

U.S. Virgin Islands

November 2010 Tourism Indicators

Bureau of Economic Research

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Total visitors arrivals rose by an impressive 17.1 percent in November 2010

The tourism industry notched up another month of positive performance in visitor arrivals, although the overall growth was depressed by a drop in air visitor arrivals. There were 243,612 visitors in November, an impressive increase of 17.1 percent over November 2009 arrivals of 208,062. Air visitors fell for the third successive month with November's 8.6 percent decline the largest to-date. Air visitors totaled 48,064 compared to 52,584 in November 2009. Cruise passengers arrivals continued its strong growth by posting a 25.8 percent gain to reach 195,548 from 155,478 a year earlier.

Arrivals by District

The St. Thomas and St. John district experienced a 10.1 percent decline in air visitors to 36,211 this month compared to 40,279 in November 2009. St. Croix experienced, for only the second time for this year, a decline in air arrivals. The number of air arrivals fell to 11,853 from 12,305 last November, a 3.7 percent decrease. The St. Thomas and St. John district received 182,843 cruise passengers, for a 27.8 percent gain over last year. St. Croix was host to 14,567 cruise passengers in November 2010, 21.0 percent drop from the 18,434 cruise visitors last November. There were 78 cruise ship calls to the Territory this November compared to 61 for November 2009.

Hotel Occupancy

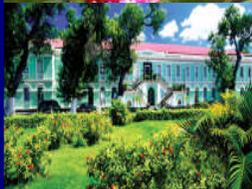
The Territory's reported hotel occupancy rate for November 2010 averaged 50.3 percent compared to 55.0 percent for the corresponding month in 2009. The rate for St. Croix was 50.2 percent compared to 40.6 for last November. The rate for St. Thomas and St. John was 50.3 percent compared to 59.6 percent for November 2009. A total of \$568,703 was collected in hotel room revenues this November compared to \$535,158 in November 2009, a gain of 6.3 percent.

Tourism Statistics January to November 2010

In total, the Territory welcomed 2,257,115 visitors in the eleven months of 2010, a 14.6 percent increase or 287,148 more visitors than the same period in 2009. There were 627,922 air visitors or 5.1 percent more than the 597,483 air visitors for the same period in 2009. Cruise passenger arrivals grew by a healthy 18.7 percent to 1,629,193 from 1,372,484 one year earlier. There were 579 cruise ship calls during this period, or 8.6 percent more calls than last year.

The hotel occupancy rate averaged 57.3 percent for the eleven months of this year, about 2.8 percentage points higher than the corresponding period in 2009. Occupied room nights were 958,395 compared to 905,321 in 2009.

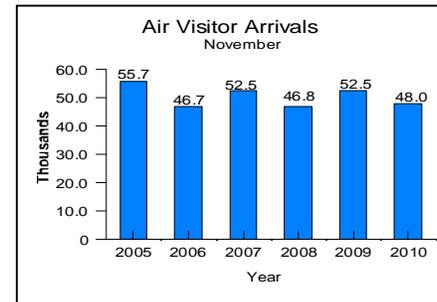
There were 745,745 registered hotel guests during this eleven-month period. All market regions showed a decrease in the number of guests. The United States registered guests were 2.6 percent lower than in 2009. Local resident guests decreased by 15.1 percent, while guests from Europe waned 11.5 percent. Other Areas fell by 23.8 percent. Guests from Central and South America decline 40.3 percent and 9.8 percent; respectively. Guests from Puerto Rico decreased by 2.6 percent while Canadian guests shrunk by 40.2 percent.



Tourism Statistics for November 2010

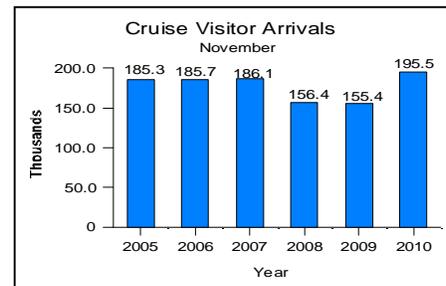
PASSENGER ARRIVALS

	Nov 10	Oct 10	Nov 09	10 CY		09 CY % Ch.	
				Jan-Nov	Jan-Nov	10/09	
Air Visitors	48,064	38,426	52,584	627,921	597,483	5.1	
St. Thomas and St. John	36,211	28,774	40,279	493,372	480,289	2.7	
St. Croix	11,853	9,652	12,305	134,549	117,194	14.8	
Cruise Ship Visitors	195,548	116,781	155,478	1,629,193	1,372,484	18.7	
St. Thomas and St. John	182,843	109,131	143,036	1,537,435	1,307,017	17.6	
St. Croix	14,567	7,650	18,434	129,874	84,676	-	
Cruise Ship Calls	78	41	61	579	533	8.6	
St. Thomas and St. John	72	37	59	538	510	5.5	
St. Croix	7	4	8	57	34	-	



HOTEL REGISTRATION

	Nov 10	Oct 10	Nov 09	10 CY		09 CY % Ch.	
				Jan-Nov	Jan-Nov	10/09	
Total	52,717	42,574	71,226	745,745	783,303	-4.8	
Residents	4,485	5,340	6,040	62,128	73,211	-15.1	
Non Residents	48,232	37,234	65,186	683,617	710,092	-3.7	
United States	43,994	33,682	59,665	636,124	653,181	-2.6	
Puerto Rico	1,697	1,595	1,753	17,616	18,091	-2.6	
Other West Indies	670	815	938	7,340	9,737	-24.6	
Canada	358	174	869	5,526	9,237	-40.2	
Europe	1,139	786	1,748	13,247	14,968	-11.5	
Central America	9	9	29	284	476	-40.3	
South America	111	22	39	805	892	-9.8	
Other Areas	229	151	185	2,674	3,510	-23.8	
Average Stay (nights)	4.4	4.3	4.1	4.4	4.1	7.3	



HOTEL ACCOMODATIONS

	Nov 10	Oct 10	Nov 09	10 CY		09 CY % Ch.	
				Jan-Nov	Jan-Nov	10/09	
Total Tourist Rooms Available	5,022	5,022	4,965	5,007	4,948	1.2	
Occupied Room Nights	75,708	69,048	81,919	958,395	905,321	5.9	
Available Room Nights	150,660	155,682	148,950	1,672,305	1,662,031	0.6	
Occupancy Rate (%)	50.3	44.4	55.0	57.3	54.5	-	
St. Thomas and St. John	50.3	47.0	59.6	60.9	59.8	-	
St. Croix	50.2	36.1	40.6	46.1	38.1	-	



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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