

January Tourism Indicators



This Issue:

Visitor Summary Report **P.1**

Monthly Tourism Statistics **P.2**

Highlights January 2011

- Total visitor arrivals in January 2011 were 321,844, a gain of 50,082 visitors and 18.4 percent more than the 271,762 visitors who visited in January 2010.
- Air arrivals grew by 1.6 percent to 67,246 from 66,212 a year ago.
- A total of 254,598 cruise passengers visited this month, compared with the 205,550 for January 2010
- The Territory's hotel occupancy rate was 57.7 percent this January compared to 66.4 percent last January.
- Total hotel room revenue in January 2011 was \$1,211,023, a 25.3 percent decrease from January 2010.

Total visitors arrivals grew 18.4 percent in January 2011

Visitor Arrivals January 2011

The year began with an impressive gain in visitors arrivals. Total visitor arrivals in January 2011 numbered 321,844, a gain of 50,082 visitors and 18.4 percent more than the 271,762 visitors who visited in January 2010. This represents the strongest increase in visitors for January in the past four years as shown in the table below. A total of 254,598 cruise passengers visited this month, compared with the 205,550 for January 2010—a strong gain of 23.9 percent. There were 100 cruise ship calls to the Territory, about 23.5 percent more calls than a year ago. Similarly, air arrivals grew by 1.6 percent to 67,246 from 66,212 a year ago.



Arrivals by District

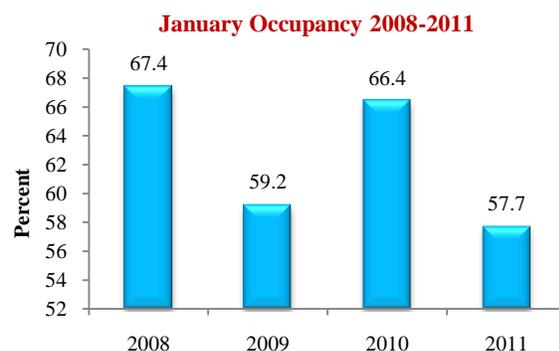
Air arrivals to the St. Thomas and St. John district increased to 52,932 from 51,997, up 1.8 percent over January 2010. St. Croix air arrivals numbered 14,264 practically the same as the 14,215 that visited in January 2010. The St. Thomas and St. John district received 235,503 cruise passengers, a growth of 20.8 percent.

St. Croix welcomed to its shores 29,427 cruise passengers, a significant increase of 34.4 percent from last January's recorded 21,912 cruise passenger arrivals.

Hotel Occupancy January 2011

The Territory's hotel occupancy rate was 57.7 percent this January compared to 66.4 percent last January. The rate was 60.4 percent for St. Thomas and St. John and 49.3 percent for St. Croix. Occupied room nights were 89,808 compared to 102,260 occupied rooms for the corresponding period in 2010. Total hotel room revenue in January 2011 was \$1,211,023, a 25.3 percent decrease from January 2010.

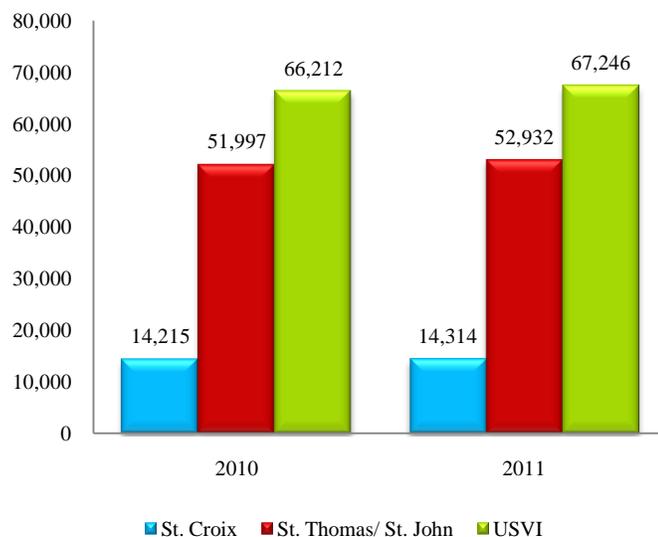
Total hotel guest registrations declined from 84,845 in January of 2010 to 68,260 this January. Guest registrations were down from the following countries: United States 22.6 percent, Local Residents 9.5 percent, Other West Indies 6.7 percent, Europe 0.9 percent, and Canada 14.9 percent. Guest registrations were up 24.7 percent from Puerto Rico, 159.6 percent from South America, 47.6 percent from Central America, and 79.4 percent from Other Areas.



Air Visitor Arrivals, January 2010 to January 2011

	St. Thomas/ St. John			St. Croix			Total USVI		
	2010	2011	%	2010	2011	%	2010	2011	%
January	51,997	52,932	1.8	14,215	14,314	0.7	66,212	67,246	1.6
February	53,691	-	-	12,700	-	-	66,391	-	-
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	-	-

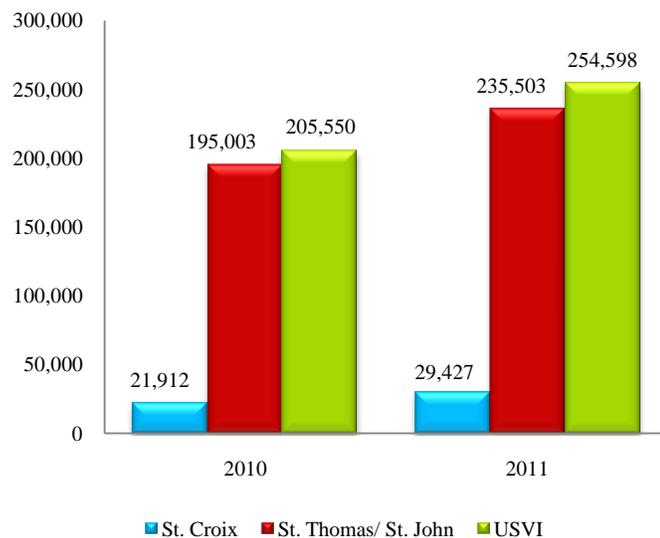
Air Visitor Arrivals, January 2011



Cruise Passenger Arrivals, January 2010 to January 2011

	St. Thomas/ St. John			St. Croix			Total USVI		
	2010	2011	%	2010	2011	%	2010	2011	%
January	195,003	235,503	20.8	21,912	29,427	34.3	205,550	254,598	23.9
February	180,122	-	-	20,095	-	-	194,097	-	-
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	-	-
January	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, January 2011



Hotel Occupancy Rates, January 2010 to January 2011

	St. Thomas/ St. John			St. Croix			Total USVI		
	2010	2011	%	2010	2011	%	2010	2011	%
January	67.7	60.4	-7.3	62.3	49.3	-	66.4	57.7	-8.8
February	76.2	-	-	77.5	-	-	76.5	-	-
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	-	-
January	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, January 2011

