

October Tourism Indicators



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**Highlights
October 2011**

- There were 144,865 visitors to the Territory in October 2011, down 10,342 or 6.7 percent over October 2010.
- The decline in total visitors was due to a 10.1 percent drop in cruise passengers.
- The Territory's reported hotel occupancy rate for October 2011 averaged 44.5 percent compared to 44.4 percent for the corresponding month in 2010.
- A total of 2,108,465 visitors arrived in the Territory during the first ten months of 2011, a 4.7 percent gain or 94,597 more visitors than the corresponding period in 2010.
- The hotel occupancy rate averaged 51.9 percent for this period.

Total visitors arrivals fell by 6.7 percent in October 2011

There were 144,865 visitors to the Territory in October 2011, down 10,342 or 6.7 percent over October 2010. The decline in total visitors was due to a 10.1 percent drop in cruise passengers. There were 104,996 cruise ship passenger arrivals this month compared to 116,781 for October 2010. The number of cruise ship calls fell to 32 from 41 October last year. Air arrivals, which totaled 39,869 this October, grew by 3.8 percent when compared with October of last year.

Arrivals by District

The St. Thomas and St. John district air arrivals totaled 30,233 compared to 28,774 in October 2010 a 5.1 percent increase. St. Croix air visitors practically remained at same level a year ago. The St. Thomas and St. John district received 100,532 cruise passengers, while 4,464 came ashore on the island of St. Croix.

October 2011 Hotel Occupancy

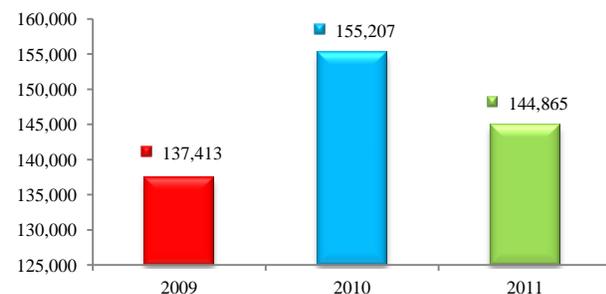
The Territory's reported hotel occupancy rate for October 2011 averaged 44.5 percent compared to 44.4 percent for the corresponding month in 2010. The rate for St. Croix was 36.5 percent. The rate for St. Thomas and St. John was 47.1 percent. Territory-wide occupied room nights were 68,553 compared with 69,048 the previous year. Despite lower occupied nights, hotel revenues collected were higher than last year, partly the collected in hotel room revenues this October compared to \$433,158 in October 2010, a growth of 3.1 percent.

Tourism Statistics January to October 2011

A total of 2,108,465 visitors arrived in the Territory during the first ten months of 2011, a 4.7 percent gain or 94,597 more visitors than the corresponding period in 2010. 2011 year-to-date cruise passengers arrivals grew to 1,553,192 from the 1,433,645 one year earlier. There were 555,273 air visitors or 4.3 percent less than the 580,223 air visitors for the same ten-month period in 2010. There were 532 cruise ship calls during this period, 6.2 percent more calls than last year.

The hotel occupancy rate averaged 51.9 percent for this period. There were 603,614 registered hotel guests. Guests from the United States were 14.3 percent lower than in 2010. Local resident guests declined by 19.8 percent, while guests from Europe increased 22.3 percent. Guests from Other Areas and Other West Indies increased by 68.3 percent and 14.1 percent, respectively. Guests from Central and South America also increased 91.2 percent and 97.6 percent, respectively. Conversely, guests from Puerto Rico declined by 0.7 percent, while Canadian guest increased by 7.5 percent.

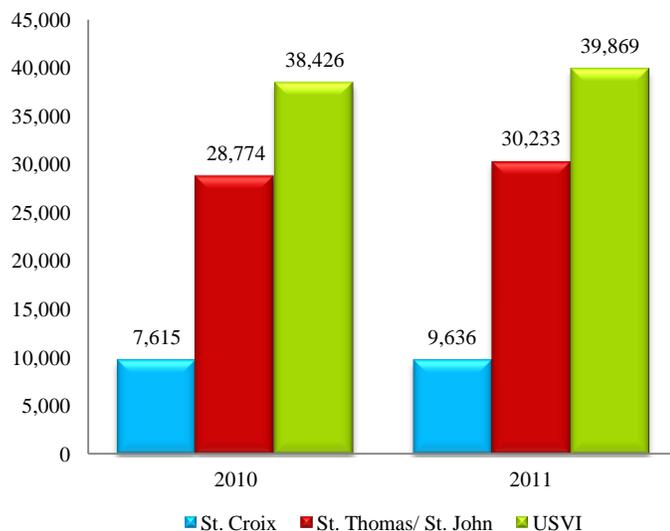
October Total Visitors 2009-2011



Air Visitor Arrivals, January to October 2011

	St. Thomas/ St. John			St. Croix			Total USVI		
	2010	2011	%	2010	2011	%	2010	2011	%
OCT YTD:	457,527	438,333	-4.2	122,696	116,940	-4.7	580,223	555,273	-4.3
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	45,160	-4.3	12,530	11,539	-7.9	59,710	56,699	-5.0
July	51,914	50,874	-2.0	13,561	14,239	5.0	65,475	65,113	-0.5
August	38,647	36,365	-5.9	12,659	11,095	-12.4	51,306	47,460	-7.5
September	20,265	20,645	1.9	7,615	7,170	-5.8	27,881	27,816	-0.2
October	28,774	30,233	5.1	9,652	9,636	-0.2	38,426	39,896	3.8
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	135,698	-7.0	37,573	33,603	-10.6	183,552	169,301	-7.8
Third	110,826	107,884	-2.7	33,835	32,504	-3.9	144,662	140,389	-3.0
Fourth	114,249	-	-	35,512	-	-	149,762	-	-
Total:	543,002	-	-	148,556	-	-	691,558	-	-

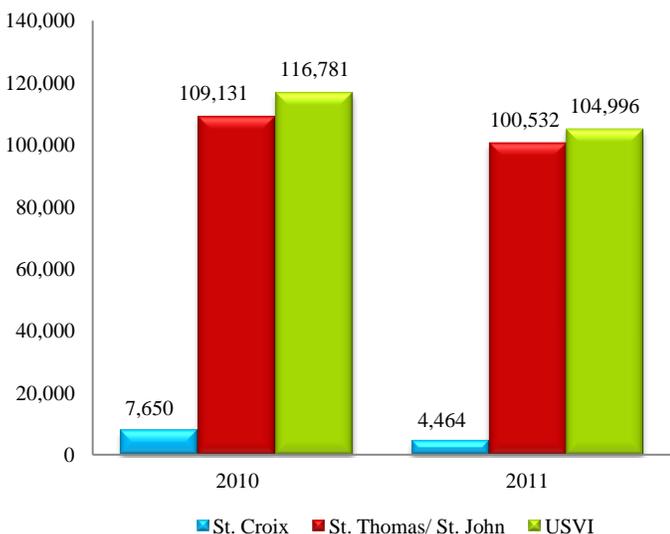
Air Visitor Arrivals, October 2011



Cruise Passenger Arrivals, January to October 2011

	St. Thomas/ St. John			St. Croix			Total USVI		
	2010	2011	%	2010	2011	%	2010	2011	%
OCT YTD:	1,354,592	1,468,746	8.4	115,307	120,737	4.7	1,433,645	1,553,192	8.3
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	98,021	-5.2	4,818	4,900	1.7	108,235	102,921	-4.9
July	108,723	102,870	-5.4	4,835	4,925	1.9	113,558	107,795	-5.1
August	92,833	104,491	12.9	4,829	4,843	0.3	97,662	109,334	12.0
September	78,707	75,411	-4.2	4,507	4,325	-4.0	81,021	79,736	-1.6
October	109,131	100,532	-7.9	7,650	4,464	-41.6	116,781	104,996	-10.1
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	396,893	13.8	31,988	29,134	-8.9	368,498	416,989	13.2
Third	280,263	282,772	0.9	14,171	14,093	-0.6	292,241	296,865	1.6
Fourth	505,867	-	-	41,761	-	-	542,082	-	-
Total:	1,751,328	-	-	149,418	-	-	1,858,946	-	-

Cruise Passenger Arrivals, October 2011



Hotel Occupancy Rates, January to October 2011

	St. Thomas/ St. John			St. Croix			Total USVI		
	2010	2011	%	2010	2011	%	2010	2011	%
OCT YTD:	61.9	54.7	-7.2	45.7	43.7	-2.0	58.0	51.9	-6.1
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	-5.9
June	63.5	50.8	-12.6	39.8	39.3	-0.5	57.8	47.9	-9.1
July	65.3	53.2	-12.1	39.5	47.0	7.5	59.0	51.6	-7.3
August	54.4	44.2	-10.2	39.0	40.1	1.0	50.6	43.1	-7.5
September	38.1	33.7	-4.4	37.4	35.9	-1.5	38.0	34.3	-3.7
October	47.0	47.1	0.1	36.1	36.5	0.4	44.4	44.5	0.1
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	56.4	-8.2	38.9	38.7	-0.2	58.4	51.9	-6.2
Third	52.7	43.8	-8.9	38.7	41.2	2.6	49.3	43.2	-6.2
Fourth	51.5	-	-	43.1	-	-	49.5	-	-
Total:	60.6	-	-	45.8	-	-	57.0	-	-

Hotel Occupancy Rates, October 2011

