

# U.S. Virgin Islands August 2010 Tourism Indicators

Bureau of Economic Research

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## Total visitors arrivals grew by 14.5 percent in August 2010

August 2010 reinforced the Territory's growth in visitor arrivals. In total, 148,603 visitors arrived in the Territory in August or 14.5 percent more visitors than August of 2009. The cruise passenger arrivals this August outpaced last August arrivals and accounted for the healthy growth in overall arrivals. Cruise passenger grew a robust 23.4 percent to 97,662 from 79,165 a year earlier. However, total air arrivals to the Territory remained at the same levels as one year earlier.

## Arrivals by District

The St. Croix district received 12,659 air passengers—17.7 percent more air visitors than one year ago. Conversely, The St. Thomas and St. John district received 38,282 air visitors or about 3.8 percent lower than August of 2009. The St. Thomas and St. John district received 92,833 cruise passengers, a strong 28.6 percent growth. St. Croix welcomed to its shores 4,829 cruise passengers, down 31 percent from August last year 6,999 cruise passenger arrivals.

## Hotel Occupancy

The Territory's hotel occupancy rate for August was estimated at 50.6 percent, 2.5 percentage points higher than August of last year. The reported occupancy rate for St. Croix was 39.0 percent and 54.4 percent for St. Thomas and St. John. Total hotel room revenue this August was \$1,114,760, an 18.3 percent increase over August 2009.

## Tourism Statistics January to August 2010

A total of 1,749,394 visitors arrived in the Territory during the first eight months of 2010; this represents a 14.3 percent increase in visitors over the corresponding period in 2009. Air arrivals for the eight months period grew by 7.5 percent to 513,551 from 477,669. Cruise passengers arrivals rose by 17.3 percent to 1,235,843 from 1,053,387 one year earlier. There were 19 additional cruise ship calls this period or 4.6 percent more than last year.

The occupancy rate for hotels averaged 62.2 percent for the eight months of this year, about 4.1 percentage points higher than the corresponding period in 2009. Occupied room nights were 756,459 compared to 702,974 for the corresponding period a year earlier.

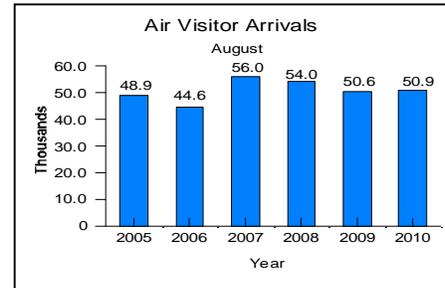
Year-to-date statistics show there were 614,199 registered hotel guests for the first eight months of the year, a 1.2 percent increase or 7,205 more guests than last year. Guests from the United States, who comprise 86.2 percent of all hotel guests, grew by 3.8 percent in August. Hotel guests from the Puerto Rico grew by 4.8 percent. On the other hand, Virgin Islands' residents who make up the next largest group of hotel guests--7.8 percent--decreased 13.3 percent during this period. Hotel guests from the Other West Indies decreased 25.9 percent; Other Areas by 28.4 percent; Europe 4.8 percent; and 42.7 percent and 17.0 percent for Central and South America, respectively. The number of guests from Canada fell by 31.4 percent.



## Tourism Statistics for August 2010

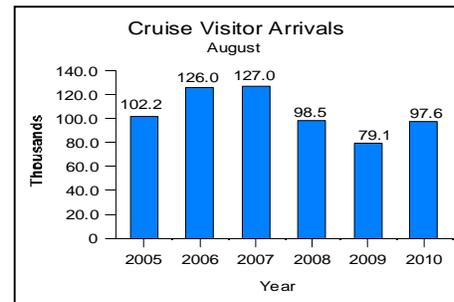
### PASSENGER ARRIVALS

|                         | Aug 10 | Jul 10  | Aug 09 | 10 CY     |           | 09 CY % Ch. |
|-------------------------|--------|---------|--------|-----------|-----------|-------------|
|                         |        |         |        | Jan-Aug   | Jan-Aug   | 10/09       |
| Air Visitors            | 50,941 | 65,475  | 50,610 | 513,551   | 477,668   | 7.5         |
| St. Thomas and St. John | 38,282 | 51,914  | 39,804 | 408,122   | 390,107   | 4.6         |
| St. Croix               | 12,659 | 13,561  | 10,806 | 105,429   | 87,561    | 20.4        |
| Cruise Ship Visitors    | 97,662 | 113,558 | 79,125 | 1,235,843 | 1,053,387 | 17.3        |
| St. Thomas and St. John | 92,833 | 108,723 | 72,166 | 1,166,754 | 1,021,103 | 14.3        |
| St. Croix               | 4,829  | 4,835   | 6,999  | 103,150   | 45,501    | -           |
| Cruise Ship Calls       | 27     | 32      | 24     | 436       | 417       | 4.6         |
| St. Thomas and St. John | 25     | 30      | 22     | 406       | 403       | 0.7         |
| St. Croix               | 2      | 2       | 2      | 44        | 22        | -           |



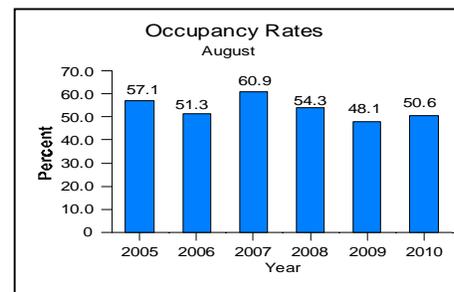
### HOTEL REGISTRATION

|                       | Aug 10 | Jul 10 | Aug 09 | 10 CY   |         | 09 CY % Ch. |
|-----------------------|--------|--------|--------|---------|---------|-------------|
|                       |        |        |        | Jan-Aug | Jan-Aug | 10/09       |
| Total                 | 66,044 | 75,910 | 72,378 | 614,199 | 606,994 | 1.2         |
| Residents             | 6,815  | 6,732  | 6,697  | 47,714  | 55,004  | -13.3       |
| Non Residents         | 59,229 | 69,178 | 65,681 | 566,485 | 551,990 | 2.6         |
| United States         | 55,445 | 64,603 | 60,797 | 529,699 | 510,094 | 3.8         |
| Puerto Rico           | 1,752  | 2,214  | 1,651  | 12,804  | 12,218  | 4.8         |
| Other West Indies     | 831    | 543    | 1,072  | 5,140   | 6,934   | -25.9       |
| Canada                | 328    | 311    | 594    | 4,855   | 7,074   | -31.4       |
| Europe                | 625    | 1,267  | 1,294  | 11,043  | 11,596  | -4.8        |
| Central America       | 20     | 20     | 63     | 209     | 365     | -42.7       |
| South America         | 71     | 61     | 30     | 585     | 705     | -17.0       |
| Other Areas           | 157    | 159    | 179    | 2,151   | 3,004   | -28.4       |
| Average Stay (nights) | 4.4    | 4.3    | 3.8    | 4.4     | 4.1     | 7.3         |



### HOTEL ACCOMODATIONS

|                               | Aug 10  | Jul 10  | Aug 09  | 10 CY     |           | 09 CY % Ch. |
|-------------------------------|---------|---------|---------|-----------|-----------|-------------|
|                               |         |         |         | Jan-Aug   | Jan-Aug   | 10/09       |
| Total Tourist Rooms Available | 5,022   | 5,022   | 4,938   | 5,001     | 4,942     | 1.2         |
| Occupied Room Nights          | 78,836  | 91,592  | 73,600  | 756,459   | 702,974   | 7.6         |
| Available Room Nights         | 155,682 | 155,682 | 153,078 | 1,215,303 | 1,210,216 | 0.4         |
| Occupancy Rate (%)            | 50.6    | 58.8    | 48.1    | 62.2      | 58.1      | -           |
| St. Thomas and St. John       | 54.4    | 65.1    | 53.2    | 66.8      | 64.4      | -           |
| St. Croix                     | 39.0    | 39.5    | 32.1    | 47.9      | 39.1      | -           |



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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