

U.S. Virgin Islands September 2010 Tourism Indicators

Bureau of Economic Research

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Visitor Arrivals for September 2010 surge by 16.4 Percent

Total visitor arrivals in September 2010 registered a solid 16.4 percent increase due to the continued growth in cruise passenger arrivals. There were 108,902 visitors to the Territory in September 2010, up 15,316 visitors or 16.4 percent over September 2009. There were 81,021 cruise ship passengers this month compared to 65,314 for September 2009. The number of cruise ship calls rose to 24 from 21 last year. Air arrivals, which totaled 27,881 this September, fell by 1.4 percent when compared with September of last year.

Arrivals by District

The St. Thomas and St. John district received 20,265 air visitors, a 2.0 percent decrease over September 2009. The St. Croix district showed a less than 1 percent growth in air arrivals to 7,615 from 7,593 last year. The St. Thomas and St. John district received 78,707 cruise passengers, a strong 33.9 percent increase over last year. St. Croix hosted 4,507 cruise passengers this month versus the 6,545 who visited last September.

Hotel Occupancy

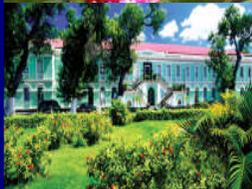
The Territory's hotels reported occupancy rate averaged 38.0 percent this September compared to 35.0 percent recorded one year earlier. The rate for St. Croix was 37.4 percent compared to 29.0 percent registered last September. The rate for St. Thomas and St. John was 38.1 percent compared to 36.9 percent one year ago. Hotel room revenues, however, declined 8.6 percent to \$1,049,789 compared to \$1,149,031 in September 2009.

Tourism Statistics January to September 2010

The Territory welcomed 1,858,296 visitors during the past nine months, a 14.4 percent increase or 233,655 more visitors than the corresponding period in 2009. There were 541,432 air visitors, a 7.0 percent growth over the 505,940 air visitors who visited in 2009. A total of 1,316,864 cruise passengers visited in 2010, or 17.7 percent more than the 1,118,701 passengers who visited in 2009. There were a total of 460 cruise ship calls, about 5.0 percent more calls than a year ago.

Air arrivals to the St. Thomas and St. John district, which totaled 428,388, grew 4.3 percent while the district of St. Croix had 113,044 air visitors or an 18.8 percent increase. Cruise passenger arrivals grew by 15.3 percent to 1,245,461 in the St. Thomas and St. John district. St. Croix welcomed 107,657 cruise passengers for the past nine months versus the 52,046 in the same period of 2009.

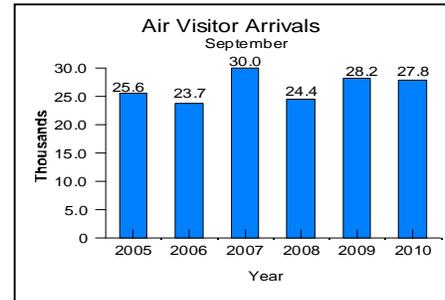
The Territory's hotel occupancy rate from January to September 2010 averaged 59.6 percent. Guest registrations were up from the U.S. (2.8 percent) and Puerto Rico (1.5 percent) region. On the other hand, hotel guest fell in these regions: Europe (6.6 percent), Local Residents (13.6 percent), South America (9.4 percent), Canada (35.0 percent), Other West Indies (22.3 percent), Central America (42.0 percent) and Other Areas (27.9 percent).



Tourism Statistics for September 2010

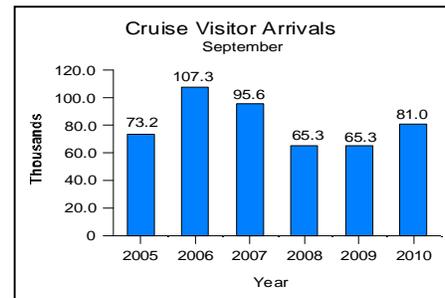
PASSENGER ARRIVALS

	Sep 10	Aug 10	Sep 09	10 CY		09 CY % Ch.
				Jan-Sep	Jan-Sep	10/09
Air Visitors	27,881	50,941	28,272	541,432	505,940	7.0
St. Thomas and St. John	20,265	38,282	20,679	428,388	410,786	4.3
St. Croix	7,615	12,659	7,593	113,044	95,154	18.8
Cruise Ship Visitors	81,021	97,662	65,314	1,316,864	1,118,701	17.7
St. Thomas and St. John	78,707	92,833	58,769	1,245,461	1,079,872	15.3
St. Croix	4,507	4,829	6,545	107,657	52,046	-
Cruise Ship Calls	24	27	21	460	438	5.0
St. Thomas and St. John	23	25	19	429	422	1.7
St. Croix	2	2	2	46	24	-



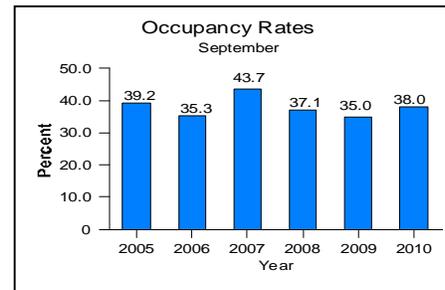
HOTEL REGISTRATION

	Sep 10	Aug 10	Sep 09	10 CY		09 CY % Ch.
				Jan-Sep	Jan-Sep	10/09
Total	36,255	66,044	42,818	650,454	649,813	0.1
Residents	4,589	6,815	5,550	52,303	60,554	-13.6
Non Residents	31,666	59,229	37,268	598,151	589,259	1.5
United States	28,749	55,445	33,374	558,448	543,468	2.8
Puerto Rico	1,521	1,752	1,895	14,325	14,112	1.5
Other West Indies	715	831	599	5,854	7,533	-22.3
Canada	139	328	607	4,994	7,681	-35.0
Europe	279	625	530	11,322	12,126	-6.6
Central America	34	20	51	242	417	-42.0
South America	87	71	36	671	741	-9.4
Other Areas	143	157	177	2,294	3,181	-27.9
Average Stay (nights)	4.4	4.4	3.9	4.4	4.1	7.3



HOTEL ACCOMODATIONS

	Sep 10	Aug 10	Sep 09	10 CY		09 CY % Ch.
				Jan-Sep	Jan-Sep	10/09
Total Tourist Rooms Available	5,022	5,022	4,965	5,004	4,945	1.2
Occupied Room Nights	57,179	78,836	52,069	813,639	755,042	7.8
Available Room Nights	150,660	155,682	148,950	1,365,963	1,359,166	0.5
Occupancy Rate (%)	38.0	50.6	35.0	59.6	55.6	-
St. Thomas and St. John	38.1	54.4	36.9	63.6	61.3	-
St. Croix	37.4	39.0	29.0	46.8	38.0	-



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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