

February Tourism Indicators

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Highlights February 2011

- Visitor arrivals in February grew by 11.4 percent over the corresponding period last year.
- There were 226,336 cruise passengers, up 16.6 percent from 194,097 last February.
- On the other hand, air visitor arrivals dropped 3.9 percent to 63,802 from 66,391.
- The reported hotel occupancy rate for the Territory was 63.7 percent in February 2011.
- The number of guests registered at hotels totaled 139,900 compared to the 169,440 that stayed in the Territory's accommodation establishments a year ago.

Total visitors arrivals up 11.4 percent in February

Visitor Arrivals February 2011

Visitor arrivals in February grew by 11.4 percent over the corresponding period last year, solely due to the continued growth in cruise passenger arrivals. Total visitors grew to 290,138 from 260,488 in February 2010. There were 226,336 cruise passengers, up 16.6 percent from 194,097 last February. On the other hand, air visitor arrivals dropped 3.9 percent to 63,802 from 66,391.

Arrivals by District

Air visitor arrivals to St. Croix rose by 4.2 percent to 13,233 in February from 12,700 last February. There were 23,083 cruise passenger arrivals to St. Croix this month, a 14.2 percent year-on-year growth. Air visitor arrivals in the St. Thomas and St. John district fell by 5.8 percent from 53,691 to 50,569 when compared to the same period last year. Cruise passenger arrivals to St. Thomas and St. John, however, rose by 17.8 percent or 32,239 more cruise passengers than one year earlier.

Hotel Occupancy February 2011

The reported hotel occupancy rate for the Territory was 63.7 percent in February 2011, 10.7 percentage points lower than 76.5 percent recorded in February 2010. The rate for St. Thomas and St. John was 65.1 percent and the rate for St. Croix was 59.5 percent. Despite lower occupancy rates, a total of \$1,960,409 was collected in hotel room revenues this month compared to \$1,745,972 in February 2010, a revenue growth of 12.3 percent.

The increase in collections was partly due, to a few hotels increasing hotel rates or fees associated with occupancy of rooms.

Tourism Statistics January to February 2011

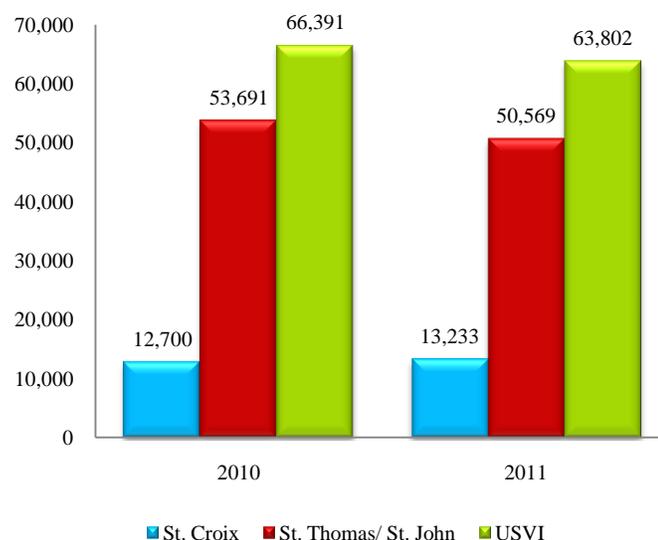
A total of 611,932 visitors came during the first two months of 2011. This represents a gain of 79,682 visitors, or 15.0 percent over the corresponding period in 2010. Cruise passenger arrivals grew to 480,934 from 399,647 February 2011 year-to-date. This represents a healthy gain of 20.3 percent over last year. There were 130,998 air visitors or 1.2 percent less than the corresponding period last year. There were 187 cruise ship calls, 34 more calls than a year ago.

The territory's hotel occupancy rate as reported was 60.5 percent February 2011 year-to-date. Occupied room nights were 179,561, compared to 209,421 occupied rooms for the corresponding period in 2010. The number of guests registered at hotels totaled 139,900 compared to the 169,440 that stayed in the Territory's accommodation establishments in a year ago. Guest registration was down from the following countries when compared to the same period in 2010: the United States by 20.5 percent, Local Residents by 14.5 percent. On the other hand registrations were up in Puerto Rico by 15.7 percent, Other West Indies by 9.7 percent, Canada by 2.6 percent, Europe by 26.7 percent, Other Areas by 32.4 percent, South and Central America 229.0 and 181.2 percent, respectfully.

Air Visitor Arrivals, January to February 2011

	St. Thomas/ St. John			St. Croix			Total USVI		
	2010	2011	%	2010	2011	%	2010	2011	%
FEB YTD:	105,688	103,501	-2.1	26,915	27,497	2.2	132,603	130,998	-1.2
January	51,997	52,932	1.8	14,215	14,314	0.7	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	-	-	14,720	-	-	80,980	-	-
April	54,214	-	-	12,312	-	-	66,526	-	-
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	-	-	6,652	-	-	38,426	-	-
November	36,211	-	-	11,853	-	-	48,064	-	-
December	49,265	-	-	14,007	-	-	63,272	-	-
Quarter:									
First	171,948	-	-	41,635	-	-	213,583	-	-
Second	145,979	-	-	37,573	-	-	183,552	-	-
Third	110,826	-	-	33,835	-	-	144,662	-	-
Fourth	114,249	-	-	35,512	-	-	149,762	-	-
Total:	543,002	-	-	148,556	-	-	691,558	-	-

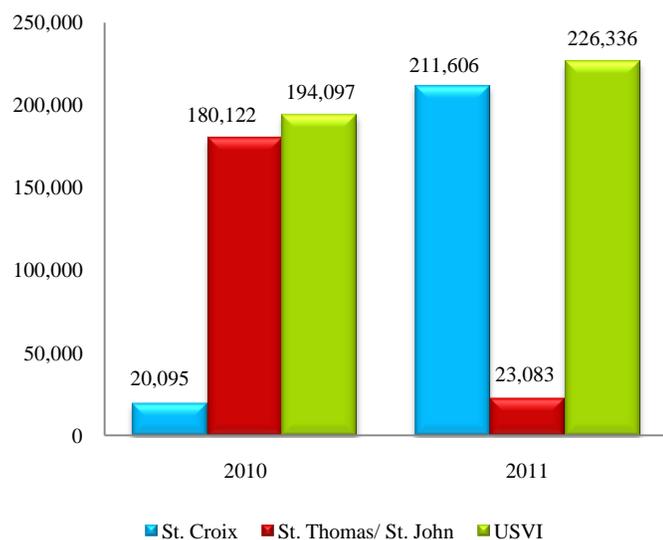
Air Visitor Arrivals, February 2011



Cruise Passenger Arrivals, January to February 2011

	St. Thomas/ St. John			St. Croix			Total USVI		
	2010	2011	%	2010	2011	%	2010	2011	%
FEB YTD:	375,125	447,109	19.2	42,007	52,210	25.0	399,647	480,934	20.3
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	-	-	19,491	-	-	256,478	-	-
April	155,693	-	-	15,832	-	-	166,877	-	-
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	-	-
Quarter:									
First	616,537	-	-	61,498	-	-	656,125	-	-
Second	348,661	-	-	31,988	-	-	368,498	-	-
Third	280,263	-	-	14,171	-	-	292,241	-	-
Fourth	505,867	-	-	41,761	-	-	542,082	-	-
Total:	1,751,328	-	-	149,418	-	-	1,858,946	-	-

Cruise Passenger Arrivals, February 2011



Hotel Occupancy Rates, January to February 2011

	St. Thomas/ St. John			St. Croix			Total USVI		
	2010	2011	%	2010	2011	%	2010	2011	%
FEB YTD:	71.7	62.6	-9.1	69.6	54.1	-15.5	71.2	60.5	-10.7
January	67.7	60.4	-7.4	62.3	49.3	-13.1	66.4	57.7	-8.8
February	76.2	65.1	-11.1	77.5	59.5	-18.1	76.5	63.7	-12.8
March	77.7	-	-	51.2	-	-	71.3	-	-
April	67.8	-	-	37.9	-	-	60.6	-	-
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	-	-
February	57.2	-	-	43.2	-	-	53.8	-	-
Quarter:									
First	73.8	-	-	63.2	-	-	71.3	-	-
Second	64.6	-	-	38.9	-	-	58.4	-	-
Third	52.7	-	-	38.7	-	-	49.3	-	-
Fourth	51.5	-	-	43.1	-	-	49.5	-	-
Total:	60.6	-	-	45.8	-	-	57.0	-	-

Hotel Occupancy Rates, February 2011

