

# September Tourism Indicators



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**Highlights  
September 2011**

- A total of 107,552 visitors arrived in the Territory in September, a 1.2 percent decline from the 108,902 visitors who came in September 2010.
- Territorial air visitor arrivals were 27,816, the same level as last September. Cruise passenger arrivals fell by a marginal 1.6 percent to 79,736 from 81,021 a year earlier.
- The Territory's reported hotel occupancy rate for September 2011 averaged 34.3 percent compared to 38.0 percent for the corresponding month in 2010.
- A total of 1,963,600 visitors arrived in the Territory, during the nine-month of 2011, a 5.6 percent increase from the corresponding period in 2010.
- There were 559,393 registered hotel guests during this period.

**Total visitors arrivals fell by 1.2 percent in September**

A modest drop in air visitors and cruise passengers affected overall September 2011 visitor arrivals. A total of 107,552 visitors arrived in the Territory in September, a 1.2 percent decline from the 108,902 visitors who came in September 2010. Territorial air visitor arrivals were 27,816, the same level as last September. Cruise passenger arrivals fell by a marginal 1.6 percent to 79,736 from 81,021 a year earlier.

The District of St. Thomas and St. John experienced a 1.9 percent rise in air arrivals in September to 20,645 compared to 20,265 in September 2010. On the other hand, St. Croix air arrivals were 7,170 this September, a loss of 5.8 percent. The loss of the cruise ship calls of Emerald Princess, Norwegian Epic, and Celebrity Solstice this September 2011 contributed to the St. Thomas and St. John district receiving only 75,411 cruise passengers or 4.2 percent less than last year. There were 4,325 cruise ship visitors to St. Croix compared to the 4,507 who visited a year earlier. There were 23 cruise ship calls this month compared to the 24 calls recorded in September 2010.

**September 2011 Hotel Occupancy**

The Territory's reported hotel occupancy rate for September 2011 averaged 34.3 percent compared to 38.0 percent for the corresponding month in 2010. The rate for St. Croix was 35.9 percent compared to 37.4 percent last September. The rate for St. Thomas and St. John was 33.7 percent compared to 38.1 percent for September 2010. Total hotel room revenues collected in September was \$1,182,450 a 12.4 percent increase from last September's total of \$1,054,573.

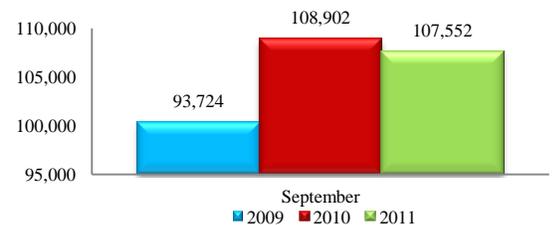
**Tourism Statistics January to September 2011**

A total of 1,963,600 visitors arrived in the Territory, during the nine-month of 2011, a 5.6 percent increase from the corresponding period in 2010. Cruise passengers arrivals were up by 10.0 percent to 1,448,196 from 1,316,864 one year earlier. There were 515,404 air visitors, compared to the 541,749 that visited in the nine-month period in 2010. There were 500 cruise ship calls during this period versus 460 calls last year.

The reported hotel occupancy rate year-to-date averaged 52.8 percent, about 6.8 percentage points lower than the same nine-month period in 2010. Occupied room nights 2011 year-to-date were 699,504 compared to 813,639 last year and room nights available declined to 1,324,968 from 1,365,963.

There were 559,393 registered hotel guests during this period. Guests from the United States were 15.4 percent lower than in 2010. Local residents at hotels decreased by 19.1 percent, while guests from Canada increased by 6.0 percent. Guests from Puerto Rico and Other Areas increased 0.8 percent and 67.4 percent, respectively. Additionally, guests from Central and South America increased by 86.4 and 89.6 percent correspondingly, and guests from Europe were up by 11.8 percent.

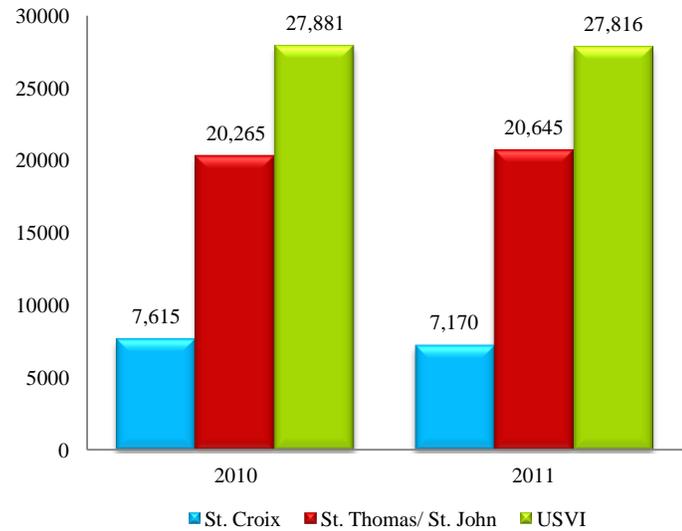
**September Total Visitors 2009-2011**



## Air Visitor Arrivals, January to September 2011

	St. Thomas/ St. John			St. Croix			Total USVI		
	2010	2011	%	2010	2011	%	2010	2011	%
<b>SEPT YTD:</b>	<b>428,753</b>	<b>408,100</b>	<b>-4.8</b>	<b>113,044</b>	<b>107,304</b>	<b>-5.1</b>	<b>541,797</b>	<b>515,404</b>	<b>-4.9</b>
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	-	-	9,652	-	-	38,426	-	-
November	36,211	-	-	11,853	-	-	48,064	-	-
December	49,265	-	-	14,007	-	-	63,272	-	-
<b>Quarter:</b>									
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	-	-
<b>Total:</b>	<b>543,002</b>	<b>-</b>	<b>-</b>	<b>148,556</b>	<b>-</b>	<b>-</b>	<b>691,558</b>	<b>-</b>	<b>-</b>

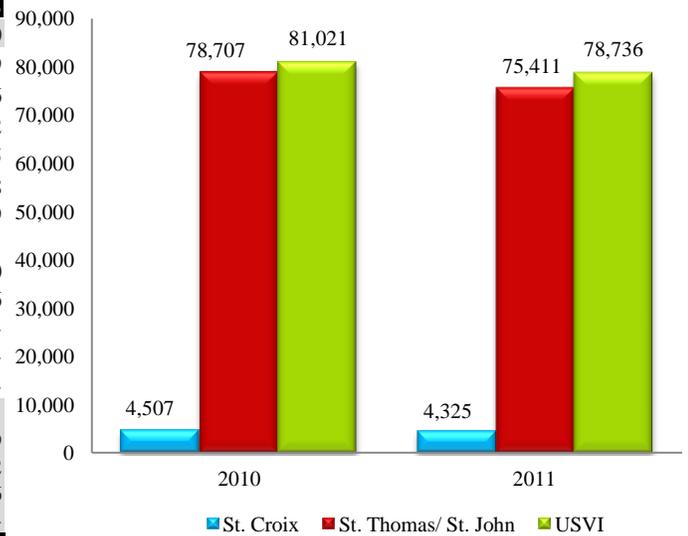
## Air Visitor Arrivals, September 2011



## Cruise Passenger Arrivals, January to September 2011

	St. Thomas/ St. John			St. Croix			Total USVI		
	2010	2011	%	2010	2011	%	2010	2011	%
<b>SEPT YTD:</b>	<b>1,245,461</b>	<b>1,368,214</b>	<b>9.9</b>	<b>107,657</b>	<b>116,273</b>	<b>8.0</b>	<b>1,316,864</b>	<b>1,448,864</b>	<b>10.0</b>
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	-	-	7,650	-	-	116,781	-	-
November	182,843	-	-	14,567	-	-	195,548	-	-
December	213,893	-	-	19,544	-	-	229,753	-	-
<b>Quarter:</b>									
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	-	-
<b>Total:</b>	<b>1,751,328</b>	<b>-</b>	<b>-</b>	<b>149,418</b>	<b>-</b>	<b>-</b>	<b>1,858,946</b>	<b>-</b>	<b>-</b>

## Cruise Passenger Arrivals, September 2011



## Hotel Occupancy Rates, January to September 2011

	St. Thomas/ St. John			St. Croix			Total USVI		
	2010	2011	%	2010	2011	%	2010	2011	%
<b>SEPT YTD:</b>	<b>63.6</b>	<b>55.6</b>	<b>-8.0</b>	<b>46.8</b>	<b>44.5</b>	<b>-2.3</b>	<b>59.6</b>	<b>52.8</b>	<b>-6.8</b>
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	-	-	36.1	-	-	44.4	-	-
November	50.3	-	-	50.2	-	-	50.2	-	-
September	57.2	-	-	43.2	-	-	53.8	-	-
<b>Quarter:</b>									
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	-	-
<b>Total:</b>	<b>60.6</b>	<b>-</b>	<b>-</b>	<b>45.8</b>	<b>-</b>	<b>-</b>	<b>57.0</b>	<b>-</b>	<b>-</b>

## Hotel Occupancy Rates, September 2011

