

U.S. Virgin Islands

April 2010 Tourism Indicators

Bureau of Economic Research

June 2010

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Total visitors arrivals grew by 5.5 percent in April 2010

The continuing growth in visitor arrivals exemplifies the strengthening of the tourism industry. There were 233,403 visitors to the Territory this April, up 12,174 visitors or 5.5 percent over April 2009. There were 166,877 cruise ship passenger arrivals this month compared to 155,626 who came ashore last April, a gain of 7.2 percent. The number of cruise ship calls increased to 63 from 57 one year earlier. Air arrivals totaled 65,603 this month, up a modest 1.4 percent when compared with the same month a year ago.

Arrivals by District

St. Croix continues to experience an upswing in air visitors. There were 12,312 air visitors to St. Croix this April compared to 10,933 in April 2009. Air arrivals were flat in the St. Thomas and St. John district this April, notwithstanding Virgin Islands Carnival activities taking place. There were 54,214 air visitors this April compared to 54,670 last year. The St. Croix district received 15,832 cruise passengers this month. There were no cruise ship arrivals April 2009. The St. Thomas and St. John district hosted 166,877 cruise passengers—7.2 percent more than last April.

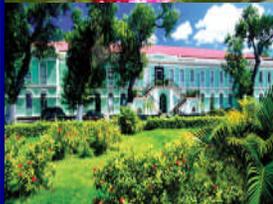
Hotel Occupancy

The Territory's hotel occupancy rate for April was 57.7 percent, marginally below the 58.6 percent occupancy last April. The rate for St. Croix was 38.0 percent compared to 35.9 percent recorded one year earlier. With 89.0 percent of hotels reporting for the St. Thomas and St. John district, the occupancy rate was 63.9 percent compared to 66.3 percent last April. A total of \$2,175,197 was collected in hotel room revenues this April compared to \$1,756,799 in April 2009, a gain of 23.8 percent.

Tourism Statistics January to April 2010

A total of 1,103,111 visitors arrived in the Territory during the first four months of 2010, a 15.4 percent gain or 147,331 more visitors over the corresponding period in 2009. Most of the growth came from cruise passengers arrivals which grew by 16.7 percent to 823,002 from 705,032 one year earlier. There were 280,109 air visitors or 11.7 percent more than the 250,748 air visitors for the same four-month period in 2009. Cruise ship calls increased to 316 or 1.9 percent more than last year.

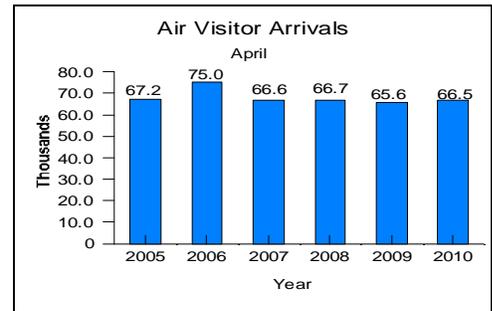
The territory's hotel occupancy rate averaged 67.1 percent for the first four months this year, 5.6 percentage points higher than 61.5 percent reported last year. Occupied room nights from January to April were 401,826, compared to 369,240 occupied rooms for the same period in 2009. Total guest registration of 359,516 April year-to-date grew a strong 20.4 percent. Registration increased from the following countries when compared to the same period last year: the United States 25.9 percent, Puerto Rico 4.6 percent, Other West Indies 22.4 percent, Europe 4.3 percent and Central America 27.7 percent. Guest registrations were down from Canada 15.8 percent, South America 6.2 percent, Local Residents 14.9 percent, and 19.9 percent from Other Areas.



Tourism Statistics for April 2010

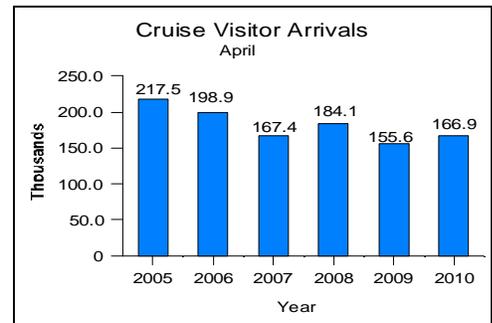
PASSENGER ARRIVALS

	Apr 10	Mar 10	Apr 09	10 CY		09 % Ch.
				Jan-Apr	Jan-Apr 10/09	
Air Visitors	66,526	80,980	65,603	280,109	250,747	11.7
St. Thomas and St. John	54,214	66,260	54,670	226,162	209,626	7.9
St. Croix	12,312	14,720	10,933	53,947	41,121	31.2
Cruise Ship Visitors	166,877	256,478	155,626	823,002	705,032	16.7
St. Thomas and St. John	155,693	241,412	155,626	772,230	700,209	10.3
St. Croix	15,832	19,491	0	77,330	18,040	-
Cruise Ship Calls	63	100	57	316	310	1.9
St. Thomas and St. John	59	93	57	293	304	-3.6
St. Croix	6	9	0	34	14	-



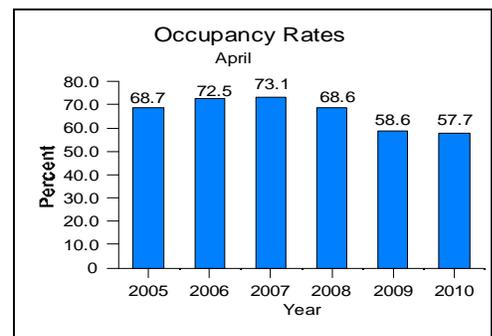
HOTEL REGISTRATION

	Apr 10	Mar 10	Apr 09	10 CY		09 % Ch.
				Jan-Apr	Jan-Apr 10/09	
Total	81,700	102,857	78,713	359,516	298,664	20.4
Residents	5,602	5,984	7,002	22,802	26,787	-14.9
Non Residents	76,098	96,873	71,711	336,714	271,877	23.8
United States	72,103	91,406	66,686	315,243	250,388	25.9
Puerto Rico	1,360	1,413	1,470	5,817	5,561	4.6
Other West Indies	590	504	713	2,518	2,058	22.4
Canada	526	1,145	836	3,627	4,308	-15.8
Europe	1,183	1,933	1,513	7,546	7,234	4.3
Central America	28	30	39	120	94	27.7
South America	69	65	153	362	386	-6.2
Other Areas	240	376	300	1,481	1,849	-19.9
Average Stay (nights)	4.2	4.4	4.1	4.5	4.2	7.1



HOTEL ACCOMODATIONS

	Apr 10	Mar 10	Apr 09	10 CY		09 % Ch.
				Jan-Apr	Jan-Apr 10/09	
Total Tourist Rooms Available	4,999	4,999	4,941	4,992	4,940	1.1
Occupied Room Nights	86,541	108,293	88,128	401,826	369,240	8.8
Available Room Nights	149,970	154,969	150,488	599,000	600,014	-0.2
Occupancy Rate (%)	57.7	69.9	58.6	67.1	61.5	-
St. Thomas and St. John	63.9	75.8	66.3	70.3	68.1	-
St. Croix	38.0	51.2	35.9	56.9	42.2	-



Note: CY = Calendar Year.

% Ch. 10/09 = year-to-date

Data subject to revision.

Tourism Indicators is a Bureau of Economic Research publication that compiles basic economic and statistical information from numerous sources. The table featured in this publication compares the reported month's data with figures from the preceding month and from the month of one year earlier figure. Data are subject to revision.

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