

May Tourism Indicators



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Highlights May 2011

- There were 178,776 visitors to the Territory in May 2011 compared to 150,702 last May.
- There were 129,623 cruise ship passenger arrivals this month compared to 93,386 one year ago.
- Air arrivals which totaled 49,153 in May decrease by 14.2 percent when compared to May of last year.
- The Territory's hotels reported occupancy rate averaged 50.7 percent this May compared to 56.9 percent last May.
- The Territory welcomed 1,366,726 visitors during the past five months, a 9.0 percent increase or 112,913 more visitors than the corresponding period in 2010.

Visitor Arrivals for May 2011 up by 18.6 Percent

Fueled by a 38.8 percent gain in cruise visitors, total visitor arrivals increased by 18.6 percent this May compared with May 2010. There were 178,776 visitors to the Territory in May 2011 compared to 150,702 last May. There were 129,623 cruise ship passenger arrivals this month compared to 93,386 one year ago. The number of cruise ship calls grew to 40 from 30 last year. Consequently, air arrivals which totaled 49,153 in May decrease by 14.2 percent when compared to May of last year.

Arrivals by District

The St. Thomas/St. John district received 38,393 air visitors, a 13.9 percent decrease over May 2010. St. Croix district showed a 15.5 percent decline in air arrivals to 10,760 from 12,731 last year. The St. Thomas/St. John district received 125,028 cruise passengers a strong 39.6 percent increase over last year. St. Croix hosted 4,595 cruise passengers versus the 11,338 that visited one year earlier.

Hotel Occupancy

The Territory's hotels reported occupancy rate averaged 50.7 percent this May compared to 56.9 percent last May. The rate for St. Croix was 35.5 percent compared to 39.0 percent a year earlier. The rate for St. Thomas and St. John district was 56.0 percent versus 62.6 percent May 2010. Territory-wide occupied room nights in May 2011 were 74,250 compared with 88,193 the May. The lower occupied room nights attributed to hotel room revenues declining by 17.3 percent to \$1,715,873 compared to \$2,075,781 collected in May 2010.

Tourism Statistics January to May 2011

The Territory welcomed 1,366,726 visitors during the past five months, a 9.0 percent increase or 112,913 more visitors than the corresponding period in 2010. There were 318,316 air visitors, a 5.7 percent dip over the 337,425 air visitors who visited in 2010. Year-to-date a total of 1,048,410 cruise passengers came ashore, or 14.4 percent more than the 916,388 passengers who visited in 2010. There were a total of 393 cruise ship calls, about 13.6 percent more calls than a year ago.

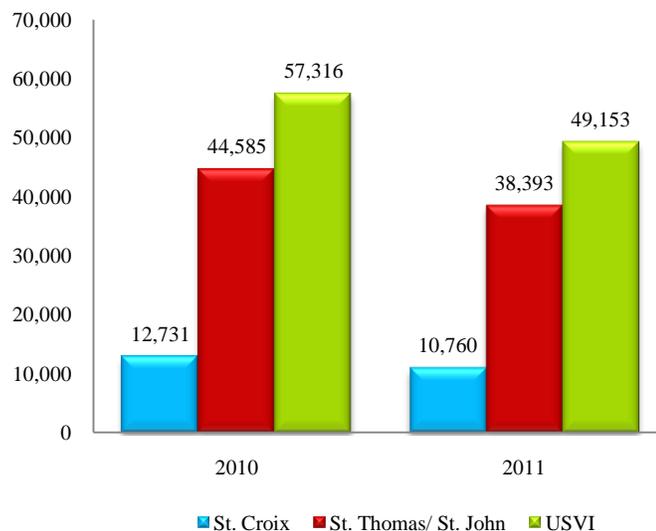
Air arrivals to the St. Thomas/St. John district totaled 255,056 a 5.8 percent drop, while the district of St. Croix had 63,261 air visitors or a 5.1 percent decline. Cruise passenger arrivals grew by 14.6 percent to 987,421 in the St. Thomas/St. John district. St. Croix received 97,280 cruise passengers a 9.7 percent increase over the same period in 2010.

The Territory's hotel occupancy rate from January to May averaged 59.1 percent. The year-to-date hotel guest registrations were 348,687 compared to 411,257 last year. Guest Registrations were up from the following regions: Puerto Rico (12.5 percent), Central America (96.2 percent), Europe (10.6 percent), South America (144.9 percent), Canada (11.2 percent), Other West Indies (27.8 percent) and Other Areas (29.6 percent). On the other hand, hotel guests decreased from U.S. (17.3 percent), and Local Residents (20.1 percent).

Air Visitor Arrivals, January to May 2011

	St. Thomas/ St. John			St. Croix			Total USVI		
	2010	2011	%	2010	2011	%	2010	2011	%
MAY YTD:	270,747	255,056	-5.8	66,679	63,261	-5.1	337,425	318,316	-5.7
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	-	-	12,530	-	-	59,710	-	-
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	-	-	37,573	-	-	183,552	-	-
Third	110,826	-	-	33,835	-	-	144,662	-	-
Fourth	114,249	-	-	35,512	-	-	149,762	-	-
Total:	543,002	-	-	148,556	-	-	691,558	-	-

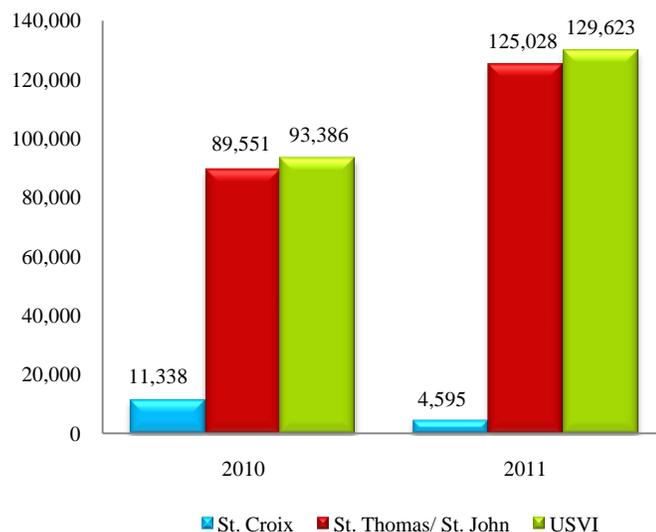
Air Visitor Arrivals, May 2011



Cruise Passenger Arrivals, January to May 2011

	St. Thomas/ St. John			St. Croix			Total USVI		
	2010	2011	%	2010	2011	%	2010	2011	%
MAY YTD:	861,781	987,421	14.6	88,668	97,280	9.7	916,388	1,048,410	14.4
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	-	-	4,818	-	-	108,235	-	-
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	-	-	31,988	-	-	368,498	-	-
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, May 2011



Hotel Occupancy Rates, January to May 2011

	St. Thomas/ St. John			St. Croix			Total USVI		
	2010	2011	%	2010	2011	%	2010	2011	%
MAY YTD:	70.3	63.0	-7.3	53.2	47.0	-6.2	66.2	59.1	-7.1
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	-	-	39.8	-	-	57.8	-	-
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	-	-
December	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	-	-	38.9	-	-	58.4	-	-
Third	52.7	-	-	38.7	-	-	49.3	-	-
Fourth	51.5	-	-	43.1	-	-	49.5	-	-
Total:	60.6	-	-	45.8	-	-	57.0	-	-

Hotel Occupancy Rates, May 2011

