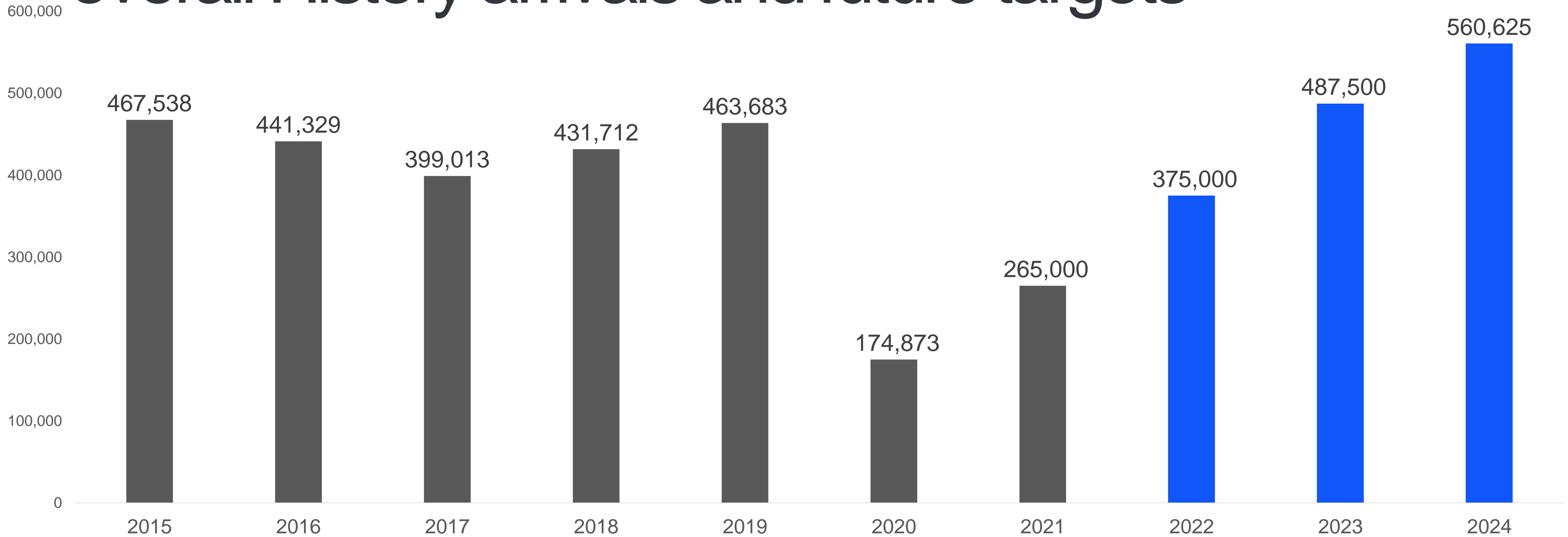


caribbean

OVERALL PERFORMANCE

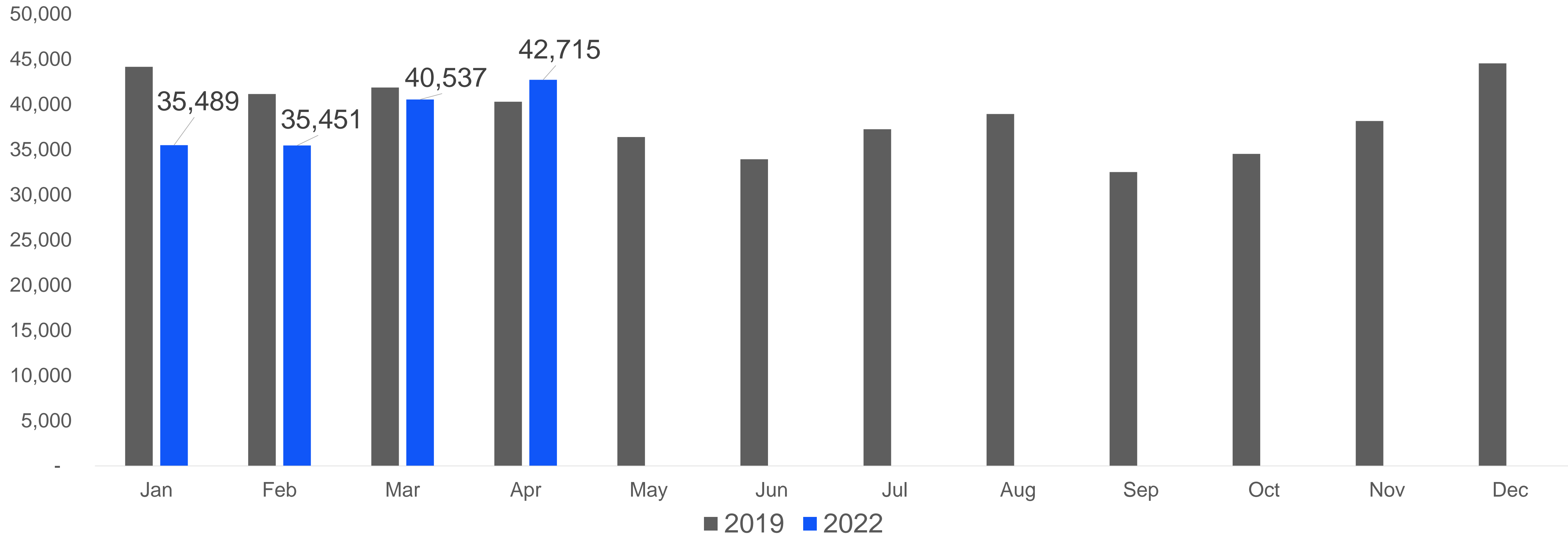
overall History arrivals and future targets



2019 grew by 7%
2020 decreased by 62%
2021 grew by 52%

2022 PERFORMANCE

overall stayover visitors by month



Total stayover arrivals YTD: 154,192 visitors
41% of the 2022 target is achieved

CARIBBEAN

focus

ARUBA



SURINAME



JAMAICA

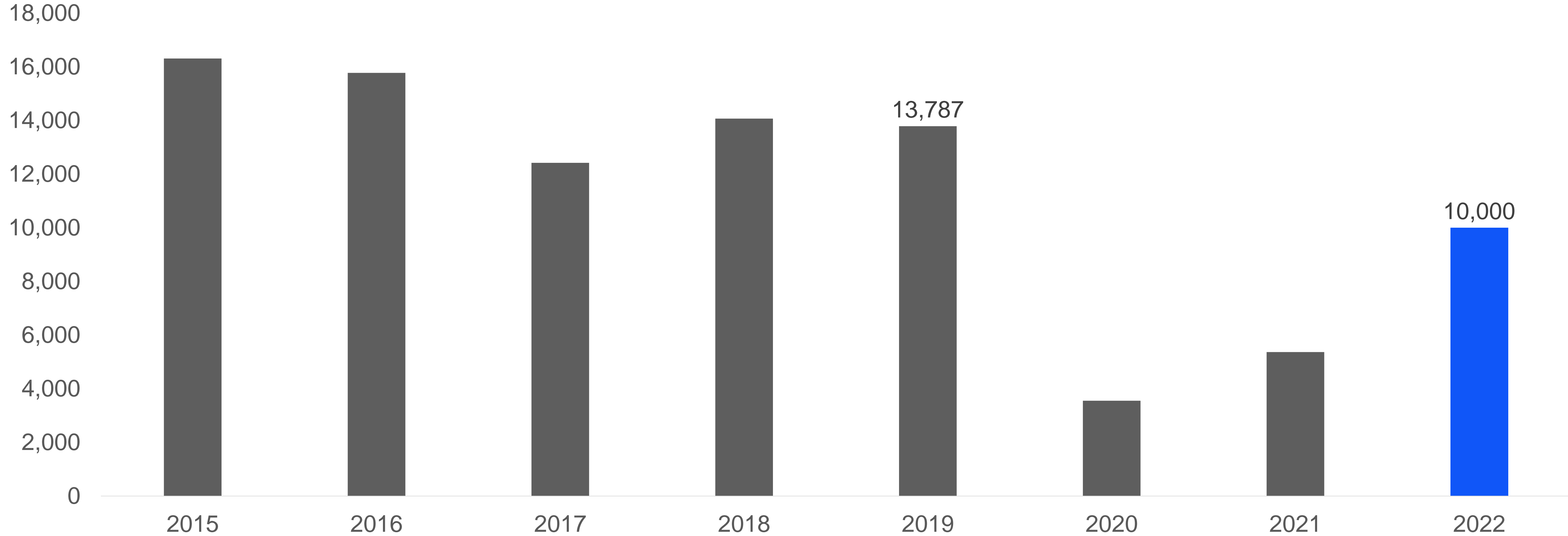


TRINIDAD



HISTORY PERFORMANCE & 2022 TARGET

Aruba 2015 - 2022

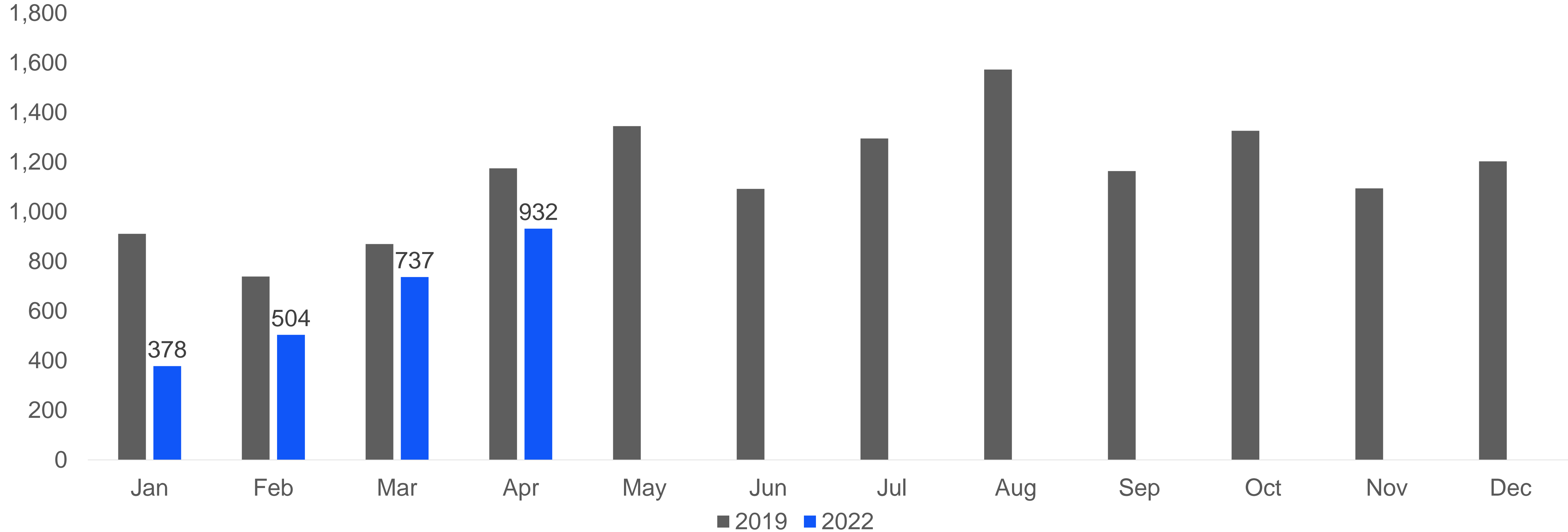


2021 realized recovery rate: 39%

2022 target recovery rate: 73%

2022 PERFORMANCE

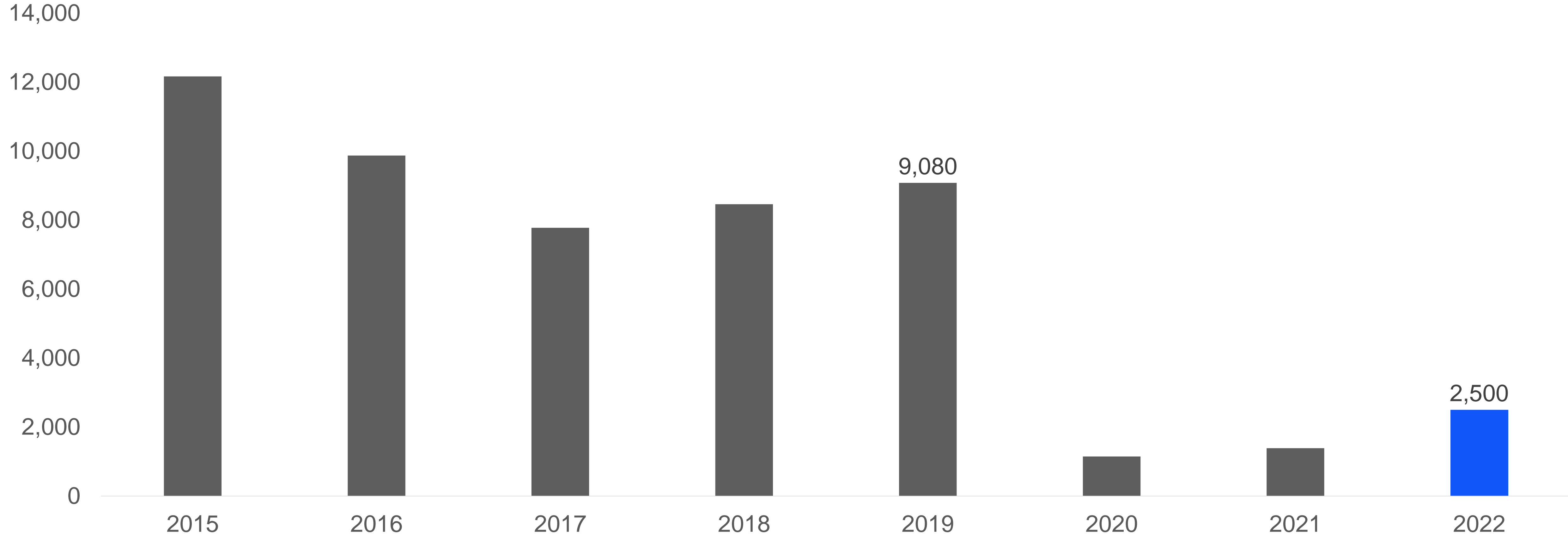
Aruba 2022



Realized visitors 2019 YTD (Jan – Apr): 3,695 visitors
Realized visitors 2022 YTD (Jan – Apr): 2,551 visitors
Decrease of 31% visitors compared to benchmark year

HISTORY PERFORMANCE & 2022 TARGET

Suriname 2015 - 2022

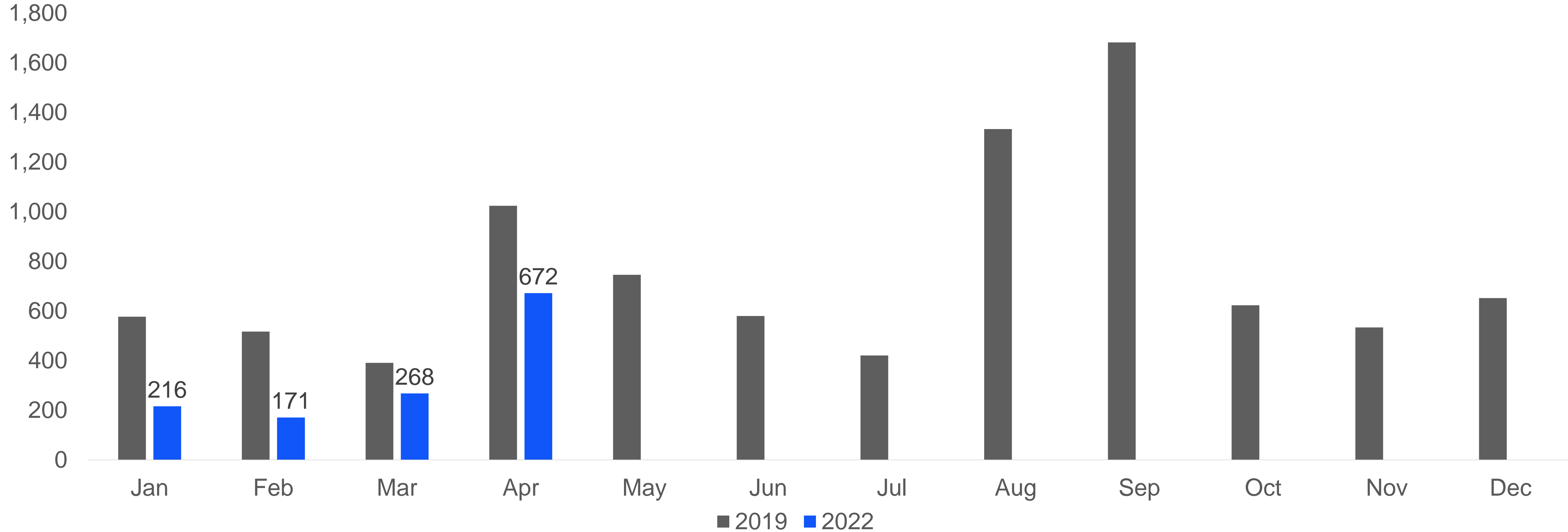


2021 realized recovery rate: 15%

2022 target recovery rate: 28%

2022 PERFORMANCE

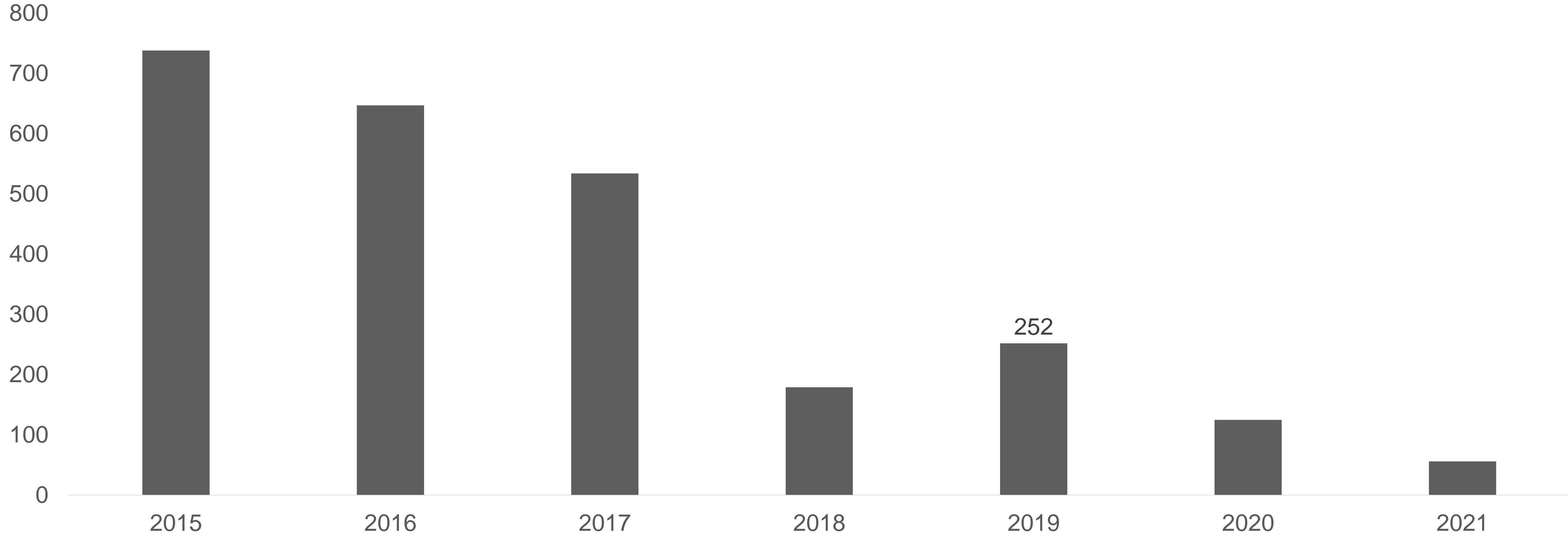
Suriname 2022



Realized visitors 2019 YTD (Jan – Apr): 2,509 visitors
Realized visitors 2022 YTD (Jan – Apr): 1,327 visitors
Decrease of 47% visitors compared to benchmark year

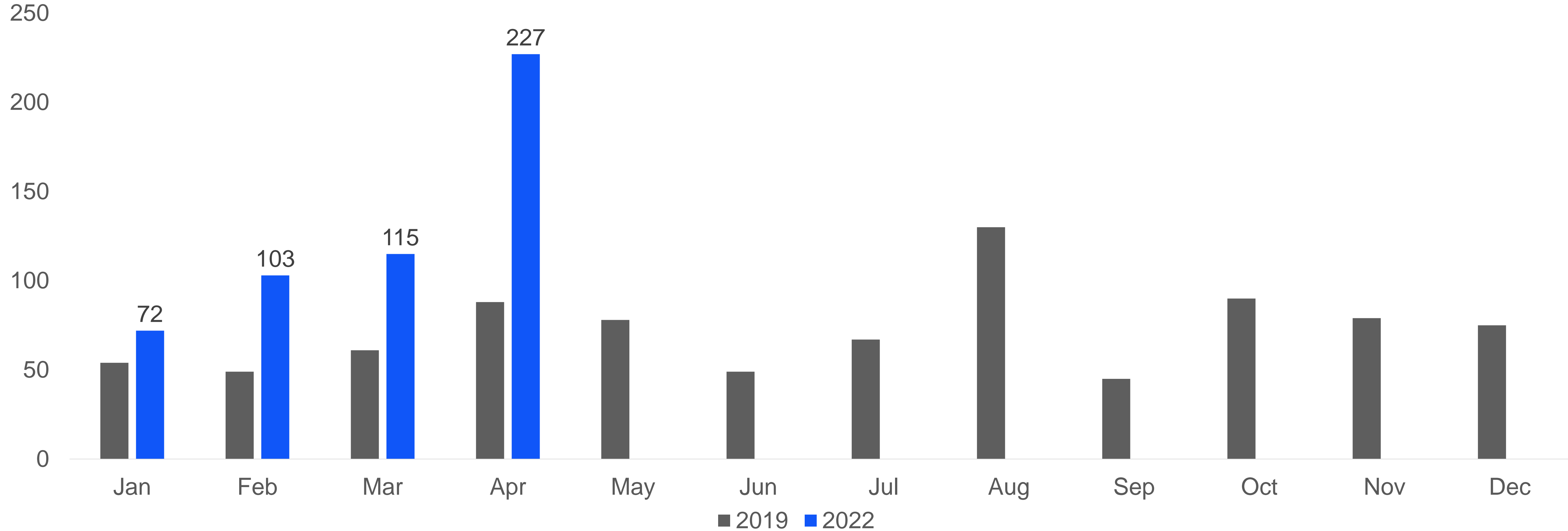
HISTORY PERFORMANCE

Jamaica 2015 - 2021



2022 PERFORMANCE

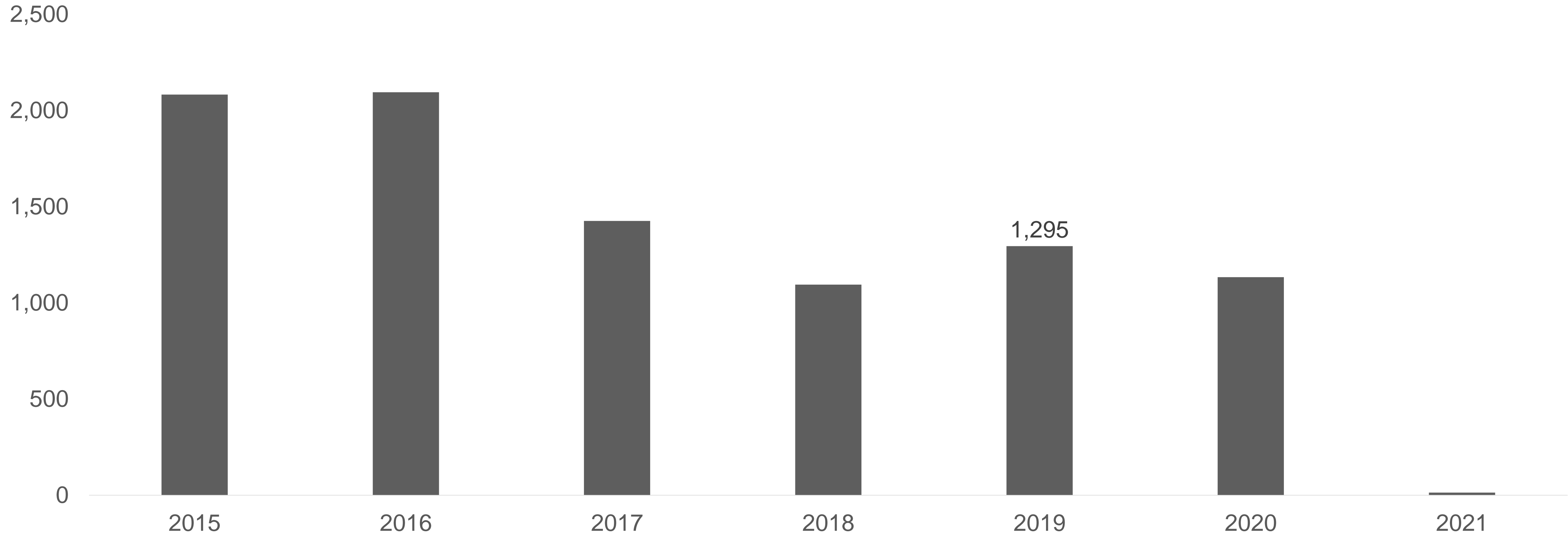
Jamaica 2022



Realized visitors 2019 YTD (Jan – Apr): 252 visitors
Realized visitors 2022 YTD (Jan – Apr): 517 visitors
Increase of 105% visitors compared to benchmark year

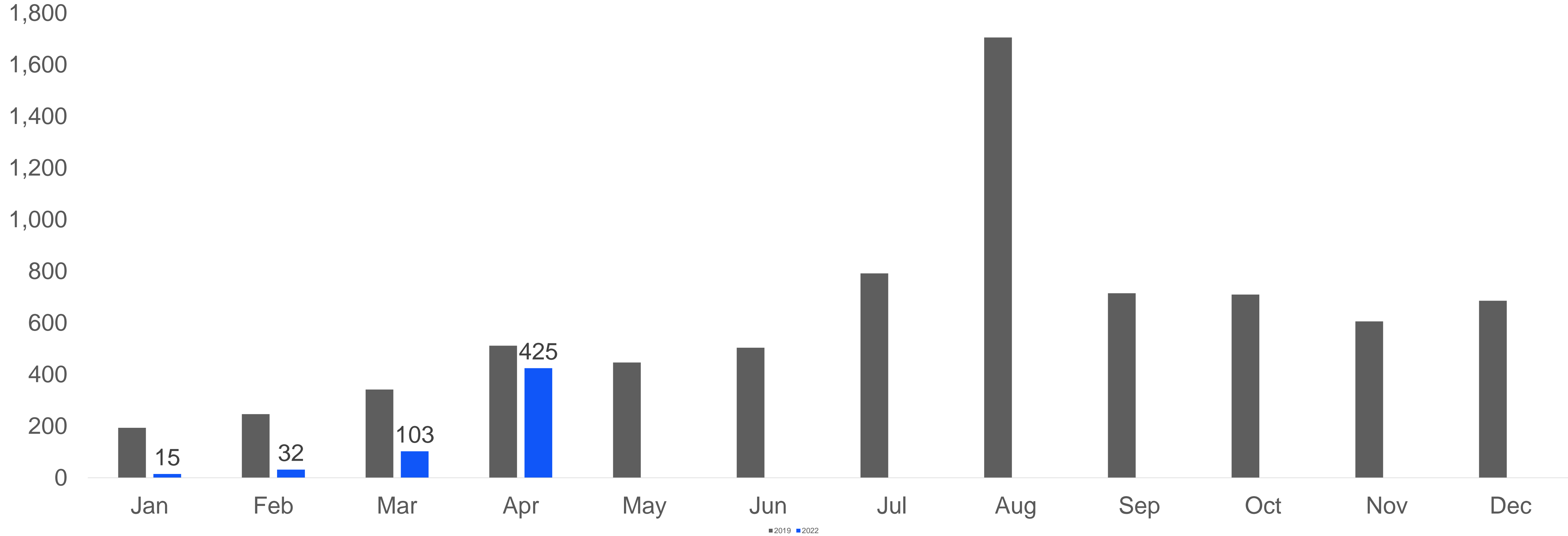
HISTORY PERFORMANCE

Trinidad & Tobago 2015 - 2021



2022 PERFORMANCE

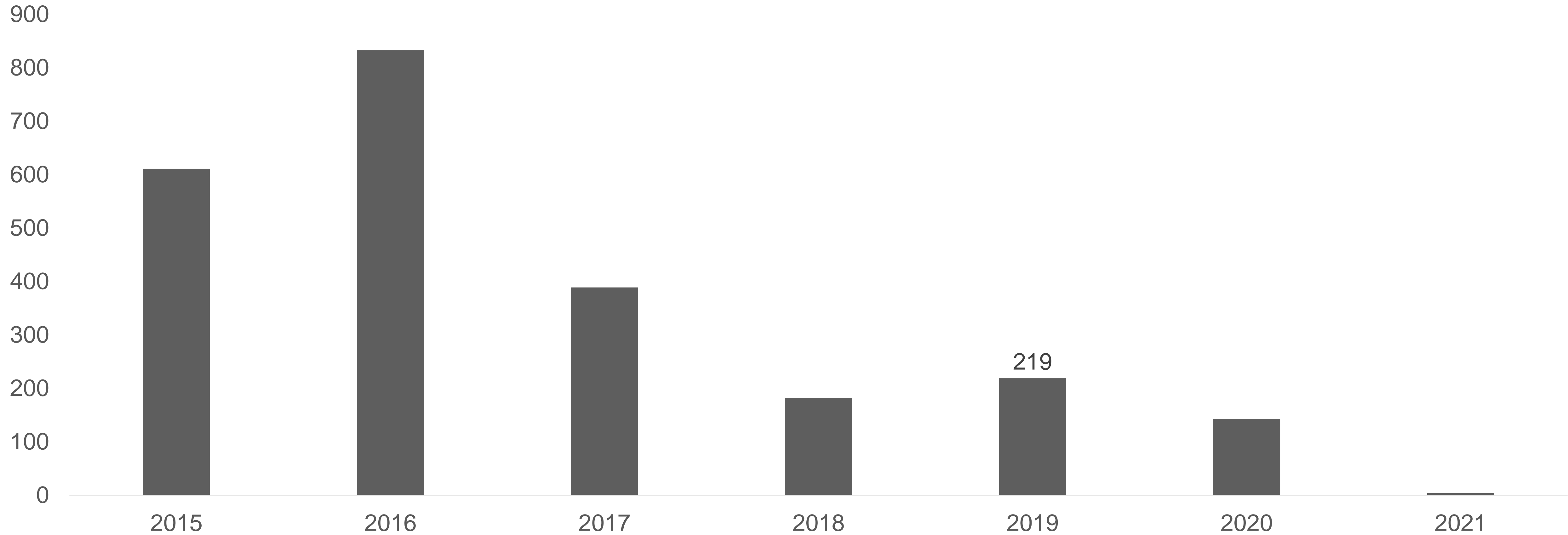
Trinidad & Tobago 2022



Realized visitors 2019 YTD (Jan – Apr): 1,295 visitors
Realized visitors 2022 YTD (Jan – Apr): 575 visitors
Decrease of 56% visitors compared to benchmark year

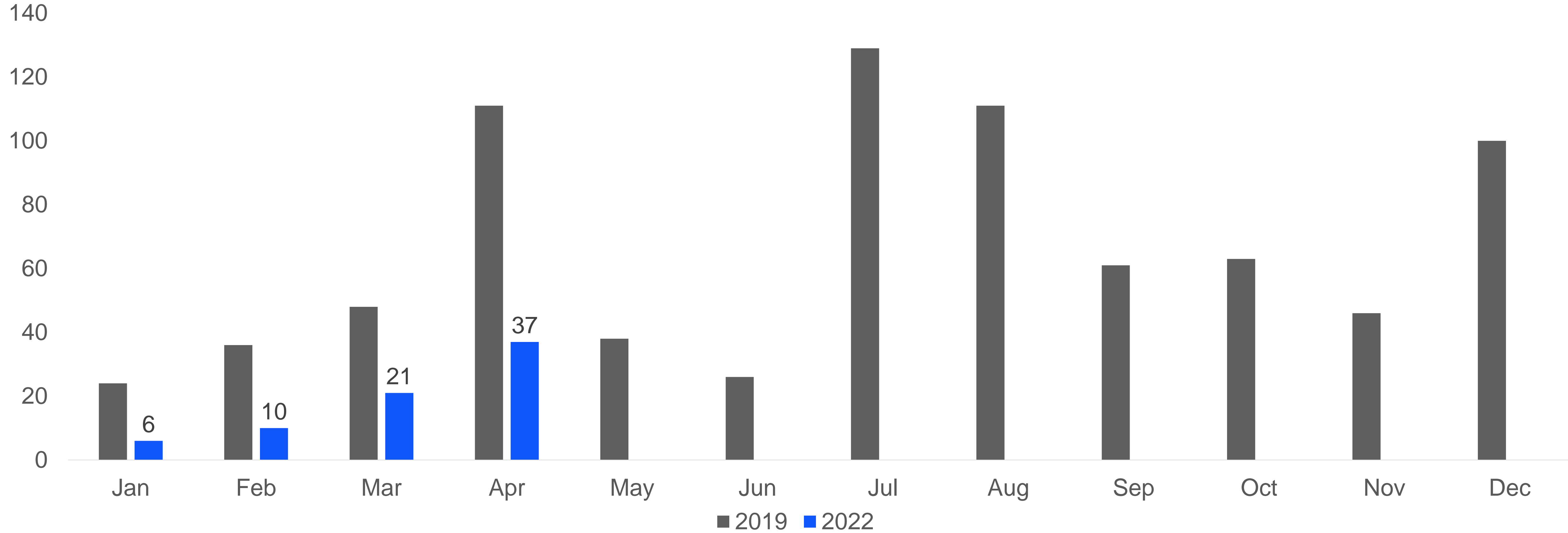
HISTORY PERFORMANCE

Guyana 2015 - 2021



2022 PERFORMANCE

Guyana 2022



Realized visitors 2019 YTD (Jan – Apr): 219 visitors
Realized visitors 2022 YTD (Jan – Apr): 74 visitors
Decrease of 66% visitors compared to benchmark year

airlift scenario

- ARUBA



Daily Flights, varies 3 to 4 flights per day



5 Weekly Flights, varies 1 to 2 flights per day



4 Weekly Flights, starting in St. Maarten

airlift scenario



SURINAME 2 Weekly Flights



JAMAICA	2 Weekly Flights
DOM REP	2 Weekly Flights
ST. MAARTEN	3 Weekly flights
HAITI	1 Weekly Flight
SURINAME	1 Weekly flight
	<i>(2 weekly flights as of July 2nd)</i>

airlift scenario



SURINAME 2 Weekly Flights via Panama
TRINIDAD 3 Weekly Flights via Panama



TRINIDAD 2 Weekly Flights

tactics 2022

- Launch **partnership campaigns** with existing airlines and trade partners with the aim to increase trade production, *eg. Curaçao Economic FreeZone Incentive to shop up to \$500 and leave with your purchases immediately*
- Educate **travel agents** through various platforms and partnerships utilizing trade e-blasts, educational videos, webinars and training sessions, host FAM trips, attend product launches and partner trade shows and conduct in-house training with reservations personnel.
- Work closely with **island partners** to provide sales push, retail campaigns, trade education, roadshow participation, FAM Trip support and to support shoulder/low season travel.
- Engage with niche market opportunities: Luxury, Adventure, Wellness, Dive, Romance, Heritage.
- Adapt to the market changes and opportunities

tactics 2022

- Launch **co-op partnership campaigns** with existing airlines and trade partners with the aim to increase trade production
- Educate **travel agents** through various platforms and partnerships utilizing trade e-blasts, educational videos, webinars and training sessions, host FAM trips, attend product launches and partner trade shows and conduct in-house training with reservations personnel.
- Work closely with **island partners** to provide sales push, retail campaigns, trade education, roadshow participation, FAM Trip support and to support shoulder/low season travel.
- Engage with niche market opportunities: Luxury, Adventure, Wellness, Dive, Romance, Heritage.
- Adapt to the market changes and opportunities

trade actions 2022

- **e-blast to** Trade updating on Curaçao and **Famtrips trips**
- **Webinars:** wellness, romance, weddings, breakaway vacations
- Travel Agents and media visits, **Press & Trade** Presentation
- **Curaçao Mini Tradeshow** in Malls and **Pop-Up events** for consumer
- Trade Missions, Summits and Conventions together with the Ministry of Economic Development
- Touroperators / Airlines inviting **Influencers**

CARIBBEAN



UITNODIGING

De Curaçao Tourist Board nodigt u van harte uit voor een middagje Curaçao met een culinair tintje en heerlijke drankjes!

1 APRIL 2022 | 12.00U
TORARICA BALLROOM



Gelieve uw mondkap mee te nemen



INVITATION

Curaçao invites you to be our special guest to re-connect and be updated about our newest island developments.

APRIL 28, 2022 | 5:00 PM - 7:30 PM
Courtyard Marriott Hotel Port of Spain



We look forward to your RSVP before April 20, to have a "Blue Curaçao" drink with you. Facemask required.



INVITATION

Curaçao invites you to come and get to know all the latest development of Curaçao at our consumer show on Friday, 29th of April.

APRIL 29, 2022 | 11:00 - 18:00
Trincity Mall - Trincity Central Road



trade actions

private sector partnership opportunities

- Partnership Promotions Different Special Days and **events 2022**

June 7 – 12	Velas LatinoAmerica Curaçao 2022
July 1 – 2 – 3	Flag Day and Seu Celebrations
July – August	School Vacations
July – November	Sport Tournaments
November – December	End of the Year Celebrations

2023

January – February	Carnival Season with a variety of parades
August / September	Curaçao North Sea Jazz Festival

CARIBBEAN

partnership sample

jetair

WALDO'S
WORLDWIDE TRAVEL SERVICE

IATA ASQA

Welcome Jetair!

Route v.v.:

CURAÇAO ↔ PARAMARIBO

Starting in April 5th, every Tuesday vice versa

SURINAM AIRWAYS

Bezoek ons op de
Curaçao InfoMart 2022
02 april 2022

WIN! EEN TICKET PARAMARIBO - CURAÇAO v.v.

PARAMARIBO - CURAÇAO v.v. **vanaf USD 299**

en nog veel meer.....

#FlySLM

* Voor meer informatie over de reisvoorwaarden en procedures bezoek flyslm.com

Get Away!

COME TO **CURAÇAO**
THE JETAIR WAY!

Getaway from the hustle & bustle, the high priced shopping, and make your next family vacation Curaçao. With two direct flights a week Kingston to Curaçao, JetAir makes it quick and easy to enjoy your perfect Easter family getaway OR commercial shopping trip at the Freezone Curaçao.

For more information on Freezone Curaçao please visit www.curinde.com

Visit www.jetaircaribbean.com or call your Travel Agent for more information

...and make it Curaçao this Easter! Get away! The JetAir way.

curinde CURAÇAO FEEL IT FOR YOURSELF jetair

consumer tactics

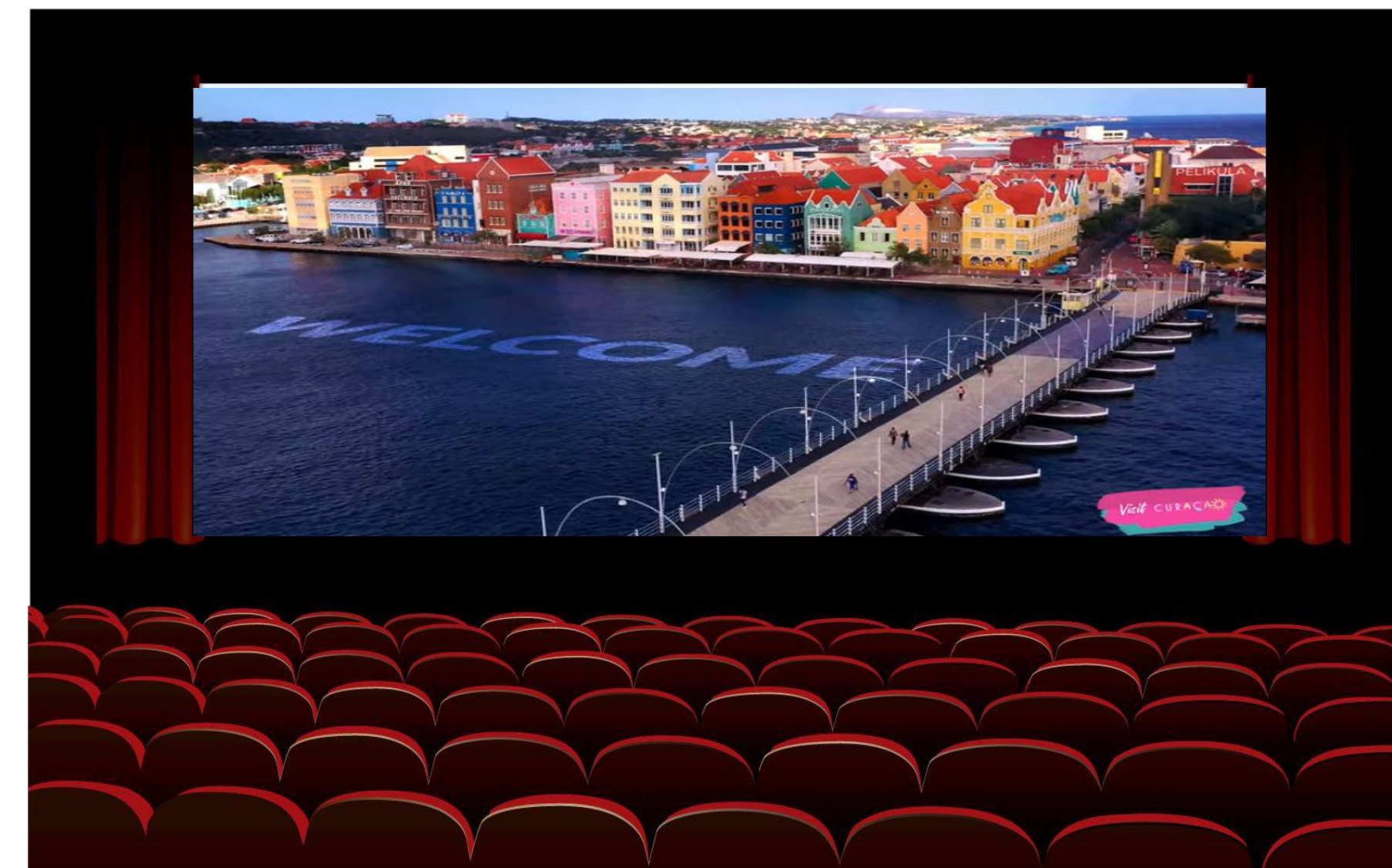
- push the market extra around family holiday season and events

media campaign tactics

- social ads
- radio campaigns (including giveaway promo with hotel partner)
- tv campaigns
- Billboards (digital)
- programmatic on news sites (De Ware Tijd / Star nieuws)
- tv show feature and 30sec spot on Noticia Cla
- 30sec spot on movie screens
- eblast past visitors

pr tactics

- media/influencer event
- influencer trips
- brand partnerships with eg Digicel, McDonalds



masha danki