

# U.S. Virgin Islands May 2010 Tourism Indicators

Bureau of Economic Research

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## Visitors Arrivals up 5.2 percent in May 2010, continuing an upward trend

The Territory recorded a 5.2 percent growth in overall visitor arrivals in May 2010. A total of 150,702 visitors graced our shores compared to last May's arrivals of 143,195. Cruise passenger arrivals continue to experienced positive growth, up 8.9 percent to 93,386 from 85,763 a year ago. Air visitors were flat in May, numbering 57,316 compared to 57,432 May last year.

### *Arrivals by District*

The St. Thomas and St. John district experienced a 2.6 percent decline in air visitors, down to 44,585 from 45,773 last May. There were 93,386 cruise passengers visiting the district or 13.2 percent increase over May last year. The St. Croix district showed a 9.2 percent positive growth in air visitors to 12,731 from 11,659 in May 2009. There were 11,338 cruise passengers who visited St. Croix, a solid 70.2 percent increase from the 6,661 cruise visitors last May.

### *Hotel Occupancy*

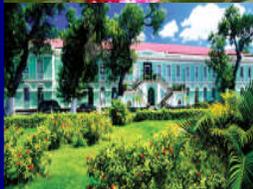
The Territory's hotel occupancy rate reported this May averaged 56.9 percent, 1.3 percentage points lower than the 58.2 percent reported for May 2009. The hotel occupancy rate for St. Croix was 39.0 percent in comparison to 41.8 percent reported the previous May. The rate for St. Thomas and St. John was 62.6 percent compared to 63.8 percent last year.

The Territory's occupied room nights were 88,193 compared to 90,850 a year ago, while room nights available were 154,969 this May and 155,978 last May. A total of \$2,075,781 was collected in hotel room revenues this month compared to \$1,790,252 in May 2009, a revenue growth of 15.9 percent.

## Tourism Statistics January to May 2010

Arrivals for the first five months of 2010 continue an upward trend as May year-to-date statistics show that a total of 1,253,813 visitors arrived in the Territory, a 14.1 percent increased over the corresponding period in 2009. Cruise passengers arrivals grew 15.9 percent to 916,388 from 790,795 last year. There were 337,425 air visitors during this period and 308,180 last year, for a 9.5 percent year-on-year increase. There were 346 cruise ship calls during this period or 2.4 percent more calls than last year.

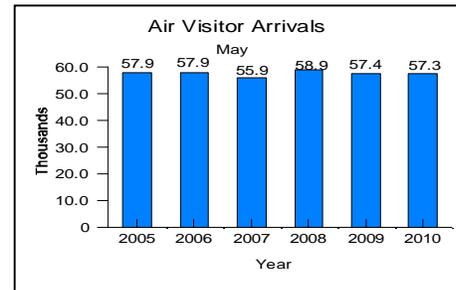
There were 411,257 registered hotel guests reported for this five-month period, an increase of 10.6 percent from 371,947 a year earlier. Guest Registrations were up from the following regions: the United States (14.9 percent), Puerto Rico (4.7 percent), Central America, (16.4 percent), and European guest (1.0 percent). On the other hand, South America (14.5 percent), Local Residents (15.0 percent), Other West Indies (7.0 percent), guest registrations were down from Canada and Other Areas 23.9 percent and 28.9 percent, respectively.



## Tourism Statistics for May 2010

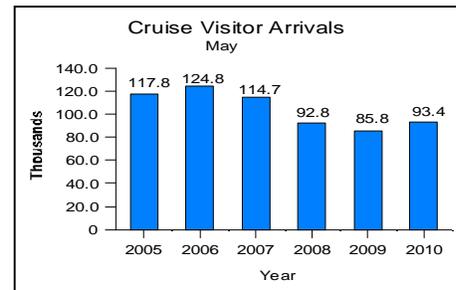
### PASSENGER ARRIVALS

	May 10	Apr 10	May 09	10 CY Jan-May	09 CY Jan-May	% Ch. 10/09
Air Visitors	57,316	66,526	57,432	337,426	308,180	9.5
St. Thomas and St. John	44,585	54,214	45,773	270,747	255,400	6.0
St. Croix	12,731	12,312	11,659	66,679	52,780	26.3
Cruise Ship Visitors	93,386	166,877	85,763	916,388	790,795	15.9
St. Thomas and St. John	89,551	155,693	79,102	861,781	779,311	10.6
St. Croix	11,338	15,832	6,661	88,668	24,701	-
Cruise Ship Calls	30	63	28	346	338	2.4
St. Thomas and St. John	29	59	26	322	330	-2.4
St. Croix	4	6	2	38	16	-



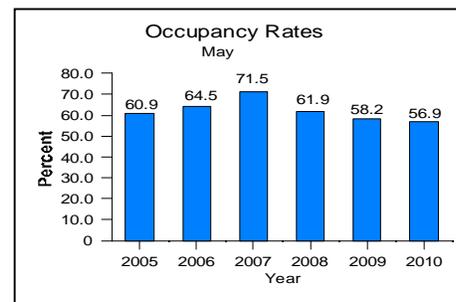
### HOTEL REGISTRATION

	May 10	Apr 10	May 09	10 CY Jan-May	09 CY Jan-May	% Ch. 10/09
Total	57,540	82,355	73,282	411,257	371,947	10.6
Residents	6,484	5,717	7,409	29,033	34,167	-15.0
Non Residents	51,056	76,638	65,873	382,224	337,780	13.2
United States	46,963	72,507	60,938	357,583	311,325	14.9
Puerto Rico	1,582	1,400	1,262	7,146	6,823	4.7
Other West Indies	725	583	1,409	3,223	3,467	-7.0
Canada	281	557	836	3,916	5,144	-23.9
Europe	1,258	1,252	843	8,156	8,077	1.0
Central America	38	27	40	156	134	16.4
South America	44	75	83	401	469	-14.5
Other Areas	167	238	461	1,643	2,310	-28.9
Average Stay (nights)	4.2	4.2	4.2	4.4	4.2	4.8



### HOTEL ACCOMODATIONS

	May 10	Apr 10	May 09	10 CY Jan-May	09 CY Jan-May	% Ch. 10/09
Total Tourist Rooms Available	4,999	4,999	4,958	4,993	4,944	1.0
Occupied Room Nights	88,193	86,541	90,850	499,077	460,090	8.5
Available Room Nights	154,969	149,970	155,978	753,969	755,992	-0.3
Occupancy Rate (%)	56.9	57.7	58.2	66.2	60.9	-
St. Thomas and St. John	62.6	63.9	63.8	70.3	67.2	-
St. Croix	39.0	38.0	41.8	53.2	42.1	-



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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