

June Tourism Indicators



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Highlights June 2011

- A total of 159,620 visitors came to the Territory in June 2011 compared to 167,945 last June.
- Air visitor arrivals also declined in June, down 5.0 percent to 56,699 from 59,710 a year ago.
- Cruise passenger arrivals for June were 102,921, a 4.9 percent drop over last year when there were 108,235 cruise visitors.
- The Territory's hotels reported occupancy rate was 47.9 percent.
- Total visitor arrivals for the first six months of this year reached 1,526,346, up 7.4 percent from the 1,421,758 who visited last year.

Total Visitor Arrivals Dip 5.0 Percent in June

The month of June saw a 5.0 percent decrease in overall visitor arrivals when compared to June last year. A total of 159,620 visitors came to the Territory in June 2011 compared to 167,945 last June. Cruise passenger arrivals for June were 102,921, a 4.9 percent drop over last year when there were 108,235 cruise visitors. The number of cruise ship calls fell to 27 from 33 in June 2010. Air visitor arrivals also declined in June, down 5.0 percent to 56,699 from 59,710 a year ago.

Arrivals by District

Air arrivals to the St. Thomas/St. John district declined by 5.2 percent to 45,160 compared to 47,180 the previous June. The St. Croix district air arrivals experienced a decline of 7.9 percent to 11,539 from 12,530 last June. There were 98,201 cruise ship passenger arrivals to the St. Thomas/St. John district, a 5.2 percent decline over 2010. By contrast, cruise passengers to St. Croix this June were 4,900 a modest 1.7 percent increase over June 2010.

Hotel Occupancy

The Territory's hotels reported occupancy rate was 47.9 percent. Occupied room nights were 67,891 in June 2011 compared to 86,678 with the previous June. The hotel occupancy report was based on the reporting of approximately 92 percent hotels and accommodations establishments, with one large hotel and a few small guesthouses not reporting for the month of June. Hotel room revenues were up 14 percent to \$1,164,277 from \$1,021,326 in June 2011.

Tourism Statistics January to June 2011

Total visitor arrivals for the first six months of this year reached 1,526,346, up 7.4 percent from the 1,421,758 who visited last year. There were 375,015 air visitors, a 5.6 percent decrease below the 397,135 air visitors who came during the same six-month period in 2010. Air arrivals to the St. Thomas/St. John district fell by 5.6 percent when compared to a year ago. Similarly, the St. Croix district also recorded a 5.6 percent decrease, or 4,409 fewer air visitors than last year.

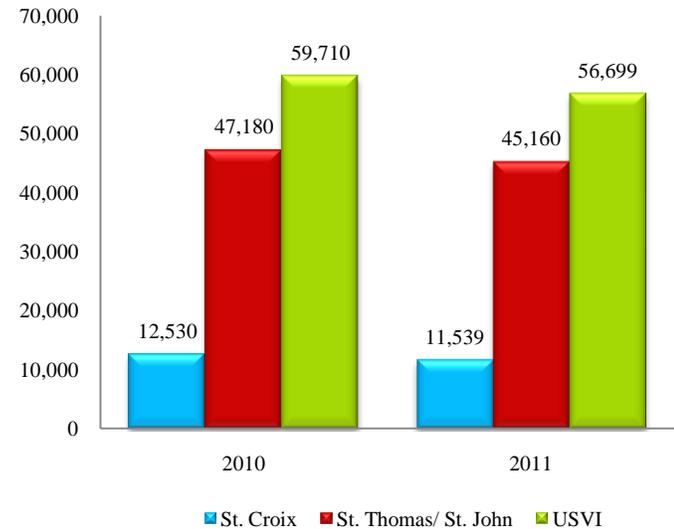
A total of 1,151,331 cruise passengers visited during this period, considerably up by 12.4 percent from 2010. The number of cruise passengers to the St. Thomas and St. John district grew a healthy 12.5 percent over the corresponding period a year ago. St. Croix arrivals have grown from 93,486 in 2010 to 102,180 in 2011. There was a total of 420 cruise ship calls, about 11.4 percent fewer calls than a year ago.

The Territory's hotel occupancy rate for the first half of the year averaged 57.3 percent compared to a 64.8 percent reported for the same period in 2010. There were 406,985 guests staying at local hotels during this period. Guest registrations from the United States fell by 15.5 percent this June. Guest registrations for Local Residents also decline by 17.8 percent. On the other hand, guest registrations increased for the following regions: Europe (4.4 percent), Canada (8.8 percent), Other West Indies (25.1 percent), Central America (95.8 percent), South America (134.0 percent), Puerto Rico (10.1 percent), and Other Areas (54.6 percent).

Air Visitor Arrivals, January to June 2011

	St. Thomas/ St. John			St. Croix			Total USVI		
	2010	2011	%	2010	2011	%	2010	2011	%
JUNE YTD:	317,927	300,216	-5.6	79,209	74,800	-5.6	397,135	375,015	-5.6
January	51,997	52,932	1.8	14,215	14,264	0.3	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	61,017	-7.9	14,720	13,699	-6.9	80,980	74,716	-7.7
April	54,214	52,145	-3.8	12,312	11,304	-8.2	66,526	63,449	-4.6
May	44,585	38,393	-13.9	12,731	10,760	-15.5	57,316	49,153	-14.2
June	47,180	45,160	-4.3	12,530	11,539	-7.9	59,710	56,699	-5.0
July	51,914	-	-	13,561	-	-	65,475	-	-
August	38,647	-	-	12,659	-	-	51,306	-	-
September	20,265	-	-	7,615	-	-	27,881	-	-
October	28,774	-	-	9,652	-	-	38,426	-	-
November	36,211	-	-	11,853	-	-	48,064	-	-
December	49,265	-	-	14,007	-	-	63,272	-	-
Quarter:									
First	171,948	164,518	-4.3	41,635	41,196	-1.1	213,583	205,714	-3.7
Second	145,979	135,698	-7.0	37,573	33,603	-10.6	183,552	169,301	-7.8
Third	110,826	-	-	33,835	-	-	144,662	-	-
Fourth	114,249	-	-	35,512	-	-	149,762	-	-
Total:	543,002	-	-	148,556	-	-	691,558	-	-

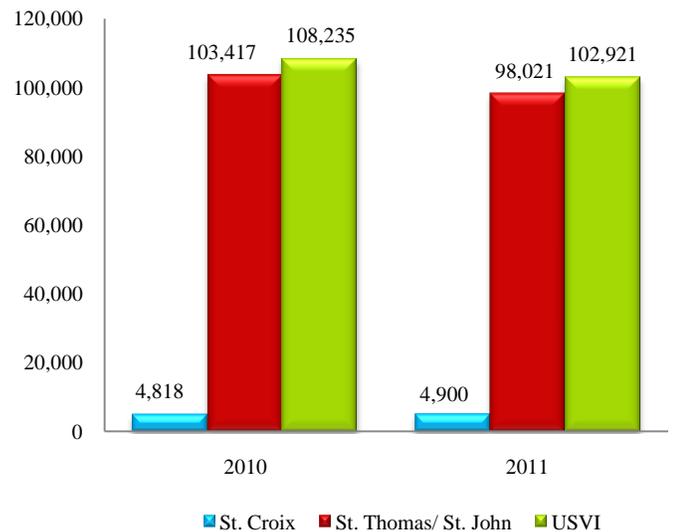
Air Visitor Arrivals, June 2011



Cruise Passenger Arrivals, January to June 2011

	St. Thomas/ St. John			St. Croix			Total USVI		
	2010	2011	%	2010	2011	%	2010	2011	%
JUNE YTD:	965,198	1,085,442	12.5	93,486	102,180	9.3	1,024,623	1,151,331	12.4
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	241,440	0.0	19,491	20,536	5.4	256,478	253,408	-1.2
April	155,693	173,844	11.7	15,832	19,639	24.0	166,877	184,445	10.5
May	89,551	125,028	39.6	11,338	4,595	-59.5	93,386	129,623	38.8
June	103,417	98,021	-5.2	4,818	4,900	1.7	108,235	102,921	-4.9
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	688,549	11.7	61,498	73,046	18.8	656,125	734,342	11.9
Second	348,661	396,893	13.8	31,988	29,134	-8.9	368,498	416,989	13.2
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, June 2011



Hotel Occupancy Rates, January to June 2011

	St. Thomas/ St. John			St. Croix			Total USVI		
	2010	2011	%	2010	2011	%	2010	2011	%
JUNE YTD:	69.2	61.1	-8.1	51.0	45.7	-5.2	64.8	57.3	-7.5
January	67.7	60.3	-7.4	62.3	49.3	-13.1	66.4	57.6	-8.8
February	76.2	65.1	-11.1	77.5	59.5	-18.1	76.5	63.7	-12.8
March	77.7	71.4	-6.3	51.2	50.6	-0.6	71.3	66.3	-5.0
April	67.8	61.9	-6.0	37.9	41.1	3.3	60.6	56.9	-3.8
May	62.6	56.0	-6.6	39.0	35.5	-3.4	56.9	50.7	-6.2
June	63.5	50.8	-12.6	39.8	39.3	-0.5	57.8	47.9	-9.9
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	-	-
June	57.2	-	-	43.2	-	-	53.8	-	-
Quarter:									
First	73.8	65.6	-8.2	63.2	52.9	-10.3	71.3	62.5	-8.7
Second	64.6	56.4	-8.2	38.9	38.7	-0.2	58.4	51.9	-6.5
Third	52.7	-	-	38.7	-	-	49.3	-	-
Fourth	51.5	-	-	43.1	-	-	49.5	-	-
Total:	60.6	-	-	45.8	-	-	57.0	-	-

Hotel Occupancy Rates, June 2011

