIST SEASON

December prices through the 28th appear stronger than last year for 4+ bedroom homes while the end of the year and first week of January are seeing somewhat less demand relative to last year as evidenced by pricing.

Over the next 12 months demand appears healthy with noticeable improvements in price. A spike in April suggests the island is already seeing an influx of bookings for the Curacao International Film Festival. Note an even larger spike towards the end of May.



Key Future Dates (2025)

- Mar 18 to Mar 20 is seeing an 8.1 % increase in occupancy vs surrounding dates
- Mar 23 to Mar 25 is seeing a 7.7 % increase in occupancy vs surrounding dates
- Apr 26 to May 1 is seeing a 12.6 % increase in occupancy vs surrounding dates
- Jun 08 to Jun 13 is seeing a 6.8 % increase in occupancy vs surrounding dates



Arguably the most cherished appliance in your Curacao home is the wall-mounted air conditioner. This isn't something you want breaking down on a 35C/95F night and certainly not when you're having guests. With the winds picking up and the temperature cooling, now is a great time to pay those air conditioners some attention.

While it's recommended that you have a professional service each unit every 6 months, there are measures you can take yourself in-between visits to ensure the unit's operability, efficiency and performance.

- The simplest task is the first - remove all visible dust, dirt and debris from around the unit (internal & external). Open to the elements, external obstructions are common. Make sure there are no bird nests or trapped debris in any of the air inlets impacting heat transfer and the unit's ability to cool.
- Internally, wipe down the horizontal louver and the air outlet.
- Opening the cover of the inside unit will reveal what's likely a very dirty air filter. Buildup reduces airflow and impacts efficiency. Give the filter a quick vacuum and if necessary give it a rinse. Let it dry fully before returning it.

You might be asking - what is it exactly that the professionals do when they service the unit? Dave Firing of **Firing Klimaattechniek** (<https://www.facebook.com/Firing.klimaattechniek>) offered this checklist of what their semi-annual service consists of and why it's so important:

- Complete internal & external unit cleaning.
- Filter vacuuming and wash
- Cleaning of Blower Fan
- Cleaning of the very delicate condenser coils and coil fins
- Full examination of condenser
- Checking of refrigerant levels
- Inspection of electrical connections
- Thorough cleaning of the water catch basin and condensate drain pipe

If you take care of your air conditioner, it will thank you with comfort and performance along with efficiency and high air quality. A well-maintained unit will also keep those energy bills in check.

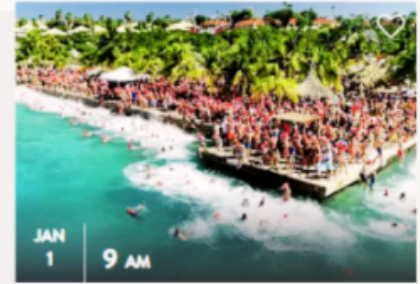
The absence of care on the other hand will result in an uptick in your energy bill as it will have to work harder to produce cold air. Furthermore, you'll see a reduction in air quality, a potential build-up of moisture that could result in mold & mildew growth, clogs that will lead to the unit dripping/leaking inside the home, an overall reduction in performance and the need to reduce temperature that contributes to wear & tear, overheating, and potential breakdown, malfunction and ultimately the need for replacement.

This is an appliance you want to pay attention to!

JANUARY'S ISLAND CALENDAR

While December's calendar is packed with holiday and New Year's celebrations of all sorts, January, like most months, has no shortage of activities for all ages. To find out more about each event, check out the following link:

<https://www.curacao.com/en/events>



Unox New Year's Splash 2025



Burger & Beer Festival



New Years Brunch Up With Thomas Berge



Cabana Nights - Happy New Year



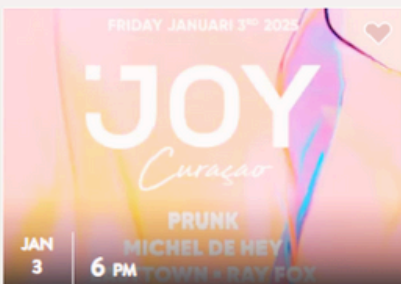
Curaçao Baseball Week 2025



LionsDive Local Beach Market



Wet & Wild Feestcafé On The Beach X Yves Berendse



Joy Curaçao



Madero X Jonna Fraser



Don't Tell Mommy Festival



Ride, Walk & Swim For The Roses 2025



Goisco Backyard Arena Weekend Festival

*Calendar Data and Pictures Provided by Curacao.com

THE TIKI-BOAT EXPERIENCE

Where Caracasbaaiweg meets Spanish Waters, you'll find **Tiki Boats Rental**.
<https://tikiboatsrental.com>



These unique, round-shaped boats come with a Cobb BBQ in the middle and a cooler for your pops! Powered by an outboard engine, you can comfortably cruise the day away. Eat, drink, swim and take in the scenery Spanish Water has to offer. Tiki Boats Rental allows you to bring both your own food and drink but they also make it easy offering a host of options if grocery shopping isn't your thing. No boat license required here! Perfect for a family day of fun.



SAVOR THE SPOTLIGHT

As the year comes to an end, it feels fitting to showcase **Jaanchie's**, Curaçao's oldest restaurant.
<https://www.facebook.com/pages/Jaanchies-Restaurant/201932346487480>



Immediately inviting and oozing culture, Jaanchie's is a must for anyone truly interested in connecting with the flavors of Curaçao.

Located in Westpunt, what many call the most scenic part of the island, this >60 year old institution has seen 3 generations carry on its tradition of authenticity. The warmth and charm of the old farmhouse is matched only by the dancing birds, jumping from one sugar plate to the next. Don't leave without sampling the stewed chicken or goat. If you're truly looking for the island experience, direct your attention to the stewed iguana. A little gamey but it has a familiar amount of fat and texture as chicken.

You only live once!



ELEVATING ENGAGEMENT

As Curaçao increases in popularity among vacationers, so does it among investors. As a direct result, those visiting have more choices than ever in terms of places to stay. To be seen, to stand out - you need a plan that increases visibility, attracts quality tenants and ultimately maximizes occupancy.

Standing out means mixing the traditional with the innovative:

- Captivating Titles
- Professional photography, Virtual tours, Drone videography
- Optimized online listings
- Social media advertising
- Referral programs
- Local partnerships
- Content marketing
- SEO strategies



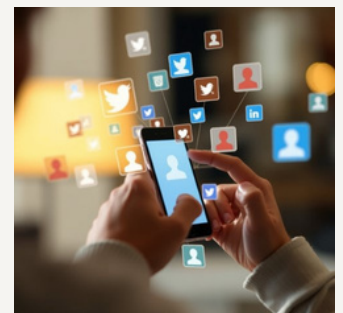
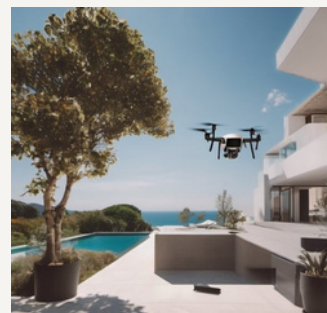
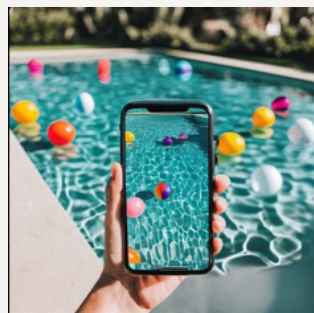
A. Professional photography really does make a difference. After all, pictures nearly always establish that first impression. Both drone footage and virtual tours put the viewer right inside the property, creating and building an emotional connection with it. The strengths of a property should play a prominent role across all visual and descriptive advertising.

B. Enticing and compelling property-listing-language and engaging descriptions, along with details of amenities showcase the home in its best light.

C. Multi-platform exposure is a must to ensure properties are seen by likely renters. In addition to the traditional Online Travel Agents, targeted Google and social media ads should be leveraged to reach individuals actively searching for rental properties on Curaçao. Tailored messaging and property personalization set each home apart from the rest.

D. SEO strategies are key to ensuring optimization with search engines, an important element to maximizing online visibility, attracting more qualified visitors to the website, and ultimately generating more rental inquiries. SEO strategies include keyword optimization, local SEO, on-page and mobile optimization and back-link building.

E. Social media ads are more important today than ever but they must be specific and targeted at the desired demographic. Leveraged to reach individuals actively searching for rental properties in Curaçao and content on the island in general, Instagram, Facebook, LinkedIn and others, are used to showcase homes, carry visually appealing posts, testimonials and neighborhood highlights that showcase the lifestyle around each property.



TRENDS FOR 2025 - PERFECT FOR ISLAND LIVING!



TRICORN
BLACK



MINDFUL GRAY



EXTRA WHITE



SEA SALT



GOSSAMER VEIL



RAINWASHED



AGREEABLE
GRAY



OYSTER BAY



DRIFT OF MIST

Design trends of 2025 celebrate a harmonious blend of natural elements, warm textures, and calming palettes, aligning perfectly with the year's most popular paint colors suitable for your island home. From woven textures to natural woods and biophilic design, these elements transform interiors into sanctuaries of comfort and serenity. Sherwin-Williams' versatile colors like Agreeable Gray, Sea Salt, and Tricorn Black enhance these trends, allowing for seamless integration of style and function.

HOW 2025 COLORS COMPLEMENT EMERGING DESIGN TRENDS

Woven Textures

Woven materials like rattan, jute, and wicker bring warmth and character to neutral spaces. Paint shades like Accessible Beige and Alabaster complement these textures by enhancing their natural earthy tones. For bolder contrasts, deep hues like Iron Ore or Tricorn Black highlight woven accents, adding depth to modern and traditional interiors.

Natural White Oak and Walnut

The timeless appeal of white oak and walnut resonates with colors like Snowbound and Pure White, which emphasize the woods' natural warmth. For a richer pairing, consider Oyster Bay or Dorian Gray, which bring depth while maintaining balance with the wood's earthy undertones.

Biophilic Design Style

Biophilic design thrives on calming, nature-inspired hues, making shades like Sea Salt, Rainwashed, and Eider White essential for creating serene environments. These colors mimic the tranquility of the natural world, while muted greens like Oyster Bay enhance the presence of plants and other biophilic elements. For accent walls or trims, Repose Gray or Dover White provide subtle contrast while staying true to the biophilic ethos.

Muted Earth Tones and Natural Light

Colors such as Drift of Mist, Gossamer Veil, and Mindful Gray harmonize beautifully with the soft light and raw materials featured in biophilic and minimalist designs. These shades adapt well to various lighting conditions, offering a neutral backdrop that highlights natural textures and shapes.

By pairing these 2025 design trends with the year's most versatile paint colors, homeowners can craft spaces that feel inviting, balanced, and effortlessly chic. Whether you're embracing woven accents, natural wood tones, a biophilic approach, or a colorful sea turtle painting, these color choices bring the trends to life with timeless sophistication allowing the addition of bold statement pieces.



EXTRA WHITE



DOVER WHITE



SNOWBOUND



ALABASTER



DORIAN GRAY



EIDER WHITE



ACCESSIBLE
BEIGE



IRON ORE



PURE WHITE

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