

U.S. Virgin Islands

February 2010 Tourism Indicators

Bureau of Economic Research

May 2010

1050 Norre Gade No. 5, Suite 301, St. Thomas, VI Tel: (340) 714-1700 Fax: (340) 776-7953

Visitor arrivals 6.8 percent up in February 2010

Visitor arrivals in the Territory reached 260,488 February, 16,531 more visitors or a 6.8 percent increase over last February's 243,957 visitors. The increase in visitors was stimulated by a 6.9 percent growth in air arrivals which reached 66,391 this month, compared to 62,131 air visitors February a year earlier. Cruise passengers arrivals showed a gain of 6.7 percent to 194,097 from 181,826 last year.

Arrivals by District

The St. Thomas/St. John district cruise passenger arrivals this February were 180,122, marginally above last February's 179,797 cruise arrivals. St. Croix received 20,095 cruise visitors in February compared to 6,337 cruise passengers who came in February 2009. The number of cruise ship calls to the Territory totaled 72 this month, or 10 less than the corresponding month last year.

Hotel Occupancy

The Territory's hotels were reporting strong occupancy. The occupancy rate for February was 77.9 percent, 10.8 percentage points higher than last February's occupancy rate of 67.1 percent. The St. Thomas/St. John hotels reported a 78.0 occupancy rate, or 4.6 percentage point increase over last February's rate of 73.4 percent. The agricultural festival and HOVENSA's catalytic cracker turnaround project all helped to boost St. Croix's occupancy rate to 77.5 percent from 48.8 percent for the same month in 2009. There were 108,924 occupied room nights territory-wide in February compared to 94,782 last year. Average guest stays was 4.8 nights versus the 4.4 nights reported February 2009. Hotel room revenues were up 32.0 percent to \$1,721,564 from \$1,170,737 for February 2009.

Tourism Statistics January to February 2010

The combined arrivals for January and February showed a continued upward trend in arrival. Arrivals for the first two months of 2010 were 8.4 percent ahead of last year. A total of 532,250 visitors came during this two-month period compared to 490,915 for the same period in 2009. Air arrivals increased by 8.1 percent to 132,603 in comparison to 122,684 for the corresponding period in 2009. So far, cruise visitors are up to 399,647, a solid 8.5 percent above the 368,231 who came during the first two months of 2009. There were total of 153 cruise ship calls February year-to-date, about 8.9 percent fewer calls than the 168 that arrived a year ago.

The Territory's hotel occupancy rate February year-to-date averaged 72.9 percent compared to the 62.9 percent reported last year. The St. Thomas/St. John district year-to-date occupancy rate was 78.0 percent versus the 73.4 percent recorded last year. The district of St. Croix occupancy averaged 77.5 percent, a strong 28.7 percent increase over 48.8 percent for the same period in 2009.

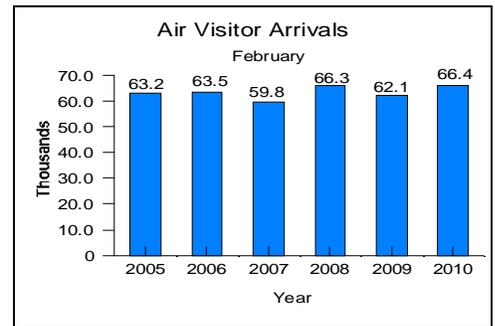
There were 183,620 guests staying at local hotels through February compared to 142,382 guests last year. Guest registrations were down from the following regions: Canada (11.6 percent), Other Areas (35.7 percent), and Local Residents (9.8 percent). On the other hand, hotel guests increased from the United States (34.9 percent), Europe (16.5 percent), Other West Indies (79.0 percent), Central America (36.2 percent), South America (59.6 percent) and Puerto Rico (22.2 percent).



Tourism Statistics for February 2010

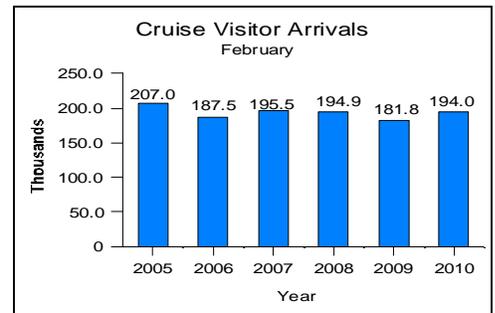
PASSENGER ARRIVALS

	Feb 10	Jan 10	Feb 09	10 CY		09 % Ch.	
				Jan-Feb	Jan-Feb	Jan-Feb	10/09
Air Visitors	66,391	66,212	62,131	132,603	122,684	8.1	
St. Thomas and St. John	53,691	51,997	51,853	105,688	101,514	4.1	
St. Croix	12,700	14,215	10,278	26,915	21,170	27.1	
Cruise Ship Visitors	194,097	209,780	181,826	399,647	368,231	8.5	
St. Thomas and St. John	180,122	200,606	179,197	375,125	364,063	3.0	
St. Croix	20,095	20,417	6,337	42,007	11,774	-	
Cruise Ship Calls	72	81	82	153	168	-8.9	
St. Thomas and St. John	65	76	81	141	164	-14.0	
St. Croix	10	9	5	19	10	-	



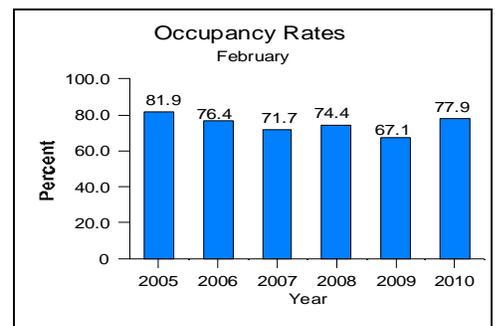
HOTEL REGISTRATION

	Feb 10	Jan 10	Feb 09	10 CY		09 % Ch.	
				Jan-Feb	Jan-Feb	Jan-Feb	10/09
Total	91,802	91,818	72,846	183,620	142,382	29.0	
Residents	5,628	5,997	6,282	11,625	12,883	-9.8	
Non Residents	86,174	85,821	66,564	171,995	129,499	32.8	
United States	79,950	79,577	61,405	159,527	118,249	34.9	
Puerto Rico	1,406	1,712	1,346	3,118	2,552	22.2	
Other West Indies	816	664	374	1,480	827	79.0	
Canada	1,019	1,039	1,236	2,058	2,329	-11.6	
Europe	2,312	2,312	1,906	4,624	3,970	16.5	
Central America	20	44	32	64	47	36.2	
South America	124	117	101	241	151	59.6	
Other Areas	526	357	165	883	1,373	-35.7	
Average Stay (nights)	4.8	4.3	4.4	4.5	4.3	4.7	



HOTEL ACCOMODATIONS

	Feb 10	Jan 10	Feb 09	10 CY		09 % Ch.	
				Jan-Feb	Jan-Feb	Jan-Feb	10/09
Total Tourist Rooms Available	4,993	4,954	4,940	4,975	4,940	0.7	
Occupied Room Nights	108,924	103,854	94,782	212,777	185,127	14.9	
Available Room Nights	139,804	153,574	141,278	293,471	294,418	-0.3	
Occupancy Rate (%)	77.9	67.6	67.1	72.5	62.9	-	
St. Thomas and St. John	78.0	69.2	73.4	73.4	68.5	-	
St. Croix	77.5	62.5	48.8	69.6	46.0	-	



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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