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Sustainable Tourism Development in Curaçao: A Balanced Approach

CHATA Membership Meeting

Presentation: Richard Doornbosch

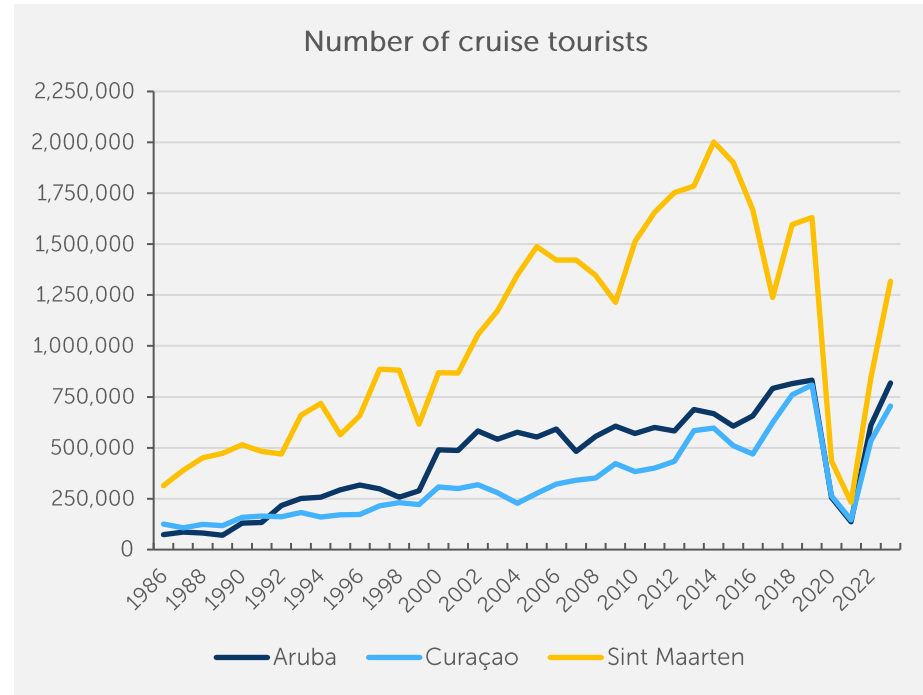
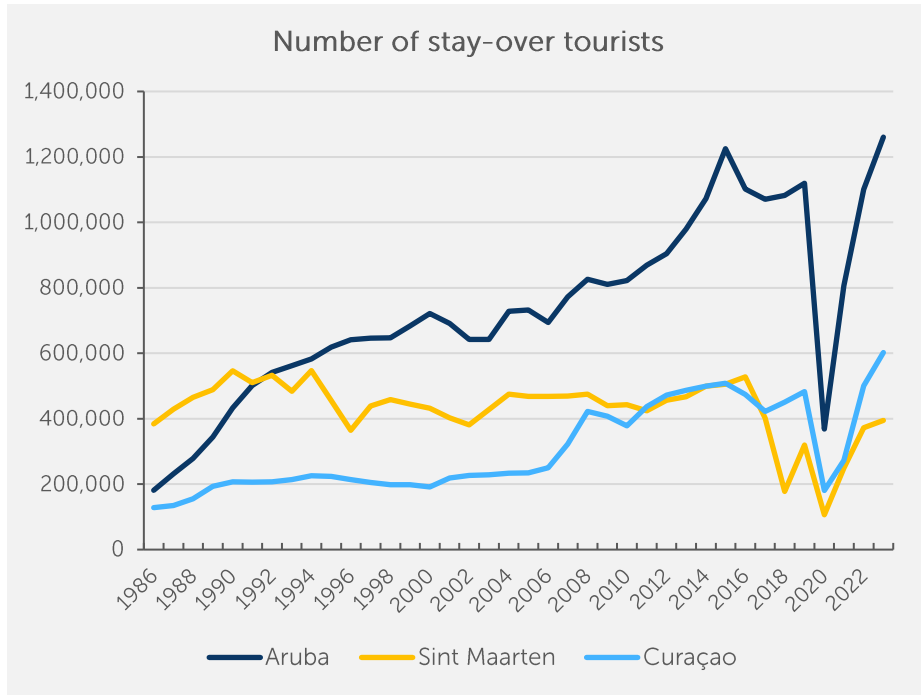
President of the Centrale Bank van Curaçao en Sint Maarten

4 April 2025



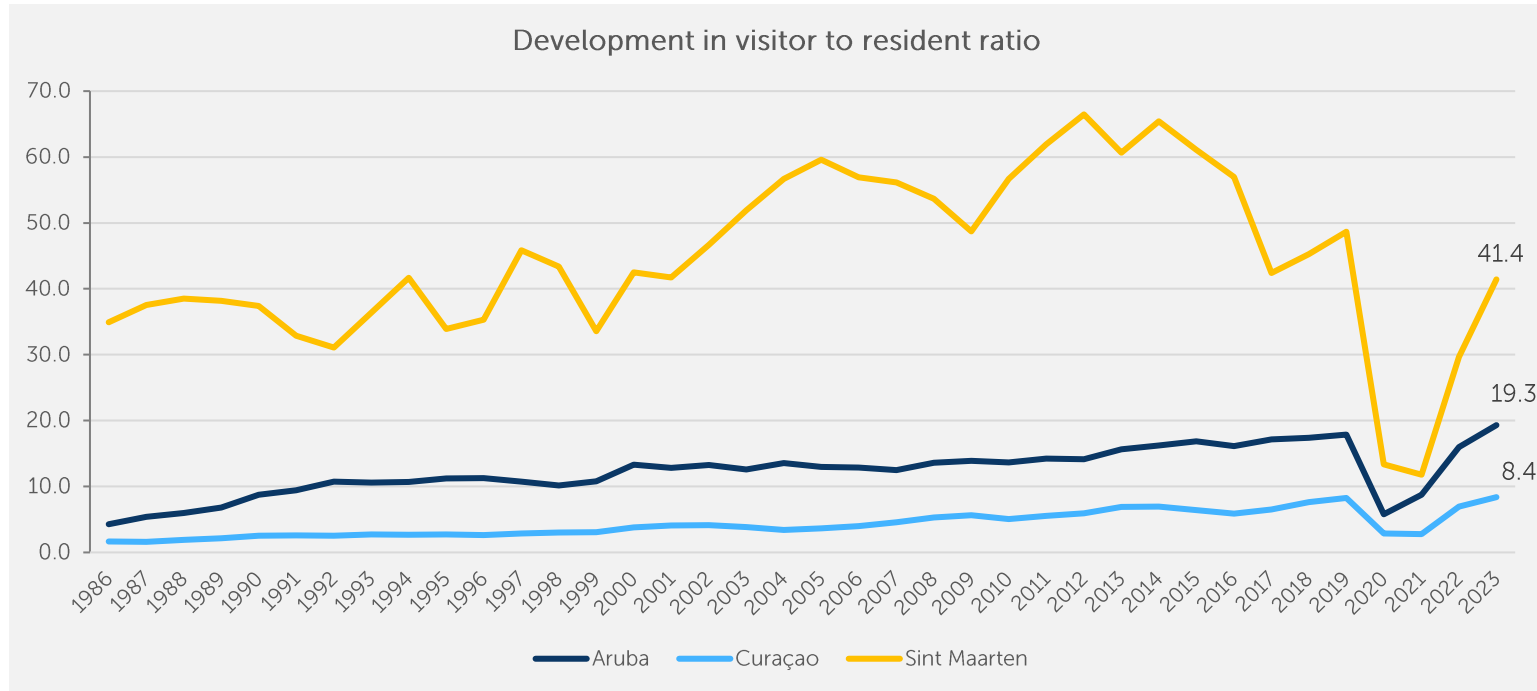
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Curaçao's tourism industry is less mature compared to that of Sint Maarten and Aruba....



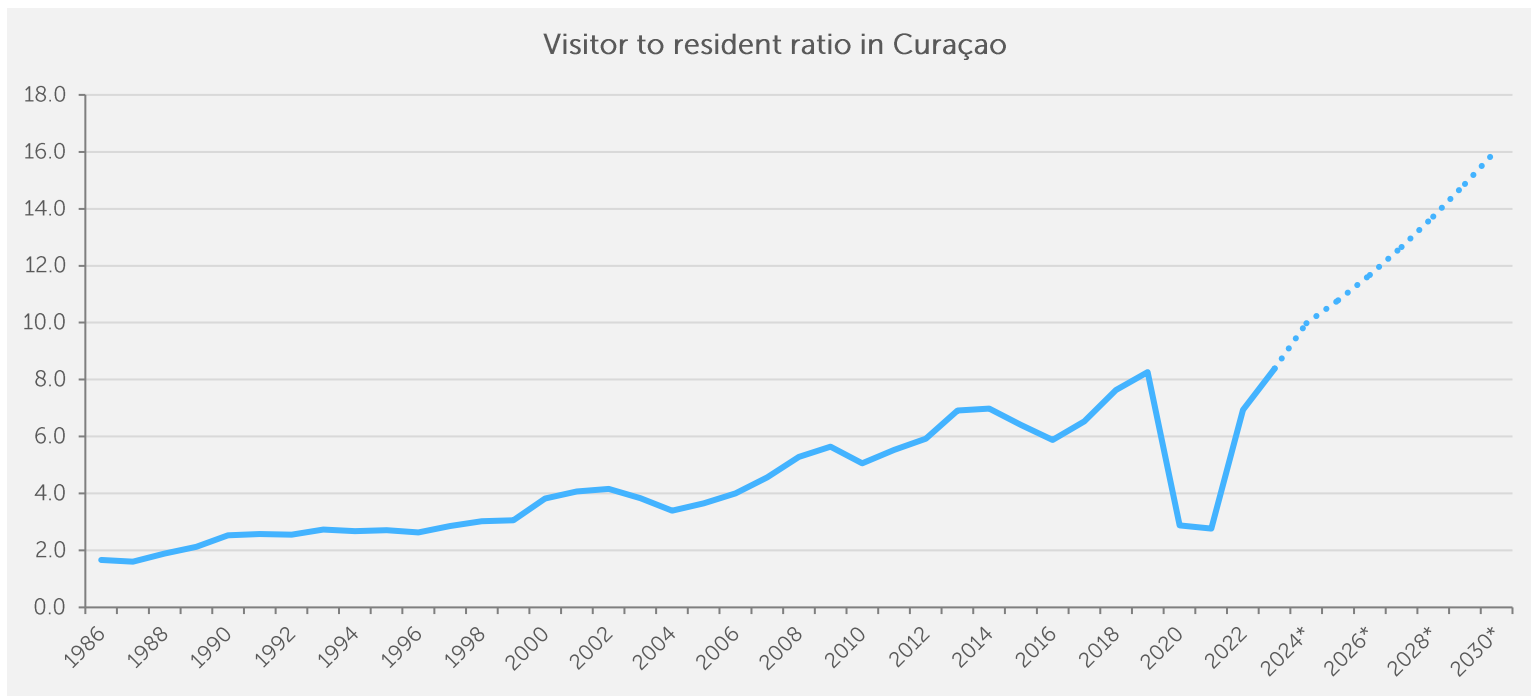
Source: Centraal Bureau voor de Statistiek Curaçao, Curaçao Tourist Board, Sint Maarten Tourism Bureau, Centraal Bureau voor de Statistiek Aruba, Centrale Bank van Aruba.

.. resulting in lower pressure on environmental and social resources



Source: Centraal Bureau voor de Statistiek Curaçao, Curaçao Tourist Board, Sint Maarten Tourism Bureau, Centraal Bureau voor de Statistiek Aruba, Centrale Bank van Aruba.

Environmental and social pressure expected to increase significantly over the medium term



Source: Curaçao Tourism Bureau and Central Bureau of Statistics

*CBCS projections

The double-edged nature of tourism growth



Social costs

- Overcrowding makes the tourism destination less attractive
- Rising cost of living and housing pressures



Environmental costs

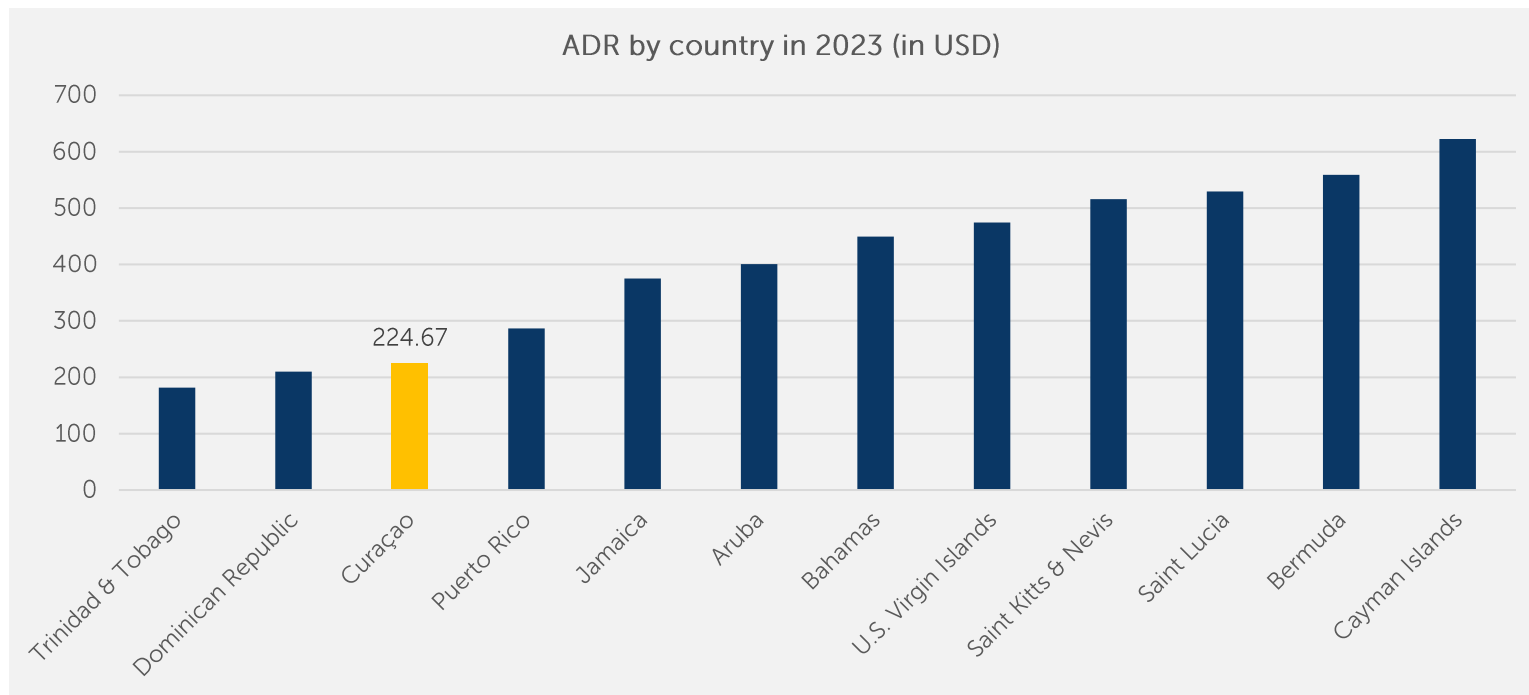
- Loss of biodiversity
- Pollution
- Beach erosion



Infrastructure constraints

- Road congestion
- Challenges for waste management and electricity production
- Capacity constraints at airport

Potential to increase value from tourism product



Source: Integra Realty Resources - Caribbean Hospitality Market Report

A holistic framework for sustainable tourism development



Applying the “People, Profit, Planet” principle to tourism



People:

Tourism benefits local population



Profit:

Tourism ensures business profitability, creates employment opportunities and generates tax revenues



Planet:

Natural environment is protected



Tourism Carrying Capacity – 4 Dimensions

1. Economic



2. Environment



3. Social



4. Governance



Conclusion

- Sustainable tourism development can serve as catalyst for economic prosperity, and social wellbeing while ensuring environmental preservation.
- Balanced approach needed for sustainable tourism development centered on people, profit and planet principle.
- Sustainability should be prioritized by focusing on value rather than on volume

Thank you!



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