



# USVI Tourism Indicator

## VISITOR ARRIVALS FOR JULY 2012 DOWN BY 4.1 PERCENT

### This Issue July 2012:

Visitor Overview P.1

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### JULY HIGHLIGHTS

- There were 165,878 visitors to the Territory July 2012, down 7,030 visitors or 4.1 percent over July 2011.
- Cruise ship passenger arrivals this month compared to 107,795 last July. The number of ship cruise ship calls fell to 24 from 28 during the same period a year ago.
- The Territory's hotels reported occupancy rate averaged 45.7 percent this month compared to 51.7 percent last July.
- The Territory received 1,713,244 visitors during the past seven months compared to the 1,699,254 visitors who came during the same period last year.
- The Territory's hotel occupancy rate from January to July averaged 52.6 percent compared to 56.7 percent last year.

### VISITOR ARRIVALS JULY 2012

There were 165,878 visitors to the Territory July 2012, down 7,030 visitors or 4.1 percent over July 2011. In part due to usual loss of cruise ships during the summer months. There were 96,790 cruise ship passenger arrivals this month compared to 107,795 last July. The number of cruise ship calls fell to 24 from 28 during the same period in 2011. On the other hand, air arrivals totaled 69,088 this month an increase of 6.1 percent when compared to the corresponding period last year.

### ARRIVALS BY DISTRICT

The St. Thomas-St. John district received 54,838 air visitors, a 7.8 percent uptick from last July. The St. Croix district welcomed 14,250 air visitors, the same level as one year ago. The St. Thomas-St. John district received 96,790 cruise passengers, down 5.9 percent from July 2011. There were no cruise visitors to St. Croix this year.

### HOTEL OCCUPANCY

The Territory's hotels reported occupancy rate averaged 45.7 percent this month compared to 51.7 percent last July. The rate for St. Croix was 36.5 percent compared to 47.5 percent recorded one year earlier. The rate for St. Thomas and St. John was 48.5 percent, the rate last July was 53.2 percent. The hotel occupancy rate is based on 88.7 percent of hotels reporting. Total hotel room revenue for July was \$1,790,731, a 31.6 percent increase from the \$1,360,967 collected in July 2011.

### TOURISM STATISTICS JANUARY TO JULY 2012

The Territory received 1,713,244 visitors during the past seven months compared to the 1,699,254 visitors who came during the same period last year. There were 497,423 air visitors compared to 440,128 last year, or a 13.0 percent increase. A total of 1,215,821 cruise passengers visited in 2012 July year-to-date in comparison to the 1,259,126 passengers who visited in 2011. There was a total of 431 cruise ship calls during the seven-month period compared to 448 through July 2011.

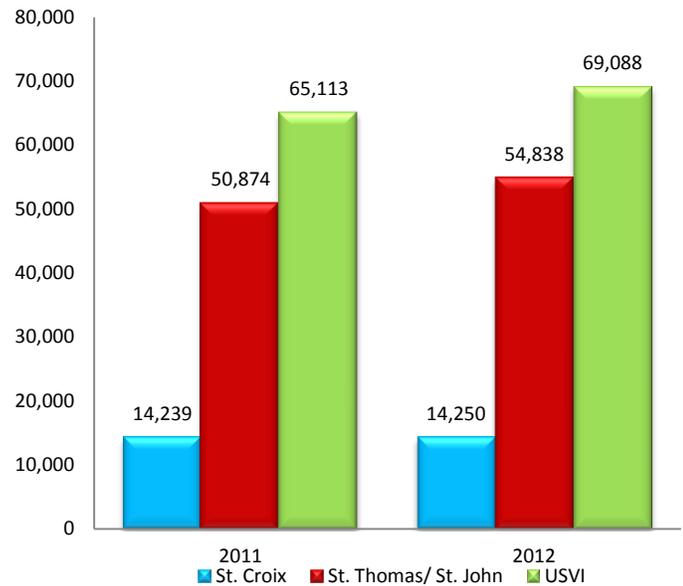
July year-to-date air arrivals to the St. Thomas-St. John district totaled 392,872 this period, while the district of St. Croix had 104,551 air visitors, or a 17.4 percent increase. Cruise passenger arrivals fell by 4.0 percent to 1,140,898 from 1,188,312 last year in the St. Thomas-St. John district. St. Croix received 78,170 cruise passengers compared to the 107,105 in 2011.

The Territory's hotel occupancy rate from January to July averaged 52.6 percent compared to 56.7 percent last year. The year-to-date hotel guest registrations were 447,148 compared to 469,428 last year. Guest Registrations were down from the following regions: The U.S. (6.3 percent), Local Residents (12.9 percent), Other West Indies (14.8 percent), Central America and Other Areas by (6.3 percent), and (56.8 percent), respectively. On the other hand, hotel guest increased from Puerto Rico (1.3 percent), South America (55.3 percent), and Canada (1.2 percent).

## AIR VISITOR ARRIVALS, JULY 2011 – JULY 2012

Month	St. Thomas/ St. John			St. Croix			Total USVI		
	2011	2012	% chg	2011	2012	% chg	2011	2012	% chg
January	52,932	54,584	3.1	14,264	15,905	11.5	67,196	70,489	4.9
February	50,569	56,250	11.2	13,233	16,096	21.6	63,802	72,346	13.4
March	61,017	65,863	7.9	13,699	17,584	28.4	74,716	83,447	11.7
April	52,145	59,940	14.9	11,304	14,208	25.7	63,449	74,148	16.9
May	38,393	48,802	27.1	10,760	12,899	19.9	49,153	61,701	25.5
June	45,160	52,596	16.5	11,539	13,608	17.9	56,699	66,204	16.8
July	50,874	54,838	7.8	14,239	14,250	0.1	65,113	69,088	6.1
August	36,365	-	-	11,095	-	-	47,460	-	-
September	20,645	-	-	7,170	-	-	27,816	-	-
October	30,233	-	-	9,636	-	-	39,869	-	-
November	39,078	-	-	13,636	-	-	52,714	-	-
December	54,497	-	-	16,478	-	-	70,975	-	-
<b>Quarter:</b>									
First	164,518	176,697	7.4	41,196	41,196	20.4	205,714	226,282	10.0
Second	135,698	161,338	18.9	33,603	40,715	21.2	169,301	202,053	19.3
Third	107,884	-	-	32,504	-	-	140,389	-	-
Fourth	123,807	-	-	39,750	-	-	163,558	-	-
<b>Total:</b>	<b>531,907</b>	<b>-</b>	<b>-</b>	<b>147,054</b>	<b>-</b>	<b>-</b>	<b>678,961</b>	<b>-</b>	<b>-</b>

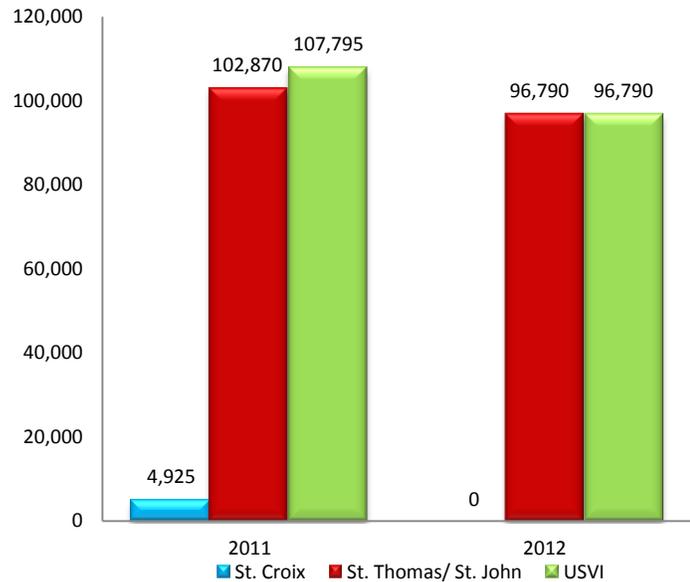
## AIR VISITOR ARRIVALS



## CRUISE PASSENGER ARRIVALS, JULY 2011 – JULY 2012

Month	St. Thomas/ St. John			St. Croix			Total USVI		
	2011	2012	% chg	2011	2012	% chg	2011	2012	% chg
January	235,503	229,727	-2.5	29,427	21,166	-28.1	254,598	250,893	-1.5
February	211,606	229,916	8.7	23,083	20,438	-11.5	226,336	250,153	10.5
March	241,440	222,342	-7.9	20,536	19,779	-3.7	253,408	239,075	-5.7
April	173,844	188,647	8.5	19,639	16,787	-14.5	184,445	205,434	11.4
May	125,028	91,510	-26.8	4,595	0	-	129,623	91,510	-29.4
June	98,021	81,966	-16.4	4,900	0	-	102,921	81,966	-20.4
July	102,870	96,790	-5.9	4,925	0	-	107,795	96,790	-10.2
August	104,491	-	-	4,843	-	-	109,334	-	-
September	75,411	-	-	4,325	-	-	79,736	-	-
October	100,532	-	-	4,464	-	-	104,996	-	-
November	199,832	-	-	15,153	-	-	214,985	-	-
December	218,518	-	-	22,296	-	-	240,814	-	-
<b>Quarter:</b>									
First	688,549	681,985	-1.0	73,046	61,383	-16.0	734,342	740,121	0.8
Second	396,893	362,123	-8.8	29,134	16,787	-42.4	416,989	378,910	-9.1
Third	282,772	-	-	14,093	-	-	296,865	-	-
Fourth	518,882	-	-	41,913	-	-	560,795	-	-
<b>Total:</b>	<b>1,887,096</b>	<b>-</b>	<b>-</b>	<b>158,186</b>	<b>-</b>	<b>-</b>	<b>2,008,991</b>	<b>-</b>	<b>-</b>

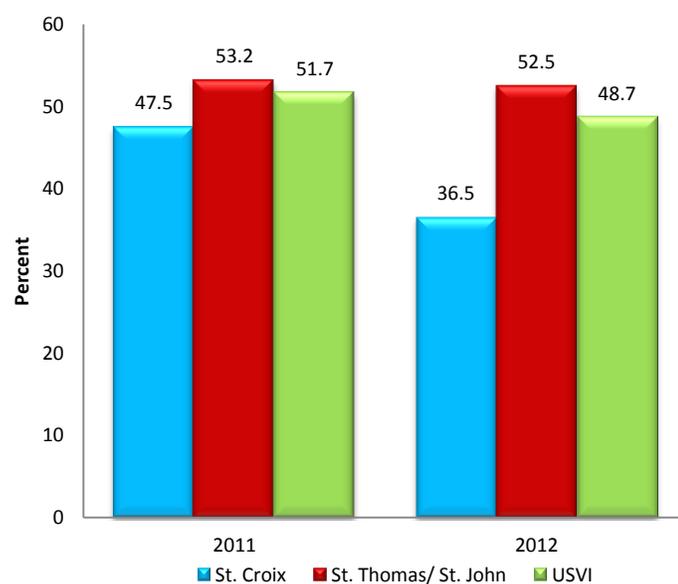
## CRUISE PASSENGER ARRIVALS



## HOTEL OCCUPANCY RATES, JULY 2011 – JULY 2012

Month	St. Thomas/ St. John			St. Croix			Total USVI		
	2011	2012	% chg	2011	2012	% chg	2011	2012	% chg
January	60.3	61.4	1.0	49.3	54.2	5.0	57.6	59.6	2.0
February	65.1	66.2	1.1	59.5	59.1	-0.3	63.7	64.4	0.7
March	71.4	57.2	-14.1	50.6	55.1	4.5	66.3	56.7	-9.6
April	61.9	57.3	-4.5	41.2	41.7	0.5	56.9	53.6	-3.3
May	56.0	46.0	-10.0	36.6	34.8	-1.9	51.0	43.3	-7.7
June	51.6	45.7	-5.9	40.4	34.7	-5.7	48.7	43.1	-5.7
July	53.2	52.5	-0.7	47.5	36.5	-11.1	51.7	48.7	-3.0
August	44.2	-	-	40.1	-	-	43.1	-	-
September	33.7	-	-	35.9	-	-	34.3	-	-
October	47.1	-	-	36.5	-	-	44.5	-	-
November	46.7	-	-	52.7	-	-	48.2	-	-
December	59.4	-	-	52.1	-	-	57.6	-	-
<b>Quarter:</b>									
First	65.6	61.3	-4.4	52.9	56.1	3.2	62.5	60.2	-2.5
Second	56.6	49.6	-7.0	39.4	37.0	-2.4	52.3	46.6	-5.7
Third	43.8	-	-	41.2	-	-	43.2	-	-
Fourth	51.1	-	-	47.0	-	-	50.1	-	-
<b>Total:</b>	<b>60.6</b>	<b>-</b>	<b>-</b>	<b>45.8</b>	<b>-</b>	<b>-</b>	<b>57.0</b>	<b>-</b>	<b>-</b>

## HOTEL OCCUPANCY RATES



# U.S. Virgin Island's July Occupancy Report

**TABLE 1: ESTIMATED ROOM OCCUPANCY BY ISLAND AND TYPE OF VISITOR ACCOMMODATIONS**

All Visitor Accommodations	July Only		July Year-to-date		Small Hotels	July Only		July Year-to-date	
	2011	2012	2011	2012		2011	2012	2011	2012
<b>USVI</b>					<b>USVI</b>				
Occupancy Rate (%)	51.7	45.7	56.7	52.6	Occupancy Rate (%)	46.6	50.3	54.4	54.8
Room Nights Occupied	75,824	70,420	588,290	553,792	Room Nights Occupied	12,155	12,925	97,102	96,685
Room Nights Available	146,537	154,165	1,038,146	1,053,042	Room Nights Available	26,102	25,699	178,504	176,457
Ave. Guest stay in Nights	5.7	5.9	5.3	4.9	Ave. Guest stay in Nights	3.7	4.4	3.9	4.1
<b>St. Thomas/ St. John</b>					<b>St. Thomas/ St. John</b>				
Occupancy Rate (%)	53.2	48.5	60.1	54.9	Occupancy Rate (%)	47.2	55.2	58.3	61.1
Room Nights Occupied	57,827	57,106	468,248	438,378	Room Nights Occupied	6,698	7,611	56,562	57,807
Room Nights Available	108,686	117,645	779,024	798,207	Room Nights Available	14,198	13,795	97,096	94,665
Ave. Guest stay in Nights	6.3	6.6	5.7	5.0	Ave. Guest stay in Nights	3.7	4.9	4.3	4.6
<b>St. Croix</b>					<b>St. Croix</b>				
Occupancy Rate (%)	47.5	36.5	46.3	45.3	Occupancy Rate (%)	45.8	44.6	49.8	47.5
Room Nights Occupied	17,997	13,314	120,042	115,413	Room Nights Occupied	5,457	5,314	40,540	38,878
Room Nights Available	37,851	36,520	259,122	254,835	Room Nights Available	11,904	11,904	81,408	81,792
Ave. Guest stay in Nights	4.5	3.9	4.2	4.2	Ave. Guest stay in Nights	3.6	3.8	3.4	3.6
<b>Large Hotels</b>	<b>2011</b>	<b>2012</b>	<b>2011</b>	<b>2012</b>	<b>Condominiums/Other</b>	<b>2011</b>	<b>2012</b>	<b>2011</b>	<b>2012</b>
<b>USVI</b>					<b>USVI</b>				
Occupancy Rate (%)	57.4	45.8	59.8	52.9	Occupancy Rate (%)	41.8	41.9	50.3	50.0
Room Nights Occupied	49,011	43,363	370,757	339,419	Room Nights Occupied	14,658	14,131	120,431	117,687
Room Nights Available	85,405	94,767	620,110	641,313	Room Nights Available	35,030	33,699	239,532	235,272
Ave. Guest stay in Nights	6.5	6.1	5.5	4.6	Ave. Guest stay in Nights	6.3	7.2	6.7	6.9
<b>St. Thomas/ St. John</b>					<b>St. Thomas/ St. John</b>				
Occupancy Rate (%)	58.7	49.3	63.3	54.9	Occupancy Rate (%)	42.1	42.7	52.1	51.7
Room Nights Occupied	40,242	38,449	319,553	288,781	Room Nights Occupied	10,887	11,046	92,133	91,790
Room Nights Available	68,603	77,965	505,206	525,867	Room Nights Available	25,885	25,885	176,722	177,675
Ave. Guest stay in Nights	1.6	1.5	5.7	4.7	Ave. Guest stay in Nights	6.4	7.8	6.7	7.1
<b>St. Croix</b>					<b>St. Croix</b>				
Occupancy Rate (%)	52.2	29.2	44.6	43.9	Occupancy Rate (%)	41.2	39.5	45.1	45.0
Room Nights Occupied	8,769	4,914	51,204	50,638	Room Nights Occupied	3,771	3,085	28,298	25,897
Room Nights Available	16,802	16,802	114,904	115,446	Room Nights Available	9,145	7,814	62,810	57,597
Ave. Guest stay in Nights	4.7	3.4	4.3	4.2	Ave. Guest stay in Nights	6.2	5.8	6.4	6.1

## Explanatory Notes

**Average guest stay in nights** or "average length of stay" is the mean stay in nights of all visiting parties during a given period. Average guest stay equals room nights occupied divided by party arrivals.

**Hotels** are the most traditional of visitor accommodations. Guests are provided a full range of services such as food, entertainment and laundry. Large hotels are those maintaining 50 or more units. Small hotels maintain less than 50 units.

**Condominiums** or "condos" are self-contained apartment-style visitor accommodations. Private kitchens and other such day-to-day living facilities are most often included with the unit. Maid services are generally the only services provided. Condominiums are generally individually-owned but grouped in multi-unit structures. Maintenance and management of condominiums are usually handled by an independent second party.

Explanatory Notes Continued.....

**Other** is inclusive of all other visitor accommodation types such as rental homes or campgrounds that are not accounted for under hotels or Condominiums.

**Room** is the minimum private space that can be sold or “keyed” separately to unrelated guest parties for an overnight stay. A two-bay suite, for example, is reported as one room if it has only one lockable entrance. Similarly, a multi-bay suite could be reported as several units if component parts of it are keyed separately and hence, can be sold separately to unrelated guests. Room is synonymous to unit. Room is generally used in reference to hotels; units are most associated with condominiums.

**Occupancy rate** equals the number of estimated room nights occupied as a percentage of the number of estimated room nights available during a given period.

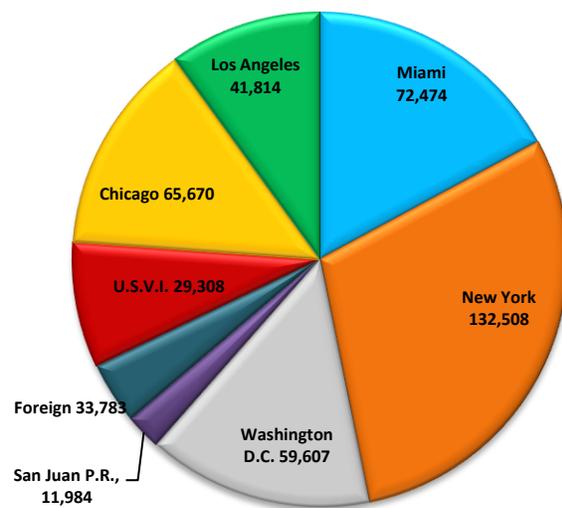
**Room nights occupied** is the estimated sum, across all units for all establishments reporting or not, of the number of nights each unit was occupied during a given period.

**Room nights available** is the estimated sum, across all rooms for all establishments reporting or not, of the number of nights each room was available for occupancy during a given period.

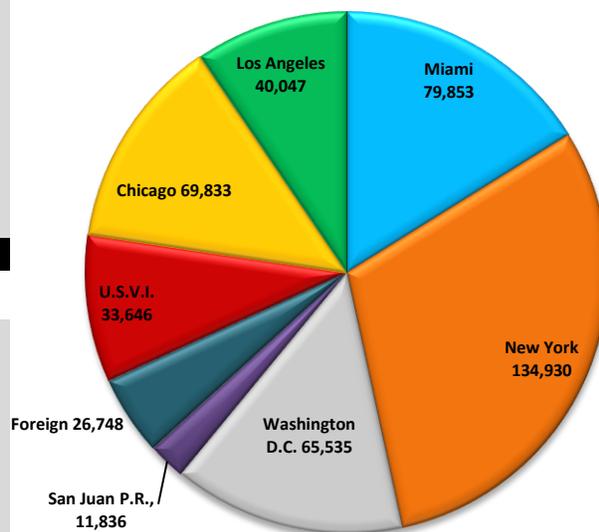
**TABLE 2: ESTIMATED HOTEL GUESTS BY AREA OF ORIGIN  
TOTALS AND ORIGIN DISTRIBUTION BY ISLAND; JULY 2011 AND 2012**

Area of Origin	July Only		July Year-to-Date			
			Total		Percent Distribution	
	2011	2012	2011	2012	2011	2012
<b>USVI HOTEL GUESTS FROM:</b>						
U.S. Mainland	51,276	43,023	397,197	372,074	84.6	83.2
Puerto Rico	2,066	2,005	11,836	11,984	2.5	2.7
U.S.V.I.	5,321	5,008	33,646	29,308	7.2	6.6
Other West Indies	973	729	5,680	4,840	1.2	1.1
Canada	222	173	4,809	4,866	1.0	1.1
Europe	1,453	1,208	11,361	20,415	2.4	4.6
Central America	52	34	380	356	0.1	0.1
South America	149	148	1,208	1,876	0.3	0.4
Other Areas	473	183	3,310	1,430	0.7	0.3
<b>TOTAL</b>	<b>61,984</b>	<b>52,511</b>	<b>469,428</b>	<b>447,148</b>	<b>100.0</b>	<b>100.0</b>
<b>ST. THOMAS/ST. JOHN HOTEL GUESTS FROM:</b>						
U.S. Mainland	43,193	38,895	347,314	335,171	87.1	87.8
Puerto Rico	1,390	1,422	7,328	6,733	1.8	1.8
U.S.V.I.	3,969	3,643	23,238	19,735	5.8	5.2
Other West Indies	893	522	5,175	3,545	1.3	0.9
Canada	197	122	4,351	4,337	1.1	1.1
Europe	1,027	641	8,775	10,325	2.2	2.7
Central America	47	14	341	173	0.1	0.0
South America	138	136	1,114	957	0.3	0.3
Other Areas	219	132	1,219	960	0.3	0.3
<b>TOTAL</b>	<b>51,073</b>	<b>45,526</b>	<b>398,855</b>	<b>381,936</b>	<b>100.0</b>	<b>100.0</b>
<b>ST. CROIX HOTEL GUESTS FROM:</b>						
U.S. Mainland	8,083	4,128	49,883	36,902	70.7	56.6
Puerto Rico	676	584	4,508	5,250	6.4	8.1
U.S.V.I.	1,352	1,366	10,408	9,573	14.7	14.7
Other West Indies	80	207	504	1,296	0.7	2.0
Canada	24	51	458	529	0.6	0.8
Europe	425	567	2,586	10,089	3.7	15.5
Central America	5	19	39	183	0.1	0.3
South America	11	12	94	920	0.1	1.4
Other Areas	255	2,091	2,091	470	3.0	0.7
<b>TOTAL</b>	<b>10,911</b>	<b>6,985</b>	<b>70,573</b>	<b>65,212</b>	<b>100.0</b>	<b>100.0</b>

**Fig. 5: USVI Hotel Guests By Origin  
July 2012 Year To Date Total: 447,148**



**Fig. 6: USVI Hotel Guests By Origin  
July 2011 Year To Date Total: 469,428**



**TABLE 3: ESTIMATED HOTEL GUESTS BY U.S. SALES REGION  
TOTAL AND REGIONAL DISTRIBUTION BY ISLAND; JULY 2011 AND 2012**

Sales Region of Origin	July Year-to-Date					
	July Only		Total		Percent Distribution	
	2011	2012	2011	2012	2011	2012
<b>USVI HOTEL GUESTS FROM:</b>						
Chicago	6,659	5,549	69,833	65,670	17.1	17.1
Los Angeles	6,790	6,009	47,047	41,814	11.5	10.9
Miami	14,238	11,672	79,853	72,474	19.5	18.9
New York City	13,447	11,951	134,930	132,508	33.0	34.5
Washington D.C.	10,142	7,842	65,535	59,607	16.0	15.5
San Juan, P.R.	2,066	2,005	11,836	11,984	2.9	3.1
<b>TOTAL</b>	<b>53,342</b>	<b>45,028</b>	<b>409,034</b>	<b>384,057</b>	<b>100.0</b>	<b>100.0</b>

**ST. THOMAS/ST. JOHN HOTEL GUESTS FROM:**

Chicago	5,560	5,016	61,578	60,136	17.4	17.6
Los Angeles	5,752	5,359	39,978	36,364	11.3	10.6
Miami	11,905	10,431	65,842	62,248	18.6	18.2
New York City	11,398	10,911	122,234	122,950	34.5	36.0
Washington D.C.	8,578	7,178	57,682	53,473	16.3	15.6
San Juan, P.R.	1,390	1,422	7,328	6,733	2.1	2.0
<b>TOTAL</b>	<b>44,583</b>	<b>40,317</b>	<b>354,642</b>	<b>341,905</b>	<b>100.0</b>	<b>100.0</b>

**ST. CROIX HOTEL GUESTS FROM:**

Chicago	1,098	533	8,255	5,534	15.2	13.1
Los Angeles	1,038	651	7,069	5,450	13.0	12.9
Miami	2,333	1,241	14,011	10,226	25.8	24.3
New York City	2,049	1,040	12,696	9,558	23.3	22.7
Washington D.C.	1,564	664	7,852	6,134	14.4	14.6
San Juan, P.R.	676	584	4,508	5,250	8.3	12.5
<b>TOTAL</b>	<b>8,759</b>	<b>4,712</b>	<b>54,391</b>	<b>42,153</b>	<b>100.0</b>	<b>100.0</b>

**TABLE 4: VISITOR ACCOMMODATIONS & ROOM NIGHTS AVAILABLE  
TOTAL NUMBER AND PERCENT REPORTING TO BER BY ISLAND;  
JULY 2011 AND 2012**

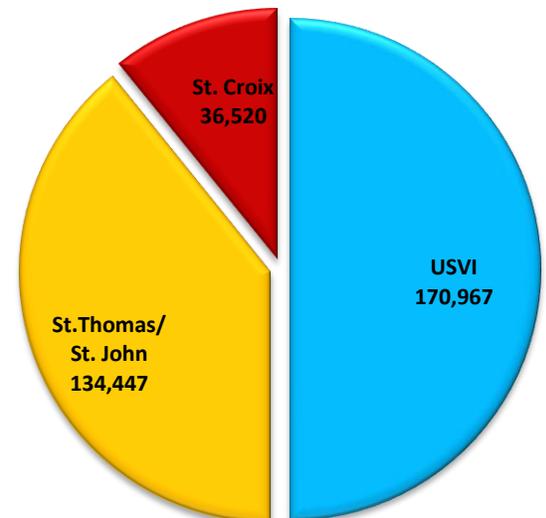
District	Visitor Accommodations July Only		Room Nights Available July Only	
	2011	2012	2011	2012
<b>USVI</b>				
Total Number	101	99	163,339	170,967
Percent Submitting:				
Complete Report (%)	93.1	89.9	95.2	89.0
Partial Report (%)	3.0	8.1	4.2	10.8
No Report (%)	4.0	2.0	0.6	0.2
<b>ST. THOMAS/ST. JOHN</b>				
Total Number	73	71	125,488	134,447
Percent Submitting:				
Complete Report (%)	91.8	88.7	94.1	86.4
Partial Report (%)	4.1	9.9	5.5	13.6
No Report (%)	4.1	1.4	0.4	0.0
<b>ST. CROIX</b>				
Total Number	28	28	37,851	36,520
Percent Submitting:				
Complete Report (%)	96.4	92.9	99.0	98.2
Partial Report (%)	0.0	3.6	0.0	0.8
No Report (%)	3.6	3.6	1.0	1.0

*Tourism sales region* is a marketing area of the U.S. designated by the U.S. Virgin Islands Department of Tourism. Chicago represents the states of Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota and Wisconsin. Los Angeles represents the states of Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming. Miami Represents The States Of Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, Oklahoma, Tennessee And Texas. New York City represents the states of Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island and Vermont. Washington D.C. represents the states of Delaware, Kentucky, Maryland, North Carolina, South Carolina, Virginia, West Virginia and the District of Columbia. San Juan represents the commonwealth of Puerto Rico.

*Visitor accommodation-* is a business establishment oriented toward serving the needs of transient guests. Visitor accommodations provide lodging and other services to visiting guests on a temporary basis, not more than six months. Accommodations are categorized by large hotel, small hotel, and condominium or other.

*Year-to-date* data are tabulated for the period beginning in January of a given year and ending in the listed month of the same year.

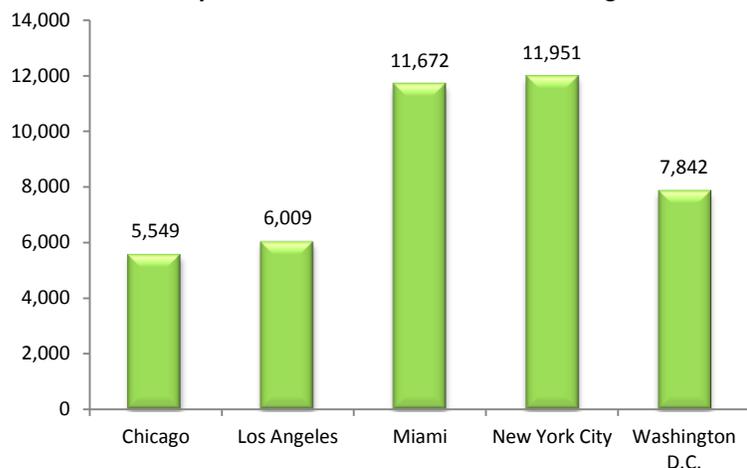
Room Nights Available,  
July only 2012



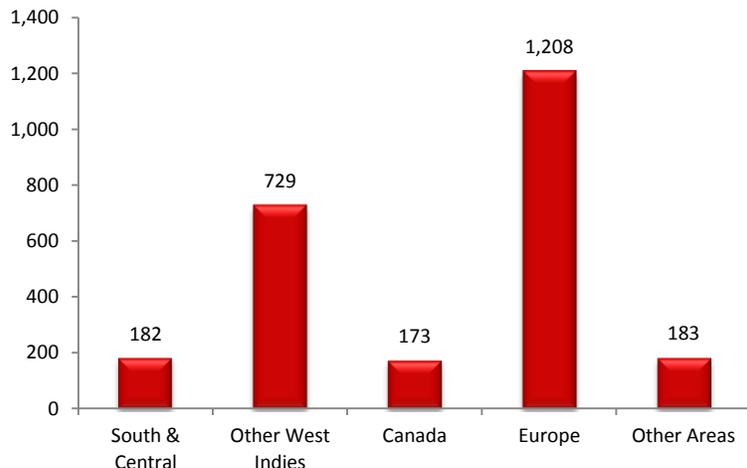
**ESTIMATED HOTEL GUESTS BY AREA OF ORIGIN**

Area of Origin	2011						2012						July YTD	
	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Total 2012
<b>U.S. Mainland</b>	51,276	46,572	28,418	35,429	46,452	62,176	65,488	63,435	66,019	48,457	41,589	44,063	43,023	372,074
<b>Chicago</b>	6,659	6,238	3,748	5,847	6,381	10,963	13,736	12,145	12,105	9,411	6,158	6,566	5,549	65,670
<b>Los Angeles</b>	6,790	4,949	2,986	4,870	8,123	8,268	5,191	6,155	5,476	6,290	6,615	6,078	6,009	41,814
<b>Miami</b>	14,238	11,979	9,175	10,045	8,926	10,887	8,968	9,763	11,747	7,616	9,960	12,749	11,672	72,474
<b>New York City</b>	13,447	13,460	7,043	8,309	15,742	21,827	28,865	26,569	25,310	17,822	11,299	10,692	11,951	132,508
<b>Washington D.C.</b>	10,142	9,947	5,466	6,357	7,280	10,230	8,728	8,802	11,381	7,319	7,558	7,977	7,842	59,607
<b>Puerto Rico</b>	2,066	1,335	1,262	1,379	1,423	1,621	1,618	1,516	1,507	1,873	1,871	1,594	2,005	11,984
<b>U.S.V.I.</b>	5,321	5,073	3,602	3,928	3,858	4,388	3,443	3,654	3,600	4,210	4,207	5,186	5,008	29,308
<b>Other West Indies</b>	973	765	491	673	478	800	486	600	746	806	685	789	729	4,840
<b>Canada</b>	222	228	259	257	479	868	974	939	1,061	1,034	477	208	173	4,866
<b>Europe</b>	1,453	865	430	2,154	4,026	3,575	5,177	5,179	5,241	2,457	721	432	1,208	20,415
<b>Central America</b>	52	28	42	30	37	65	51	74	30	46	76	45	34	356
<b>South America</b>	149	33	32	98	77	164	375	341	246	258	259	250	148	1,876
<b>Other Areas</b>	473	331	199	273	407	435	224	265	161	258	162	177	183	1,430
<b>TOTAL</b>	<b>61,984</b>	<b>55,229</b>	<b>34,736</b>	<b>44,221</b>	<b>57,236</b>	<b>73,962</b>	<b>77,835</b>	<b>76,003</b>	<b>78,609</b>	<b>59,400</b>	<b>50,047</b>	<b>52,743</b>	<b>52,511</b>	<b>447,148</b>

July 2012 Hotel Guests from U.S. Sales Regions



July 2012 Hotel Guests from Foreign Sales Regions



**General**

Data presented in all tables are estimates based on monthly information submitted by individual visitor accommodations. Data represent occupancy status for all U.S. Virgin Islands properties, reporting or not. Reported totals are adjusted within each accommodation category to account for properties that fail to report in any given month. All data are subject to further revision.

Table 4 presents several measures of survey participation for the current month and preceding month, one year prior. The row, "Total Number," is a count of the current inventory of accommodation establishments in the U.S. Virgin Islands and the number of Room Nights Available associated with those establishments during the months listed. "Total Number" includes all accommodations on the islands whether or not Occupancy Reports were submitted to BER. The rows under, "Percent Submitting," list the distribution of Accommodations and corresponding Room Nights Available according to reporting status for the months listed. "Complete Report" is that share of establishments submitting complete Occupancy Reports to BER with no inconsistencies in the data provided. "Partial Report" is that share submitting a report only partially filled out or containing inconsistent data. "No Report" is the percentage of Accommodations and corresponding Room Nights not reporting to BER in the months listed.

**Notes:**

Data are estimates of all territory guests based on Hotel Occupancy Reports submitted to the USVI Bureau of Economic Research. These estimates include actual guest totals submitting reports as well as an estimated component for those properties not reporting. All data subject to revision as new information becomes available.

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