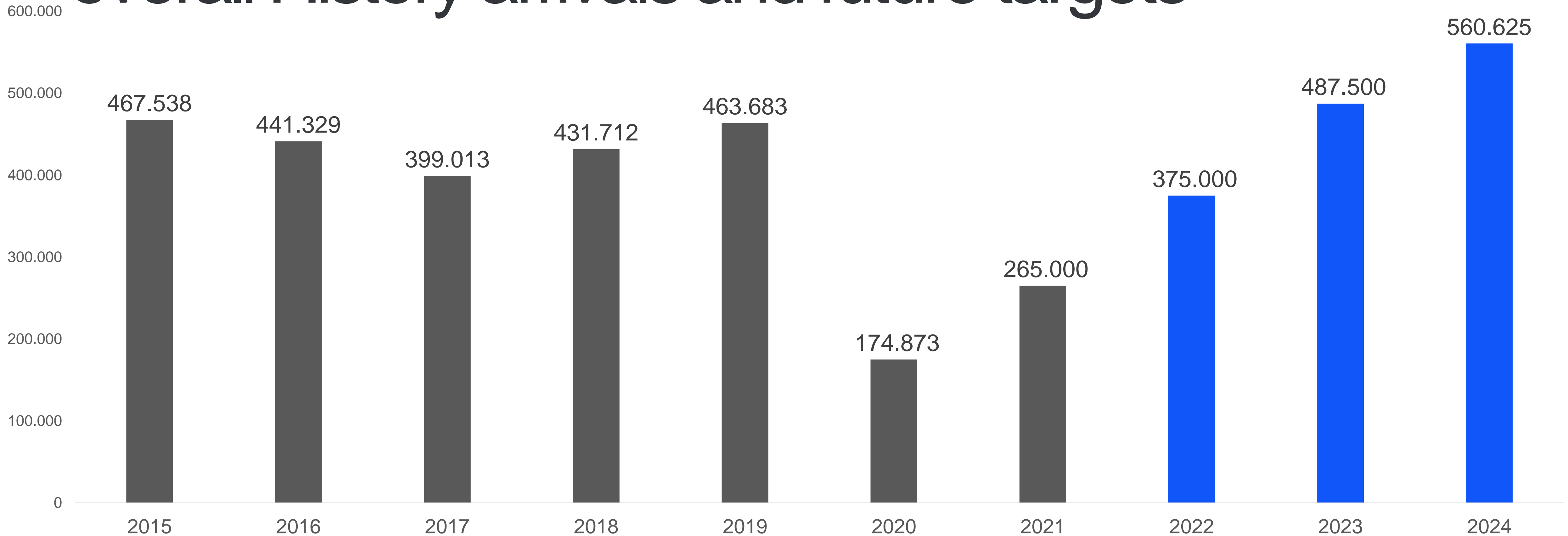


global trade symposium 2022

europa

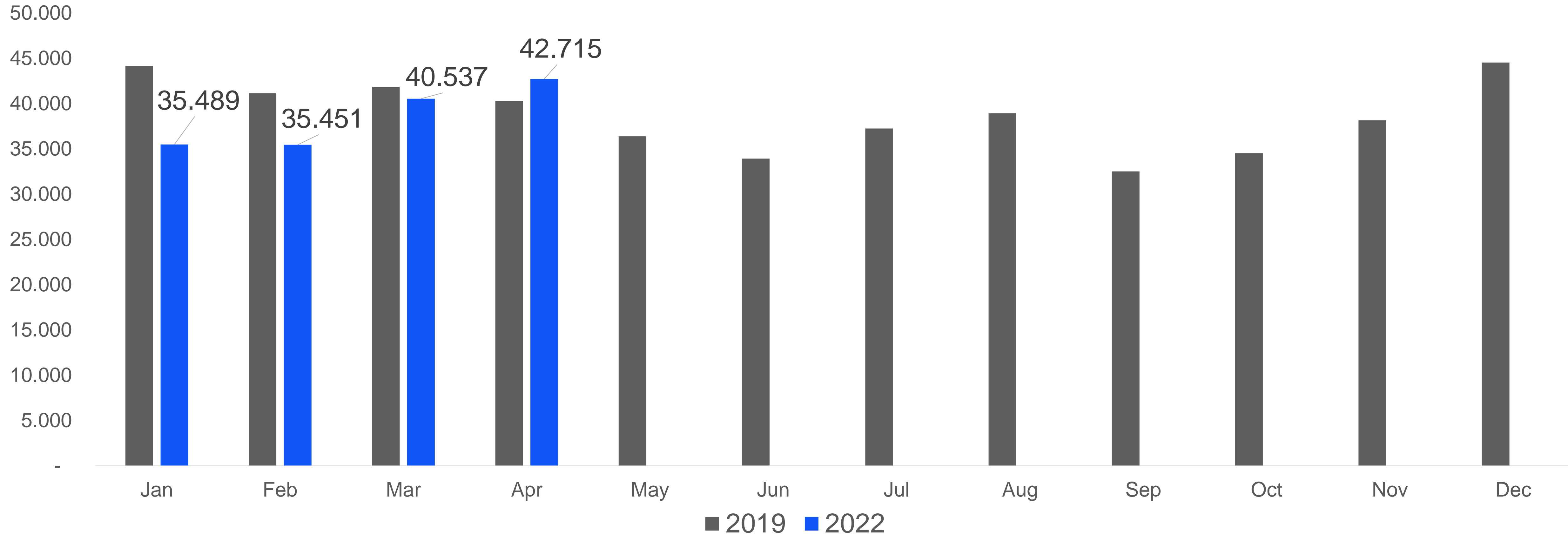
OVERALL PERFORMANCE

# overall History arrivals and future targets



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

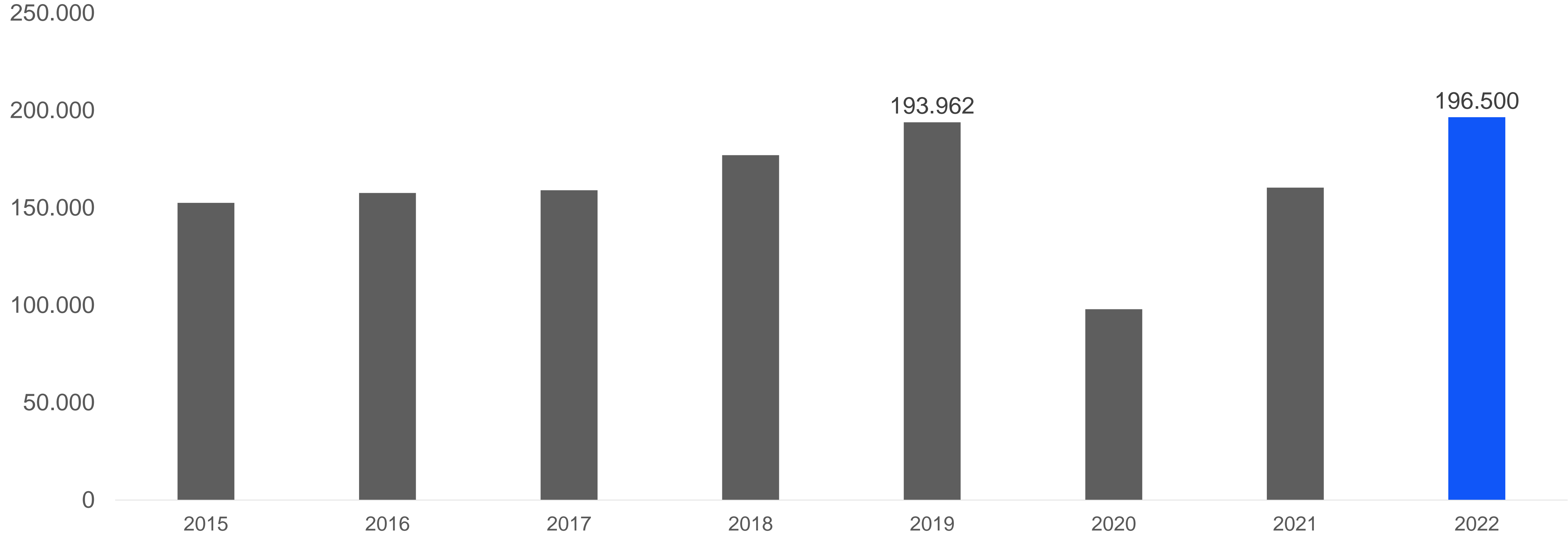
# overall stayover visitors by month



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

the netherlands

# the Netherlands 2015 - 2022

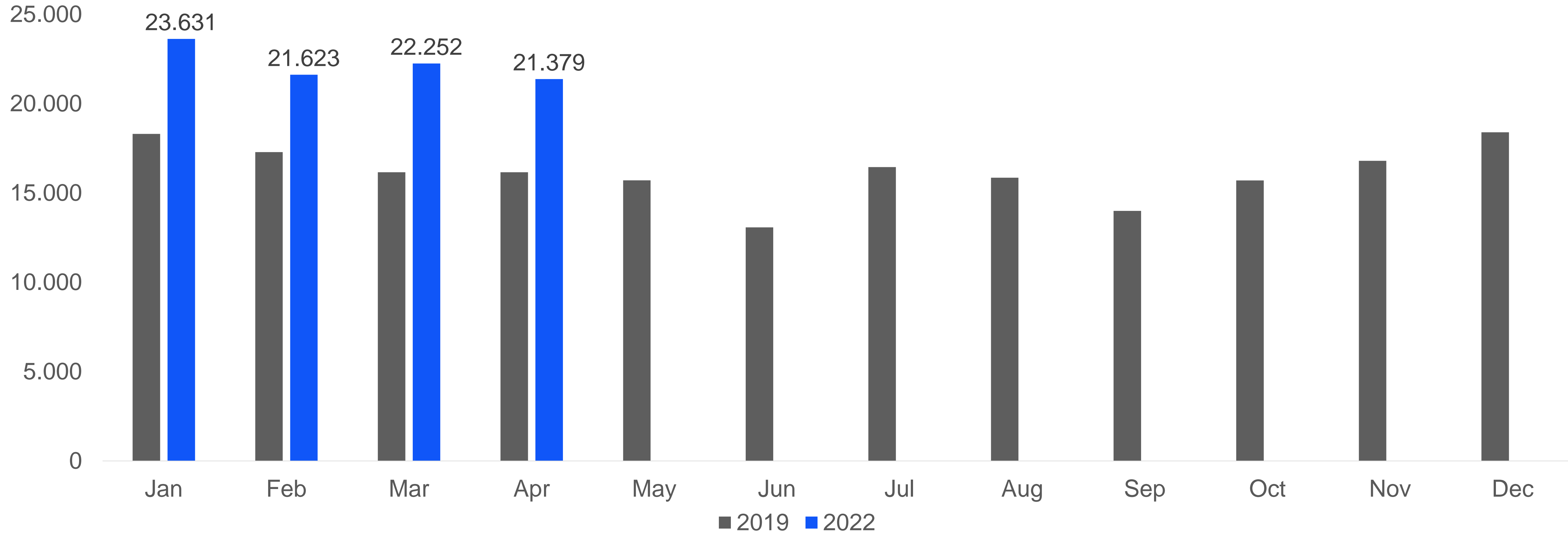


2021 realized recovery rate: 83%

2022 target recovery rate: 101%

2022 PERFORMANCE

# the Netherlands 2022



Realized visitors 2019 YTD (Jan – Apr): 67,936 visitors

Realized visitors 2022 YTD (Jan – Apr): 88,885 visitors

Increase of 31% visitors compared to benchmark year

# strategy 2022

- **Diversify the communication towards travel trade and consumer.** Sun destination is the basis and our TO partners will keep pushing this. We are moving towards more “what to do on island” to keep the destination attractive (and motivate our repeater business).
- **Tap more into the higher segment of the market.** We have new accommodation products coming online in 2022 (e.g. Sandals & Zoetry).
- **Anticipate and capitalize on quick wins resulting from seasonal gaps.** Q1 is normally heavy on winter sport vacation. Winter sport destinations are currently not heavy promoting the market.

# trade actions

2022								
	May	June	July	August	September	October	November	December
<b>CTBE</b>								
Corendon Famtrip								
Pro-Am Golf Wouwse plantage								
Live2Travel Roadshow								
ReisProf Event								
KLM Marathon FAMtrip								

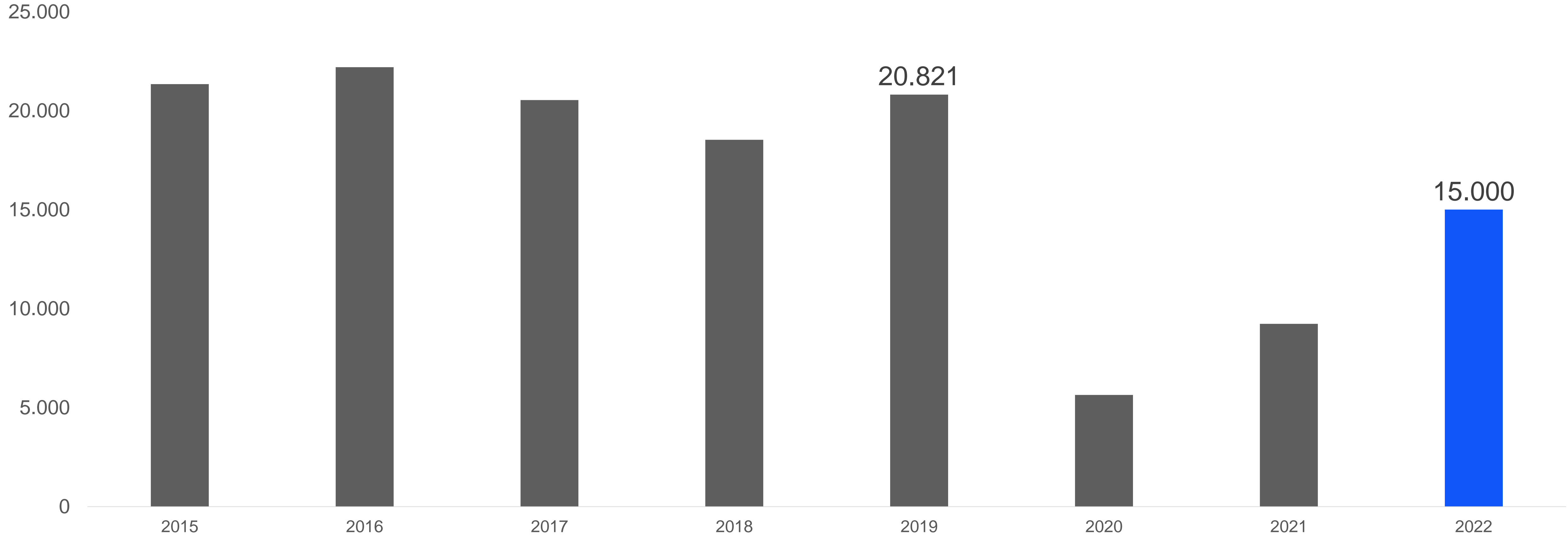
2023								
	January	February	March	April	May	June	July	August
<b>CTBE</b>								
Vakantiebeurs Utrecht								
Duikvaker								



germany

HISTORY PERFORMANCE & 2022 TARGET

# Germany 2015 - 2022

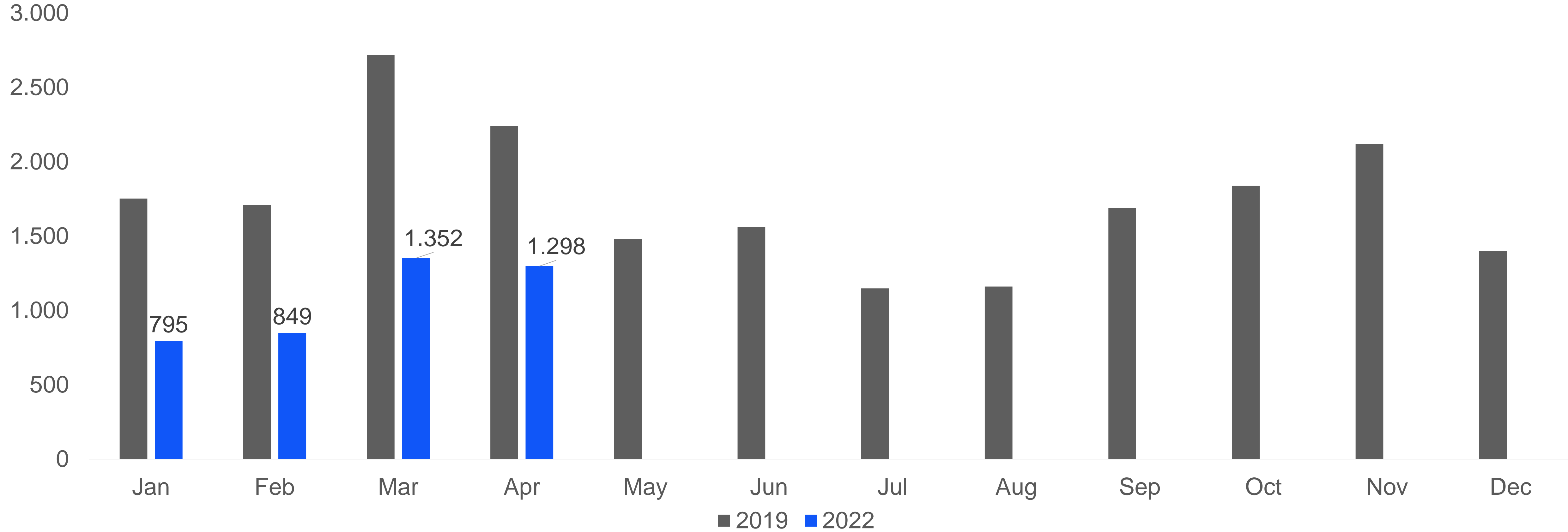


2021 realized recovery rate: 44%

2022 target recovery rate: 72%

2022 PERFORMANCE

# Germany 2022



Realized visitors 2019 YTD (Jan – Apr): 8,420 visitors  
Realized visitors 2022 YTD (Jan – Apr): 4,294 visitors  
Decrease of 49% visitors compared to benchmark year

# strategy 2022

- **Increase brand/destination awareness within the travel trade industry.** Expand the relationship and work that we have been doing for the past 3 years through trade media to keep Curacao relevant. Sun Sea and Sand with an European look and feel should remain the base.
- **Seek more opportunities to involve local partner in (both B2B and B2C).**
- **Cater current and new Airline and TO partners.** Talks are progressing with Discover.

# trade actions

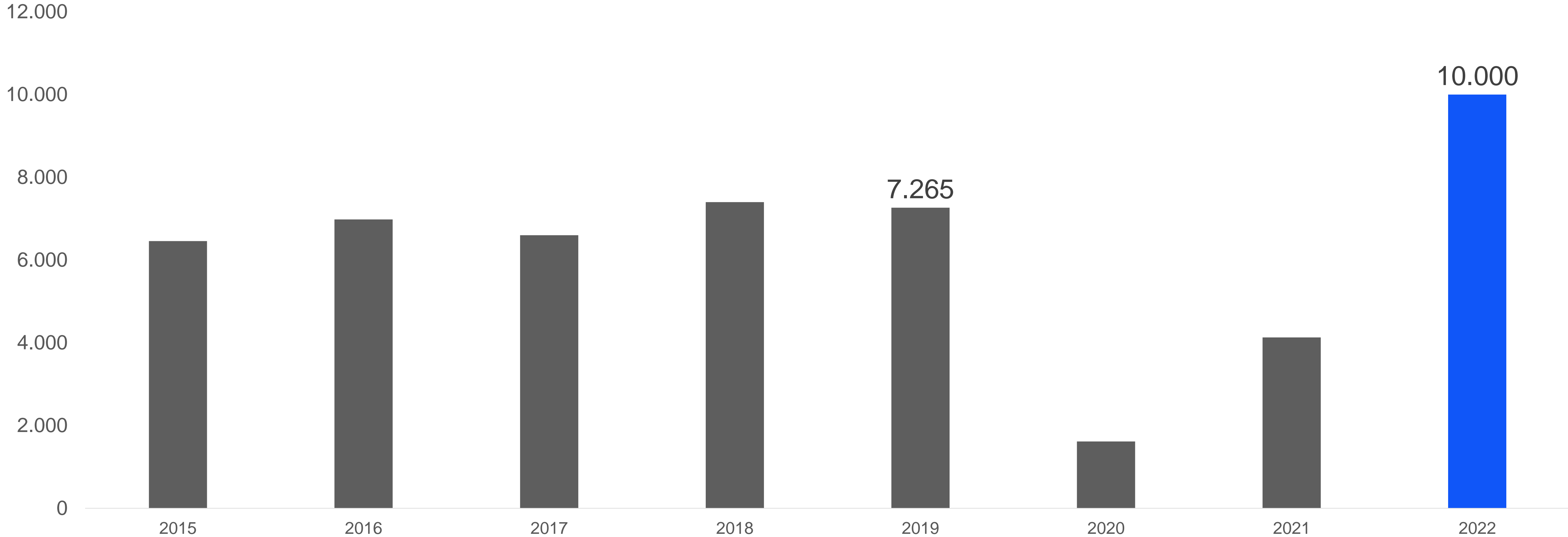
2022								
	May	June	July	August	September	October	November	December
<b>CTBE</b>								
PGA Golf Event "Race to Curaçao"								
FVW "Young Professional"								
TRVL Counter "Say Yes"								
Dertour Roadshow "Caribbean Nights"								
AGK Summer Cocktail Event								
Ocean Days Timmendorfer Strand								
PGA Golf Event "Race to Curaçao"								
Beachvolleyball Finals Timmendorfer Strand								
TSS Roadshow								
Baltic Sea Marathon Timmendorfer Strand								
AGK Famtrip								
Blue Bay Golf Cup								
AGK Mega Workshop								

2023								
	January	February	March	April	May	June	July	August
<b>CTBE</b>								
BOOT Dusseldorf								
F.R.E.E. Munich								
ITB Berlin								

belgium

HISTORY PERFORMANCE & 2022 TARGET

# Belgium 2010 - 2022

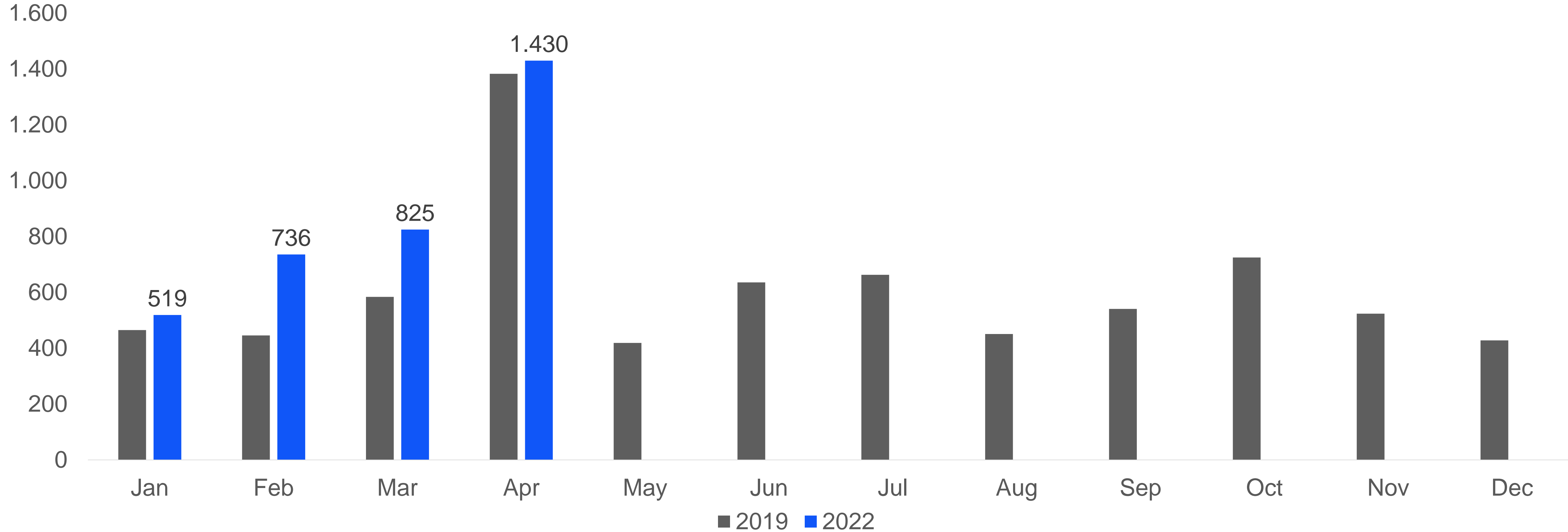


2021 realized recovery rate: 57%

2022 target recovery rate: 138%

2022 PERFORMANCE

# Belgium 2022



Realized visitors 2019 YTD (Jan – Apr): 2,878 visitors  
Realized visitors 2022 YTD (Jan – Apr): 3,510 visitors  
Increase of 22% visitors compared to benchmark year



# strategy 2022

- **Increase brand/destination awareness within the travel trade industry (and consumer).**  
More groundwork (visibility) is needed to explain/inform about the destination. Primary focus should be on the Flemish although Wallonia is as important.
- **Maximize our partnership with Air Belgium & Corendon Belgium.** Corendon has taken guaranteed seats on AB for whole 2022.
- **Keep an eye on opportunities for niches such as MICE and Golf.**

# Trade actions

2022								
	May	June	July	August	September	October	November	December
<b>CTBE</b>								
Corendon Curaçao Cooking Workshop								
Sandals FAMtrip								
Live2Travel Roadshow								
Corendon FAMtrip								
Caribbean Event								
SalesBlitz								

2023								
	January	February	March	April	May	June	July	August
<b>CTBE</b>								
Vakantiesalon Brussel								

Other europe

# strategy 2022

The challenge of 2019 was slots at Schiphol and high load-factors (98%) with KLM. Therefore, other markets where mainly maintenance in order not to cannibalize on Netherlands and Germany.

- **Together with KLM and other partners explore other source markets such as Poland, Scandinavia and UK.**
- **Cater TO and Hotel partners in their push towards new source markets.**

# trade actions

2022								
	May	June	July	August	September	October	November	December
<b>CTBE</b>								
Roadshow WROCŁAW, KATOWICE, KRAKÓW								
Roadshow GDAŃSK, ŁÓDŹ, WARSZAWA								

2023								
	January	February	March	April	May	June	July	August
<b>CTBE</b>								
Roadshow SZCZECIN, POZNAŃ, GDAŃSK								