

# U.S. Virgin Islands July 2010 Tourism Indicators

Bureau of Economic Research

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## Total Visitors Arrivals Surged by 17.4 percent in July 2010

Visitor arrivals sustained growth for the seventh consecutive month this year, up 17.1 percent in July over July last year. There were 179,033 visitors to the Territory in July compared to 152,445 for the corresponding month last year. Air arrivals increased by 7.4 percent to 65,415 compared to 60,956 last July. Cruise passenger arrivals grew by 24.1 percent to 113,558 from 91,489 a year ago.

## Arrivals by District

With the exceptions of April and May, St. Thomas and St. John district air arrivals have grown steadily during the year, increasing 7.1 percent in July. Total air visitors rose to 51,914 in July from 48,453 a year ago. Air arrivals in the St. Croix district totaled 13,561 or about 8.5 percent higher than the 12,503 air visitors in July 2009. The St. Thomas and St. John district received 108,723 cruise passengers or 28.7 percent more than last July. The island of St. Croix welcomed 4,835 cruise passengers compared to the 7,043 who came a year earlier. There were 32 cruise ship calls this July from the 27 calls made in July 2009.

## Hotel Occupancy

The Territory's reported hotel occupancy rate for July was estimated at 58.8 percent, a 2.7 percentage point increase over last July. The rate for St. Croix was 39.5 percent compared to 32.8 percent for last July. The rate for St. Thomas and St. John was 65.1 percent compared to 63.6 percent for July last year. A total of \$1,582,663 was collected in hotel room revenues compared to \$1,220,838 in July 2009, a 29.6 percent gain in revenues.

## Tourism Statistics January to July 2010

A total of 1,600,791 visitors arrived in the Territory during the first seven months of 2010, a 14.2 percent gain or 199,510 more visitors more than the corresponding period in 2009. Cruise passengers arrivals grew by 16.2 percent to 1,138,181 from 974,222 one year earlier. There were 462,610 air visitors or 8.3 percent more than the 427,059 air visitors for the same seven-month period in 2009. There were 409 cruise ship calls during this period or 4.1 percent more calls than last year.

The hotel occupancy rate average 63.9 percent for the first seven months of this year, about 4.4 percentage points higher than the corresponding period in 2009. Occupied room nights were 677,347 compared to 679,503 in 2009.

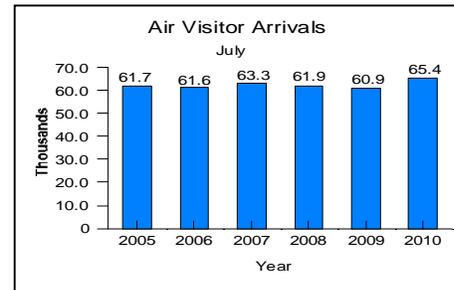
There were 548,155 registered hotel guests during this seven-month period. Guests from the United States, who comprised 86.5 percent of all hotel guests, increased by 5.6 percent over the corresponding period in 2009. Virgin Islands residents staying at local hotels decreased 15.1 percent, while Puerto Rico residents grew by 4.6 percent. Guests from Europe, who accounted for 2 percent of hotel guests, grew by 1.1 percent. Visitors from Central and South America and other Caribbean islands, which each constituted less than a one percent share of hotel guests, declined 37.7 percent, 24.0 percent, and 26.5 percent respectively. Guests from Canada declined by 30.2 percent, while the drop in guests from Other Areas reflects corrections and adjustments to the data submitted by some of the hotels.



## Tourism Statistics for July 2010

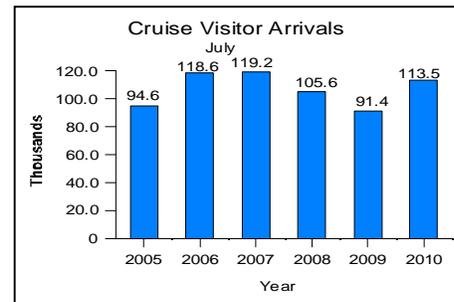
### PASSENGER ARRIVALS

	Jul 10	Jun 10	Jul 09	10 CY		09 CY % Ch.	
				Jan-Jul	Jan-Jul	10/09	10/09
Air Visitors	65,475	59,710	60,956	462,610	427,059	8.3	
St. Thomas and St. John	51,914	47,180	48,453	369,840	350,303	5.6	
St. Croix	13,561	12,530	12,503	92,770	76,756	20.9	
Cruise Ship Visitors	113,558	108,235	91,489	1,138,181	974,222	16.8	
St. Thomas and St. John	108,723	103,417	84,446	1,073,921	948,937	13.2	
St. Croix	4,835	4,818	7,043	98,321	38,502	-	
Cruise Ship Calls	32	31	27	409	393	4.1	
St. Thomas and St. John	30	29	25	381	381	0.0	
St. Croix	2	2	2	42	20	-	



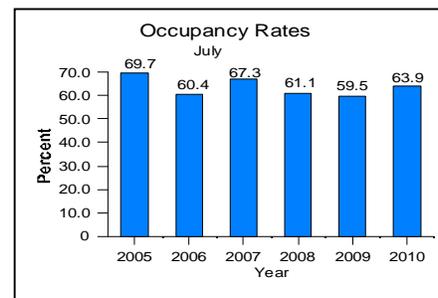
### HOTEL REGISTRATION

	Jul 10	Jun 10	Jul 09	10 CY		09 CY % Ch.	
				Jan-Jul	Jan-Jul	10/09	10/09
Total	75,910	60,988	87,915	548,155	534,617	2.5	
Residents	6,732	5,134	7,144	40,899	48,307	-15.3	
Non Residents	69,178	55,854	80,771	507,256	486,310	4.3	
United States	64,603	52,067	74,501	474,254	449,297	5.6	
Puerto Rico	2,214	1,692	2,014	11,052	10,567	4.6	
Other West Indies	543	542	1,626	4,308	5,862	-26.5	
Canada	311	300	735	4,527	6,480	-30.1	
Europe	1,267	996	1,473	10,418	10,302	1.1	
Central America	20	12	139	188	302	-37.7	
South America	61	53	71	514	676	-24.0	
Other Areas	159	193	212	1,995	2,825	-29.4	
Average Stay (nights)	4.3	4.3	4.0	4.4	4.1	7.3	



### HOTEL ACCOMODATIONS

	Jul 10	Jun 10	Jul 09	10 CY		09 CY % Ch.	
				Jan-Jul	Jan-Jul	10/09	10/09
Total Tourist Rooms Available	5,022	4,999	4,938	4,998	4,943	1.1	
Occupied Room Nights	91,592	86,909	85,749	677,347	629,373	7.6	
Available Room Nights	155,682	149,970	152,916	1,059,621	1,057,138	0.2	
Occupancy Rate (%)	58.8	58.0	56.1	63.9	59.5	-	
St. Thomas and St. John	65.1	63.7	63.6	68.6	66.0	-	
St. Croix	39.5	39.8	32.8	49.3	40.1	-	



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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