

August Tourism Indicators



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Highlights August 2011

- Tourism figures for the month of August revealed that there was a 5.3 percent increase in total visitor arrivals, compared to the same month a year ago.
- The Territory's hotels reported occupancy rate averaged 43.1 percent this month compared to 50.6 percent reported last August.
- During the past eight months the Territory welcomed 1,856,048 visitors, a 6.1 percent increase or 106,289 more visitors than the corresponding period in 2010.
- The year-to-date hotel guest registrations were 524,657 compared to 614,199, a decline of 14.6 percent.

Visitor Arrivals for August up by 5.3 Percent

Tourism figures for the month of August revealed that there was a 5.3 percent increase in total visitor arrivals, compared to the same month a year ago. The increase in visitors stemmed from a 12.0 percent growth in cruise passengers. Of the 156,794 visitors who came in August, 109,334 were cruise ship passengers. The number of cruise ship calls rose to 29, up from 27 calls last August.

Air arrivals, which totaled 47,460 this August, were down by 7.5 percent from last August. The St. Thomas/St. John district received 36,365 air visitors, a 5.9 percent decrease over August 2010. The St. Croix district showed a 12.4 percent drop in air arrivals to 11,095 from 12,659 recorded last year. The St. Thomas/St. John district showed a 12.6 percent positive growth in cruise visitors this August to 104,491 from 92,833. There were 4,843 cruise passengers who visited St. Croix this month, less than a one percent increase over the 4,829 cruise visitors welcomed last August.

Hotel Occupancy

The Territory's hotels reported occupancy rate averaged 43.1 percent this month compared to 50.6 percent reported last August. The rate for St. Croix was 40.1 percent compared to 39.0 percent reported one year earlier. The rate for St. Thomas and St. John district was 44.2 percent compared to 54.4 percent. Hotels reported lower occupied room nights this August from 78,836 in 2010 to 62,828 in 2011. In concert, hotel room revenues were 23.4 percent lower than last year--\$868,827 compared to \$1,133,813 in August 2010.

Tourism Statistics January to August 2011

During the past eight months the Territory welcomed 1,856,048 visitors, a 6.1 percent increase or 106,289 more visitors than the corresponding period in 2010. There were 487,588 air visitors compared to 513,916 who visited in 2010. The total year-to-date cruise passenger arrivals were 1,368,460, a 10.7 percent decline from the 1,235,843 passengers who visited last year. There were a total of 477 cruise ship calls, about 9.4 percent more calls than a year ago.

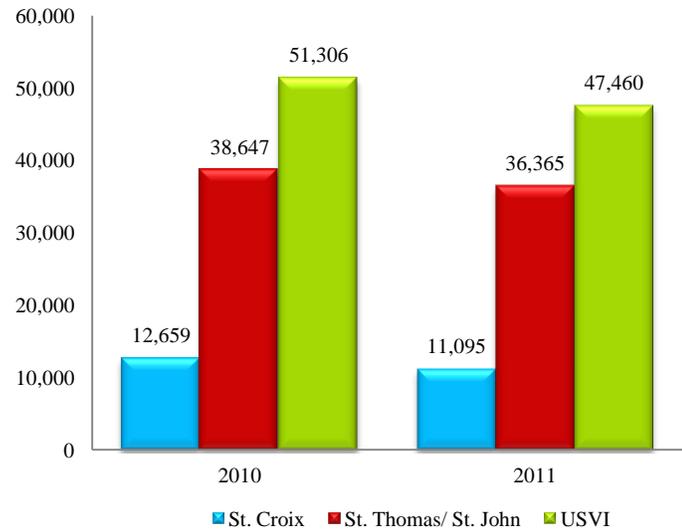
Year-to-date air arrivals fell in both the St. Thomas/St. John district and St. Croix district to 5.1 percent and 5.0 percent, respectively. Cruise passenger arrivals grew by 10.8 percent to 1,292,803 in the St. Thomas/St. John district. St. Croix received 111,948 cruise passengers compared to the 103,150 recorded in the eight-month period of 2010, an increase of 8.5 percent.

For the eight months ending August, the Territory's hotel occupancy rate averaged 55.0 percent. The year-to-date hotel guest registrations were 524,657 compared to 614,199, a decline of 14.6 percent. Guest Registrations were up from the following regions: Puerto Rico (2.9 percent), Other West Indies (25.4 percent), Canada (3.7 percent), Europe (10.7 percent), South America (112.0 percent), and Central America (95.2 percent) and Other Areas (69.3 percent). On the other hand, hotel guest from the decreased U.S. mainland (16.2 percent), and Local Residents (18.9 percent).

Air Visitor Arrivals, January to August 2011

	St. Thomas/ St. John			St. Croix			Total USVI		
	2010	2011	%	2010	2011	%	2010	2011	%
AUG YTD:	369,840	351,089	-5.1	92,770	89,039	-4.0	462,610	440,128	-4.9
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	38,393	-13.9	12,731	10,760	-15.5	57,316	49,153	-14.2
June	47,180	45,160	-4.3	12,530	11,539	-7.9	59,710	56,699	-5.0
July	51,914	50,874	-2.0	13,561	14,239	5.0	65,475	65,113	-0.5
August	38,647	36,365	-5.9	12,659	11,095	-12.4	51,306	47,460	-7.5
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	-	-
Quarter:									
First	171,948	164,518	-4.3	41,635	41,196	-1.1	213,583	205,714	-3.7
Second	145,979	135,698	-7.0	37,573	33,603	-10.6	183,552	169,301	-7.8
Third	110,826	107,884	-2.7	33,835	32,504	-3.9	144,662	140,389	-3.0
Fourth	114,249	-	-	35,512	-	-	149,762	-	-
Total:	543,002	-	-	148,556	-	-	691,558	-	-

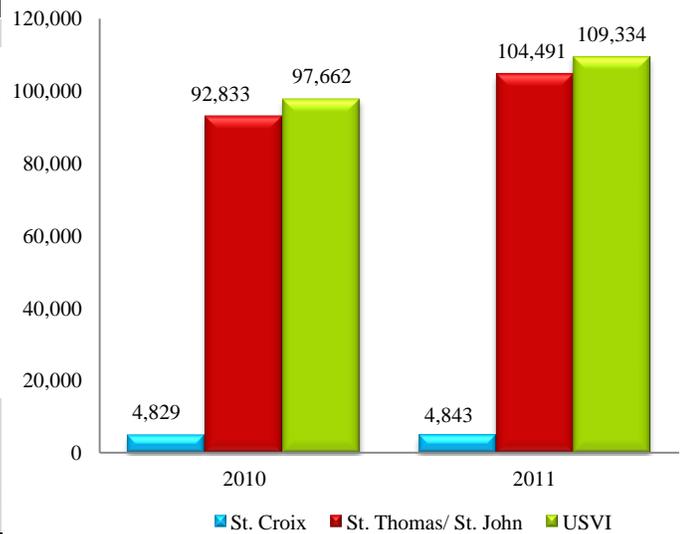
Air Visitor Arrivals, August 2011



Cruise Passenger Arrivals, January to August 2011

	St. Thomas/ St. John			St. Croix			Total USVI		
	2010	2011	%	2010	2011	%	2010	2011	%
AUG YTD:	1,073,921	1,188,312	10.7	98,321	107,105	8.9	1,138,181	1,259,126	10.6
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	125,028	39.6	11,338	4,595	-59.5	93,386	129,623	38.8
June	103,417	98,021	-5.2	4,818	4,900	1.7	108,235	102,921	-4.9
July	108,723	102,870	-5.4	4,835	4,925	1.9	113,558	107,795	-5.1
August	92,833	104,491	12.9	4,829	4,843	0.3	97,662	109,334	12.0
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	-	-
Quarter:									
First	616,537	688,549	11.7	61,498	73,046	18.8	656,125	734,342	11.9
Second	348,661	396,893	13.8	31,988	29,134	-8.9	368,498	416,989	13.2
Third	280,263	282,772	0.9	14,171	14,093	-0.6	292,241	296,865	1.6
Fourth	505,867	-	-	41,761	-	-	542,082	-	-
Total:	1,751,328	-	-	149,418	-	-	1,858,946	-	-

Cruise Passenger Arrivals, August 2011



Hotel Occupancy Rates, January to August 2011

	St. Thomas/ St. John			St. Croix			Total USVI		
	2010	2011	%	2010	2011	%	2010	2011	%
AUG YTD:	68.6	60.1	-8.5	49.3	46.2	-3.0	63.9	56.6	-7.2
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	56.9	-3.8
May	62.6	56.0	-6.6	39.0	35.5	-3.4	56.9	50.7	-5.9
June	63.5	50.8	-12.6	39.8	39.3	-0.5	57.8	47.9	-9.1
July	65.3	53.2	-12.1	39.5	47.0	7.5	59.0	51.6	-7.3
August	54.4	44.2	-10.2	39.0	40.1	1.0	50.6	43.1	-7.5
September	38.1	-	-	37.4	-	-	38.0	-	-
October	47.0	-	-	36.1	-	-	44.4	-	-
November	50.3	-	-	50.2	-	-	50.2	-	-
December	57.2	-	-	43.2	-	-	53.8	-	-
Quarter:									
First	73.8	65.6	-8.2	63.2	52.9	-10.3	71.3	62.5	-8.7
Second	64.6	56.4	-8.2	38.9	38.7	-0.2	58.4	51.9	-6.2
Third	52.7	-	-	38.7	-	-	49.3	-	-
Fourth	51.5	-	-	43.1	-	-	49.5	-	-
Total:	60.6	-	-	45.8	-	-	57.0	-	-

Hotel Occupancy Rates, August 2011

