

# U.S. Virgin Islands

## March 2010 Tourism Indicators

Bureau of Economic Research

June 2010

1050 Norre Gade No. 5, Suite 301, St. Thomas, VI Tel: (340) 714-1700 Fax: (340) 776-7953

### Total visitors arrivals up by an robust 38.5 percent in March 2010

Visitor arrivals continue to show healthy increases, posting an impressive 38.5 percent growth this month over March last year. There were 337,458 visitors to the Territory in March compared to 243,636 in March 2009. The number of air visitors grew by a solid 29.6 percent to 80,980 from 62,461 last March. This is the third time within the past ten years that March air visitor arrivals reached over 80,000. The first being March 2005 with air arrivals of 82,601 and March 2008 when 80,932 air visitors landed on these shores. Cruise passenger arrivals rose by a strong 41.6 percent to 256,478 from 181,175 a year ago. The number of cruise ship calls this March grew to 100 from 85 a year ago.

### Arrivals by District

Air arrivals to St. Croix grew by a considerable 63.2 percent to 14,720 from 9,018 last March. The St. Thomas and St. John district received 66,260 air visitors, a gain of 24.0 percent over the 53,443 air visitors a year ago. Cruise ship passengers grew by 33.7 percent in the St. Thomas and St. John district to 241,412 from 180,520 in March 2009. There were nine cruise ship calls to St. Croix that bought 19,491 passengers compared to four cruise ship calls that bought 6,266 passengers in March last year.

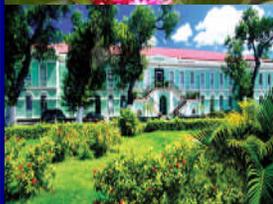
### Hotel Occupancy

There were two large accommodation establishments that did not report for the month of March. However, the Territory's reported hotel occupancy rate for March was estimated at 69.9 percent compared to 61.9 percent last year. The hotel occupancy rate for St. Croix was 51.2 percent, 10 percentage points higher than last March's occupancy rate of 41.2 percent. The occupancy rate for the St. Thomas and St. John district was 75.8 percent compared to 68.9 percent for March 2009. The average length of stay grew from 4.0 nights to 4.4 nights for St. Thomas and St. John and from 4.0 nights to 4.3 nights for St. Croix. A total of \$1,946,216 was collected in hotel room revenues compared to \$2,471,533 in March 2009, a 21.3 percent drop in revenues.

### Tourism Statistics January to March 2010

Territorial arrivals from January to March rose 18.4 percent to 869,708 from 734,551 in the first three months of 2009. Air passenger arrivals for the first quarter of 2010 grew by 15.4 percent to 213,583 from 185,145 counted one year earlier. There were 656,125 cruise visitors or 19.8 percent more than the 549,406 cruise visitors for the corresponding period in 2009.

The Territory's hotel occupancy rate averaged 70.6 percent for the first three months. Year-to-date guest registrations were 283,297 compared 219,952 guests who stayed in hotels one year ago. Guest registration was up from the following countries when compared to the same time last year: the United States which accounts for 87.6 percent of hotel guest rose by 35.1 percent, Puerto Rico 9.4 percent, Other West Indies 43.7 percent, Europe 12.3, Central America 72.2, and South America 27.5 percent. Guest registrations were down from Canada 8.8 percent, Other Areas 19.1 percent, and Local Residents who account for 6.1 percent of hotel guests were down 12.0 percent.



## Tourism Statistics for March 2010

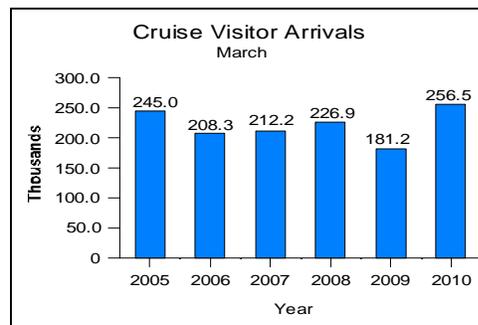
### PASSENGER ARRIVALS

|                         |         |         |         | 10 CY   | 09 % Ch. |       |
|-------------------------|---------|---------|---------|---------|----------|-------|
|                         | Mar 10  | Feb 10  | Mar 09  | Jan-Mar | Jan-Mar  | 10/09 |
| Air Visitors            | 80,980  | 66,391  | 62,461  | 213,583 | 185,145  | 15.4  |
| St. Thomas and St. John | 66,260  | 53,691  | 53,443  | 171,948 | 154,957  | 11.0  |
| St. Croix               | 14,720  | 12,700  | 9,018   | 41,635  | 30,188   | 37.9  |
| Cruise Ship Visitors    | 256,478 | 194,097 | 181,175 | 656,125 | 549,406  | 19.4  |
| St. Thomas and St. John | 241,412 | 180,122 | 180,520 | 616,537 | 544,583  | 13.2  |
| St. Croix               | 19,491  | 20,095  | 6,266   | 61,498  | 18,040   | -     |
| Cruise Ship Calls       | 100     | 72      | 85      | 253     | 253      | 0.0   |
| St. Thomas and St. John | 93      | 65      | 83      | 234     | 247      | -5.3  |
| St. Croix               | 9       | 10      | 4       | 28      | 14       | -     |



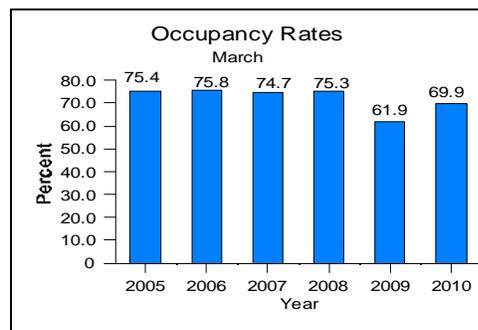
### HOTEL REGISTRATION

|                       |         |        |        | 10 CY   | 09 % Ch. |       |
|-----------------------|---------|--------|--------|---------|----------|-------|
|                       | Mar 10  | Feb 10 | Mar 09 | Jan-Mar | Jan-Mar  | 10/09 |
| Total                 | 108,338 | 87,468 | 77,378 | 283,297 | 219,952  | 28.8  |
| Residents             | 6,205   | 6,205  | 6,902  | 17,421  | 19,786   | -12.0 |
| Non Residents         | 102,133 | 81,263 | 70,476 | 265,876 | 200,166  | 32.8  |
| United States         | 96,497  | 76,040 | 65,260 | 248,230 | 183,701  | 35.1  |
| Puerto Rico           | 1,432   | 1,376  | 1,539  | 4,476   | 4,091    | 9.4   |
| Other West Indies     | 509     | 778    | 518    | 1,933   | 1,345    | 43.7  |
| Canada                | 1,210   | 967    | 1,143  | 3,167   | 3,473    | -8.8  |
| Europe                | 1,997   | 2,212  | 1,751  | 6,427   | 5,721    | 12.3  |
| Central America       | 32      | 19     | 7      | 93      | 54       | 72.2  |
| South America         | 68      | 118    | 82     | 297     | 233      | 27.5  |
| Other Areas           | 388     | 516    | 175    | 1,253   | 1,549    | -19.1 |
| Average Stay (nights) | 4.4     | 4.8    | 4.0    | 4.5     | 4.2      | 7.1   |



### HOTEL ACCOMODATIONS

|                               |         |         |         | 10 CY   | 09 % Ch. |       |
|-------------------------------|---------|---------|---------|---------|----------|-------|
|                               | Mar 10  | Feb 10  | Mar 09  | Jan-Mar | Jan-Mar  | 10/09 |
| Total Tourist Rooms Available | 4,999   | 4,993   | 4,940   | 4,990   | 4,940    | 1.0   |
| Occupied Room Nights          | 108,293 | 108,924 | 95,985  | 316,953 | 281,112  | 12.7  |
| Available Room Nights         | 154,969 | 139,804 | 155,108 | 449,030 | 449,526  | -0.1  |
| Occupancy Rate (%)            | 69.9    | 77.9    | 61.9    | 70.6    | 62.5     | -     |
| St. Thomas and St. John       | 75.8    | 78.0    | 68.9    | 72.9    | 68.6     | -     |
| St. Croix                     | 51.2    | 77.5    | 41.2    | 63.2    | 44.3     | -     |



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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