

# April Tourism Indicators



## This Issue:

Visitor Summary Report **P.1**

Monthly Tourism Statistics **P.2**

## Highlights April 2011

- Visitor arrivals for April 2011 reached 247,894 or 6.2 percent over the same month last year.
- Air visitor arrivals fell by 4.6 percent to 63,449 from 66,526 in April 2010.
- The Visitor Arrivals increase was due primarily to cruise passengers, which has grown this April by 10.5 percent to 184,445.
- The Territory's hotels reported occupancy rate this April was 56.8 percent.
- Total visitor arrivals for the first four months of the year increased 7.7 percent to 1,187,950 from the 1,103,111 who visited in the same period a year earlier.

## Total visitors arrivals up 6.2 percent in April 2011

Visitor arrivals for April 2011 reached 247,894 or 6.2 percent over the same month last year. The increase was due primarily to cruise passengers, which has grown this April by 10.5 percent to 184,445. Air visitor arrivals fell by 4.6 percent to 63,449 from 66,526 in April 2010. Cruise ship calls increased by 4.8 percent from one year ago.

### Arrivals by District

The St. Thomas and St. John district experienced a 3.8 percent decline in air visitors to 52,145 from 54,214 from last April. Similarly, the district of St. Croix posted an 8.2 percent decrease in air visitors from 12,312 to 11,304. The St. Thomas and St. John district received 173,844 cruise passengers or 11.7 percent more than last year. St. Croix hosted 19,639 cruise passengers this month, a strong increase of 24.0 percent. Overall, 66 cruise ship calls were recorded for April 2011 compared to the 63 port calls made in April 2010.

### Hotel Occupancy

The Territory's hotels reported occupancy rate this April was 56.8 percent. The reporting rate for April of last year was 60.6 percent. The occupancy rate for St. Croix was 41.1 percent while St. Thomas and St. John had a rate of 61.9 percent. The Territory's occupied room nights were 85,650 in April 2011 compared to 90,932 the previous April. A total of \$2,083,926 was collected in hotel room revenues this April compared to the \$2,175,197 gained in April 2010, a loss of 4.2 percent.

### Tourism Statistics

#### January to April 2011

Total visitor arrivals for the first four months of the year increased 7.7 percent to 1,187,950 from the 1,103,111 who visited in the same period a year earlier. There were 269,163 air visitors, a 3.9 percent decline from a year ago. A total of 918,787 cruise passengers visited during the first four months of this year, an increase of 11.6 percent over the 832,002 cruise passengers who visited the same period in 2010. There was a total of 353 cruise ship calls April year-to-date, about 11.7 percent more than the 316 calls a year ago.

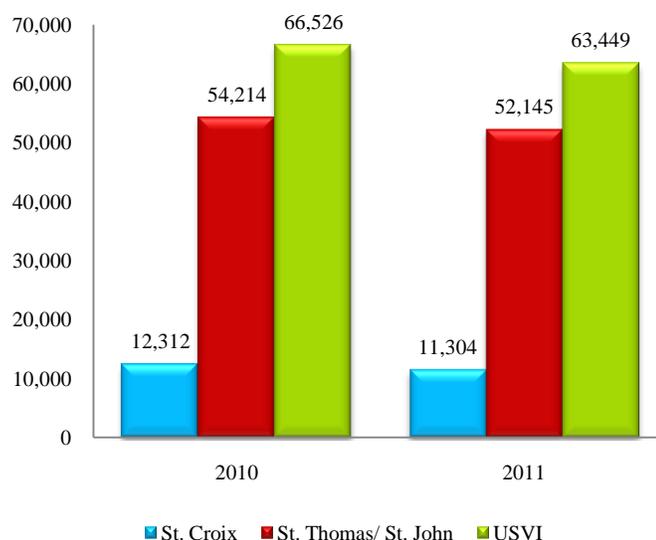
The Territory's hotel occupancy rate from January to April averaged 61.1 percent--7.5 percentage lower points than 68.6 percent from last year. Year-to-date, there was 292,205 guests who stayed at local hotels versus the 353,717 who stayed during the same period in 2010.

The hotel occupancy reports showed that guest registrations decreased from the U.S. (19.9 percent) which accounts for 85.2 percent of guest stays and Local Residents (18.8 percent). On the other hand, Europe (18.6 percent), Puerto Rico (14.8 percent), Other West Indies (34.5 percent), Central America (141.5 percent), South America (147.6 percent), Other Areas (38.1 percent), and Canadian guests (7.1 percent).

## Air Visitor Arrivals, January to April 2011

	St. Thomas/ St. John			St. Croix			Total USVI		
	2010	2011	%	2010	2011	%	2010	2011	%
<b>APR YTD:</b>	226,162	216,663	-4.2	53,947	52,500	-2.7	280,109	269,163	-3.9
January	51,997	52,932	1.8	14,215	14,264	0.3	66,212	67,196	1.5
February	53,691	50,569	-5.8	12,700	13,233	4.2	66,391	63,802	-3.9
March	66,260	61,017	-7.9	14,720	13,699	-6.9	80,980	74,716	-7.7
April	54,214	52,145	-3.8	12,312	11,304	-8.2	66,526	63,449	-4.6
May	44,585	-	-	12,731	-	-	57,316	-	-
June	47,180	-	-	12,530	-	-	59,710	-	-
July	51,914	-	-	13,561	-	-	65,475	-	-
August	38,647	-	-	12,659	-	-	51,306	-	-
September	20,265	-	-	7,615	-	-	27,881	-	-
October	28,774	-	-	9,652	-	-	38,426	-	-
November	36,211	-	-	11,853	-	-	48,064	-	-
December	49,265	-	-	14,007	-	-	63,272	-	-
<b>Quarter:</b>									
First	171,948	164,518	-4.3	41,635	41,196	-1.1	213,583	205,714	-3.7
Second	145,979	-	-	37,573	-	-	183,552	-	-
Third	110,826	-	-	33,835	-	-	144,662	-	-
Fourth	114,249	-	-	35,512	-	-	149,762	-	-
<b>Total:</b>	<b>543,002</b>	<b>-</b>	<b>-</b>	<b>148,556</b>	<b>-</b>	<b>-</b>	<b>691,558</b>	<b>-</b>	<b>-</b>

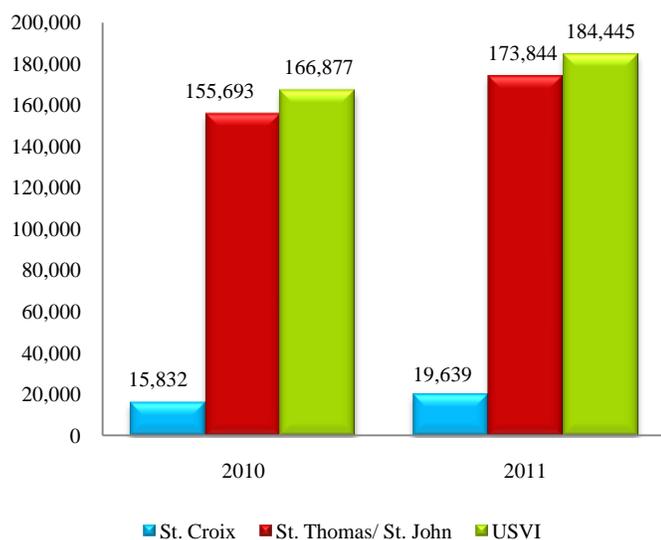
## Air Visitor Arrivals, April 2011



## Cruise Passenger Arrivals, January to April 2011

	St. Thomas/ St. John			St. Croix			Total USVI		
	2010	2011	%	2010	2011	%	2010	2011	%
<b>APR YTD:</b>	772,230	862,393	11.7	77,330	92,685	19.9	823,002	918,787	11.6
January	195,003	235,503	20.8	21,912	29,427	34.3	205,550	254,598	23.9
February	180,122	211,606	17.5	20,095	23,083	14.9	194,097	226,336	16.6
March	241,412	241,440	0.0	19,491	20,536	5.4	256,478	253,408	-1.2
April	155,693	173,844	11.7	15,832	19,639	24.0	166,877	184,445	10.5
May	89,551	-	-	11,338	-	-	93,386	-	-
June	103,417	-	-	4,818	-	-	108,235	-	-
July	108,723	-	-	4,835	-	-	113,558	-	-
August	92,833	-	-	4,829	-	-	97,662	-	-
September	78,707	-	-	4,507	-	-	81,021	-	-
October	109,131	-	-	7,650	-	-	116,781	-	-
November	182,843	-	-	14,567	-	-	195,548	-	-
December	213,893	-	-	19,544	-	-	229,753	-	-
<b>Quarter:</b>									
First	616,537	688,549	11.7	61,498	73,046	18.8	656,125	734,342	11.9
Second	348,661	-	-	31,988	-	-	368,498	-	-
Third	280,263	-	-	14,171	-	-	292,241	-	-
Fourth	505,867	-	-	41,761	-	-	542,082	-	-
<b>Total:</b>	<b>1,751,328</b>	<b>-</b>	<b>-</b>	<b>149,418</b>	<b>-</b>	<b>-</b>	<b>1,858,946</b>	<b>-</b>	<b>-</b>

## Cruise Passenger Arrivals, April 2011



## Hotel Occupancy Rates, January to April 2011

	St. Thomas/ St. John			St. Croix			Total USVI		
	2010	2011	%	2010	2011	%	2010	2011	%
<b>APR YTD:</b>	72.3	64.7	-7.6	56.9	50.0	-6.9	68.6	61.1	-7.5
January	67.7	60.3	-7.4	62.3	49.3	-13.1	66.4	57.6	-8.8
February	76.2	65.1	-11.1	77.5	59.5	-18.1	76.5	63.7	-12.8
March	77.7	71.4	-6.3	51.2	50.6	-0.6	71.3	66.3	-5.0
April	67.8	61.9	-6.0	37.9	41.1	3.3	60.6	56.8	-3.8
May	62.6	-	-	39.0	-	-	56.9	-	-
June	63.5	-	-	39.8	-	-	57.8	-	-
July	65.3	-	-	39.5	-	-	59.0	-	-
August	54.4	-	-	39.0	-	-	50.6	-	-
September	38.1	-	-	37.4	-	-	38.0	-	-
October	47.0	-	-	36.1	-	-	44.4	-	-
November	50.3	-	-	50.2	-	-	50.2	-	-
April	57.2	-	-	43.2	-	-	53.8	-	-
<b>Quarter:</b>									
First	73.8	65.6	-8.2	63.2	52.9	-10.3	71.3	62.5	-8.7
Second	64.6	-	-	38.9	-	-	58.4	-	-
Third	52.7	-	-	38.7	-	-	49.3	-	-
Fourth	51.5	-	-	43.1	-	-	49.5	-	-
<b>Total:</b>	<b>60.6</b>	<b>-</b>	<b>-</b>	<b>45.8</b>	<b>-</b>	<b>-</b>	<b>57.0</b>	<b>-</b>	<b>-</b>

## Hotel Occupancy Rates, April 2011

