

U.S. Virgin Islands October 2010 Tourism Indicators

Bureau of Economic Research

December 2010

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

Total visitors arrivals rose by 13.1 percent in October 2010

In October 2010, visitor arrivals to the territory reached 155,207 compared to 137,263 visitors last October, an increase of 13.1 percent year-on-year. The growth momentum in overall arrivals continues to be led by the rise in cruise passenger arrivals which rose to a robust 18.8 percent this month to 116,781, up from 98,305 a year earlier. There were 41 cruise ship calls this October compared to 34 for October 2009. The number of air visitors to the Territory was 38,426 compared to 38,958 reported for the same month last year.

The St. Thomas and St. John district experienced a small 1.5 percent decline in air visitors in October. Air visitors totaled 28,774 compared to 29,224 in October 2009. St. Croix hosted 9,652 air visitors, the same as one year ago. The St. Thomas and St. John district received 109,131 cruise passengers, a strong 29.7 percent gain over previous the October. There were 7,650 cruise visitors to the island of St. Croix this month compared to 14,196 cruise visitors a year earlier.

Hotel Occupancy

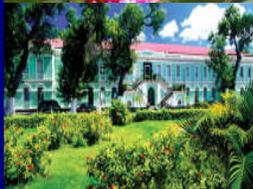
The Territory's reported hotel occupancy rate for October 2010 averaged 44.4 percent. The rate for St. Croix was 36.1 percent compared to 36.5 percent last October. The rate for St. Thomas and St. John was 47.0 percent compared to 46.9 percent for October 2009. A total of \$494,626 was collected in hotel room revenues this October compared to \$381,065 in October 2009, a gain of 29.8 percent.

Tourism Statistics January to October 2010

In the first 10 months of 2010, total visitor arrivals cumulated to 2,013,503, surpassing last year's total of 1,761,905—a 14.3 percent increase. Cruise passenger arrivals grew by 17.8 percent to 1,433,645 from 1,217,006 one year earlier. There were 579,858 air visitors or 6.4 percent more than the 544,899 air visitors for the same period in 2009. There were 501 cruise ship calls during this period or 6.1 percent more calls than last year.

The hotel occupancy rate averaged 58.0 percent for the first ten months of this year, about 3.6 percentage points higher than the same period in 2009. Occupied room nights were 1,521,645 compared to 1,513,081 in 2009.

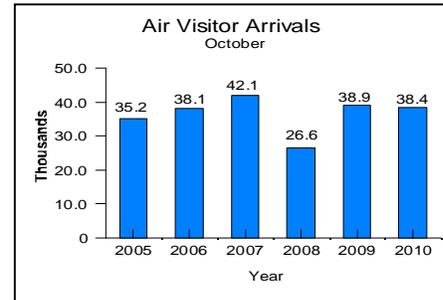
There were 693,028 registered hotel guests during this ten-month period. Guests from the United States which account for 85.4 percent of hotel guest were at the same level as last year. Local resident guests declined by 14.2 percent, guests from Europe also fell by 8.4 percent. Guests from Central and South America decreased 43.8 percent and 18.6 percent; respectively. Other Areas and Other West Indies fell similarly by 26.5 percent and 24.2 percent. Guests from Puerto Rico shrunk by 2.6 percent and Canadian guests drop by 38.2 percent.



Tourism Statistics for October 2010

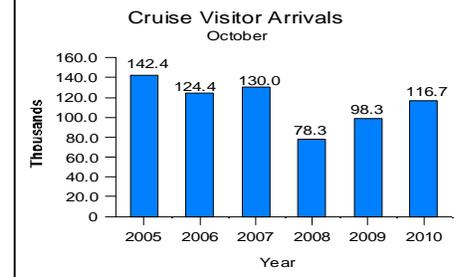
PASSENGER ARRIVALS

	Oct 10	Sep 10	Oct 09	10 CY		09 CY % Ch.
				Jan-Oct	Jan-Oct	10/09
Air Visitors	38,426	27,880	38,958	579,858	544,899	6.4
St. Thomas and St. John	28,774	20,265	29,224	457,162	440,010	3.9
St. Croix	9,652	7,615	9,735	122,696	104,889	17.0
Cruise Ship Visitors	116,781	81,021	98,305	1,433,645	1,217,006	17.8
St. Thomas and St. John	109,131	78,707	84,109	1,354,592	1,163,981	16.4
St. Croix	7,650	4,507	14,196	115,307	66,242	-
Cruise Ship Calls	41	24	34	501	472	6.1
St. Thomas and St. John	37	23	29	466	451	3.3
St. Croix	4	2	2	50	26	-



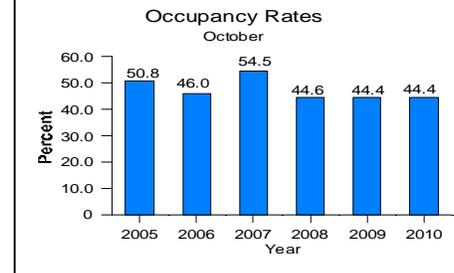
HOTEL REGISTRATION

	Oct 10	Sep 10	Oct 09	10 CY		09 CY % Ch.
				Jan-Oct	Jan-Oct	10/09
Total	42,574	36,255	62,224	693,028	712,037	-2.7
Residents	5,340	4,589	6,617	57,643	67,171	-14.2
Non Residents	37,234	31,666	55,607	635,385	644,866	-1.5
United States	33,682	28,749	50,049	592,130	593,516	-0.2
Puerto Rico	1,595	1,521	2,225	15,919	16,337	-2.6
Other West Indies	815	715	1,266	6,669	8,799	-24.2
Canada	174	139	687	5,168	8,368	-38.2
Europe	786	279	1,094	12,108	13,220	-8.4
Central America	9	34	30	251	447	-43.8
South America	22	87	112	694	853	-18.6
Other Areas	151	143	144	2,445	3,325	-26.5
Average Stay (nights)	4.3	4.4	4.1	4.4	4.1	7.3



HOTEL ACCOMODATIONS

	Oct 10	Sep 10	Oct 09	10 CY		09 CY % Ch.
				Jan-Oct	Jan-Oct	10/09
Total Tourist Rooms Available	5,022	5,022	4,965	5,005	4,947	1.2
Occupied Room Nights	69,048	57,179	68,360	882,687	823,402	7.2
Available Room Nights	155,682	150,660	153,915	1,521,645	1,513,081	0.6
Occupancy Rate (%)	44.4	38.0	44.4	58.0	54.4	-
St. Thomas and St. John	47.0	38.1	46.9	61.9	59.9	-
St. Croix	36.1	37.4	36.5	45.7	37.9	-



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.

Visit us on the web at WWW.USVIBER.ORG for more detailed statistics!