

# U.S. Virgin Islands Annual Tourism Indicators

BUREAU OF ECONOMIC RESEARCH - OFFICE OF THE GOVERNOR

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	1990	2000	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Annual Percent Change	
																5-Year	1-Year
<b>VISITOR ARRIVALS</b> (thousands unless noted otherwise)																	
<b>Total visitors</b>	<b>1,811.5</b>	<b>2,395.8</b>	<b>2,435.2</b>	<b>2,245.0</b>	<b>2,691.5</b>	<b>2,686.1</b>	<b>2,640.4</b>	<b>2,701.6</b>	<b>2,814.3</b>	<b>2,643.0</b>	<b>2,573.6</b>	<b>1,954.4</b>	<b>1,921.8</b>	<b>2,074.0</b>	<b>861.2</b>	<b>-20.3</b>	<b>-58.5</b>
Tourists	462.5	545.9	574.2	562.6	572.3	566.9	619.2	590.3	614.8	641.6	667.4	535.0	380.9	514.3	302.7	-8.4	-41.1
Excursionists	1,349.0	1,849.9	1,861.0	1,682.4	2,119.2	2,119.2	2,021.2	2,111.3	2,199.5	2,001.4	1,906.2	1,419.4	1,540.9	1,559.7	558.5	-23.8	-64.2
Air excursionists	229.4	81.5	104.0	100.1	100.0	110.2	116.7	112.7	115.6	122.6	129.5	115.1	110.2	126.6	116.5	-1.9	-8.0
Cruise passengers	1,119.6	1,768.4	1,757.1	1,582.3	1,858.9	2,009.0	1,904.5	1,998.6	2,083.9	1,878.8	1,776.7	1,304.3	1,430.7	1,433.1	442.0	-25.5	-69.2
Air visitors - tourists & excursionists	691.9	627.6	678.1	662.8	677.1	677.1	737.6	702.9	730.3	764.1	796.8	650.1	491.1	640.8	419.2	-7.3	-34.6
Number of cruise ships	1,142	1,014	687	621	680	698	667	626	655	609	569	427	481	529	165	-23.1	-68.8
<b>St. Thomas/St. John:</b>																	
Air visitors - tourists & excursionists	510.5	480.6	558.4	532.5	542.0	530.9	580.3	570.0	601.9	622.7	646.2	512.3	328.0	480.6	329.3	-4.5	-31.5
Cruise passengers	1,117.2	1,719.8	1,754.6	1,507.6	1,751.3	1,887.1	1,790.6	1,886.6	1,979.9	1,747.6	1,694.1	1,284.6	1,366.4	1,391.8	424.6	-23.8	-69.5
Number of cruise ships	1,140	949	685	593	631	643	616	579	611	560	535	410	449	511	156	-21.4	-69.5
<b>St. Croix:</b>																	
Air visitors - tourists & excursionists	181.4	147.0	119.7	130.3	147.8	146.3	157.3	132.9	128.4	141.4	150.6	137.8	163.1	160.2	89.9	-11.2	-43.9
Cruise passengers	13.1	232.4	2.5	105.1	149.4	158.2	117.2	116.4	138.1	159.4	117.1	32.6	79.6	54.8	17.4	-54.0	-68.2
Number of cruise ships	14	139	2	48	67	72	54	49	54	58	45	17	41	28	9	-49.3	-67.9
<b>VISITOR EXPENDITURES</b> (millions of dollars)																	
<b>Total expenditures</b>	<b>697.0</b>	<b>1,205.9</b>	<b>1,157.1</b>	<b>1,021.3</b>	<b>1,263.3</b>	<b>1,121.6</b>	<b>1,210.4</b>	<b>1,168.0</b>	<b>1,319.0</b>	<b>1,324.4</b>	<b>1,342.9</b>	<b>1,202.0</b>	<b>993.2</b>	<b>1,030.7</b>	<b>685.8</b>	<b>-9.9</b>	<b>-33.5</b>
Tourists	498.8	725.9	686.4	687.4	791.2	776.9	842.3	786.8	832.7	880.8	916.2	842.5	654.6	685.5	558.8	-5.2	-18.5
Excursionists	198.2	480.0	470.7	333.9	472.1	344.7	368.1	381.2	486.3	443.6	426.7	359.5	338.6	345.2	127.0	-19.3	-63.2
Day-trip by air	30.6	18.2	29.7	28.6	28.0	35.4	35.4	36.1	33.4	35.2	34.5	28.9	27.7	33.7	30.9	-4.2	-8.3
Cruise passengers	167.6	461.8	441.0	305.3	404.1	436.7	413.9	434.4	452.9	408.4	392.2	330.6	310.9	311.5	96.1	-20.9	-69.1
<b>SELECTED TOURISM-RELATED EMPLOYMENT</b> (number of jobs)[a]																	
<b>Total tourism-related employment</b>	<b>8,640</b>	<b>8,660</b>	<b>8,683</b>	<b>8,038</b>	<b>8,301</b>	<b>8,469</b>	<b>8,339</b>	<b>8,136</b>	<b>8,171</b>	<b>8,159</b>	<b>8,430</b>	<b>7,332</b>	<b>5,093</b>	<b>N/A</b>	<b>-</b>	<b>-</b>	<b>-</b>
Hotels and other lodging places	3,460	3,980	3,991	3,581	3,587	3,549	3,617	3,519	3,575	3,629	3,617	3,329	1,559	N/A	-	-	-
Gift shops	2,370	2,010	1,479	1,370	1,381	1,351	1,326	1,257	1,224	1,226	1,135	721	726	N/A	-	-	-
Eating and drinking places	2,380	2,100	2,547	2,493	2,793	2,959	2,821	2,784	2,809	2,765	3,170	2,765	2,420	N/A	-	-	-
Transportation by air	430	570	521	491	443	493	459	476	452	419	405	402	326	N/A	-	-	-
Scenic and Sightseeing Transportation	-	-	145	103	97	117	116	100	111	120	103	115	62	N/A	-	-	-
<b>SELECTED TOURISM-RELATED IMPORTS</b> (millions of dollars) [b]																	
<b>Total tourism-related imports</b>	<b>141.0</b>	<b>209.9</b>	<b>438.2</b>	<b>305.7</b>	<b>349.8</b>	<b>361.0</b>	<b>365.1</b>	<b>406.1</b>	<b>413.3</b>	<b>414.5</b>	<b>390.2</b>	<b>321.0</b>	<b>346.5</b>	<b>369.8</b>	<b>145.6</b>	<b>-19.0</b>	<b>-60.6</b>
Alcoholic beverages	31.8	20.5	28.3	29.9	30.9	34.2	33.3	36.9	35.2	40.0	35.2	30.3	36.5	36.5	19.7	-17.2	-46.0
Cameras	3.8	2.5	0.7	1.1	1.8	1.8	0.8	0.4	0.4	0.4	0.1	0.2	0.1	0.1	0.1	25.0	0.0
China	2.9	0.6	0.7	0.6	1.0	1.0	1.6	1.2	1.1	0.9	1.2	1.8	1.8	0.2	1.0	88.9	400.0
Crystal	3.1	0.4	0.5	0.2	0.2	0.1	0.3	0.2	0.2	0.2	0.2	0.1	0.1	0.1	0.1	-20.0	0.0
Jewelry	72.1	157.5	374.8	242.4	274.2	278.2	283.0	319.2	323.7	320.4	315.7	259.1	283.5	305.9	111.2	-18.6	-63.6
Leather goods	4.2	0.3	2.8	2.8	1.8	2.5	3.1	3.5	3.5	3.1	3.3	3.0	3.6	3.4	1.3	-15.8	-61.8
Linen	2.2	1.1	1.5	1.6	1.5	2.1	1.5	1.6	1.8	1.4	2.2	1.3	1.2	1.3	1.2	-4.8	-7.7
Perfume	9.7	4.8	4.0	3.4	4.1	3.9	3.2	2.8	5.4	7.4	6.7	6.4	3.6	4.0	4.3	0.0	7.5
Watches	11.3	22.2	24.9	23.7	34.3	37.2	38.3	40.3	42.0	40.7	25.6	18.8	16.1	18.3	6.7	-28.0	-63.4

Notes:

U.S.V.I. Bureau of Economic Research (BER) is the source for all data except the following: [a] U.S.V.I. Bureau of Labor Statistics; [b] Foreign Trade Division, U.S. Bureau of the Census; [c] St. Thomas/St. John - Jan Komives, St. Croix - "UPDATE", Central Listing Service. [-] denotes data not available. Additional detail regarding methodology and definitions is available from BER upon request. Some figures may not add due to rounding.

All data subject to revision.

U.S. Virgin Islands Tourism Indicators continued...																Annual Percent Change	
	1990	2000	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	5-Year	1-Year
<b>HOTELS AND OTHER TOURIST ACCOMODATIONS</b>																	
<b>Total rooms or units</b>	<b>4,520</b>	<b>5,008</b>	<b>4,857</b>	<b>4,948</b>	<b>5,008</b>	<b>4,889</b>	<b>5,030</b>	<b>5,016</b>	<b>4,975</b>	<b>5,060</b>	<b>4,843</b>	<b>4,897</b>	<b>2,102</b>	<b>2,526</b>	<b>4,530</b>	<b>19.5</b>	<b>79.3</b>
Number of hotels	60	49	47	46	47	47	46	44	44	41	42	43	27	30	28	1.6	-7.8
Hotel rooms	3,487	3,947	3,782	3,809	3,878	3,759	3,874	3,897	3,856	3,903	3,824	3,827	1,720	2,085	3,509	17.5	68.3
Condominium and other units	1,033	1,061	1,075	1,139	1,131	1,130	1,157	1,120	1,119	1,157	1,019	1,071	383	441	1,021	29.0	131.7
Occupancy rate (percent)	62.5	57.7	60.0	54.8	57.1	51.6	50.9	53.8	53.7	57.1	56.7	47.3	51.4	39.7	39.7	-11.4	0.0
<b>St. Thomas/St. John:</b>																	
Total rooms or units	3,582	3,793	3,669	3,749	3,799	3,667	3,809	3,796	3,755	3,843	3,683	3,730	1,328	1,585	3,407	26.5	114.9
Number of hotels	41	30	30	30	30	30	29	28	28	27	27	27	16	17	11	-5.7	-34.1
Hotel rooms	2,808	3,058	2,872	2,909	2,963	2,833	2,948	2,972	2,931	2,979	2,923	2,926	1,036	1,295	2,617	25.1	102.1
Condominium and other units	774	735	797	840	836	834	862	825	824	865	760	805	292	291	790	34.2	171.7
Occupancy rate (percent)	62.3	60.6	64.6	60.2	60.7	53.8	53.9	57.8	58.5	61.0	59.9	47.5	47.6	35.7	35.7	-13.7	0.0
<b>St. Croix:</b>																	
Total rooms or units	938	1,215	1,187	1,200	1,209	1,222	1,221	1,220	1,220	1,217	1,160	1,167	775	940	1,123	7.5	19.4
Number of hotels	18	19	17	16	17	17	17	17	16	14	15	16	11	13	16	12.5	28.3
Hotel rooms	679	889	910	900	915	926	926	925	925	925	900	901	684	790	892	5.2	12.9
Condominium and other units	259	326	278	300	295	296	295	295	295	293	260	266	91	150	231	22.6	54.1
Occupancy rate (percent)	63.3	48.6	46.2	38.6	45.8	45.1	41.4	41.2	39.0	44.6	46.6	46.7	57.6	51.5	28.5	-10.1	-44.8
<b>HOTEL GUESTS BY ORIGIN (total number and percent shares of total)</b>																	
<b>Total hotel guests (no.)</b>	<b>398,210</b>	<b>653,300</b>	<b>817,649</b>	<b>866,881</b>	<b>816,103</b>	<b>734,813</b>	<b>731,371</b>	<b>808,531</b>	<b>850,426</b>	<b>895,466</b>	<b>828,629</b>	<b>655,921</b>	<b>245,031</b>	<b>363,709</b>	<b>262,993</b>	<b>-5.7</b>	<b>-27.7</b>
U.S.V.I. residents (percent)	7.1	7.0	9.4	9.1	8.2	7.4	6.9	6.6	6.2	5.4	6.9	9.8	17.5	11.1	24.4	39.1	119.9
Non-residents (percent)	92.9	93.0	90.6	90.9	91.8	92.6	93.1	93.4	93.8	94.6	93.1	90.2	82.5	88.9	109.8	4.7	23.5
U.S. mainland sales regions	80.6	76.1	83.3	83.7	85.4	83.8	81.5	84.6	86.6	87.5	85.0	80.5	64.4	75.8	98.8	7.0	30.4
Chicago	13.3	12.4	12.8	13.2	13.9	14.0	14.1	16.2	15.7	16.0	15.5	13.0	7.4	10.9	13.3	7.1	22.0
Los Angeles	9.2	9.1	9.8	9.5	10.0	10.4	10.0	12.2	13.5	13.2	14.3	12.5	7.7	9.7	17.7	18.2	83.2
Miami	16.3	13.5	16.5	16.1	17.1	17.8	16.8	17.4	17.5	16.9	17.4	18.5	22.8	25.9	32.2	10.8	24.2
New York City	31.8	30.4	31.5	30.5	29.7	27.4	27.1	25.6	26.4	26.5	24.8	24.1	16.3	18.4	23.4	5.5	26.9
Washington, D.C.	9.9	10.7	12.6	14.4	14.7	14.3	13.4	13.2	13.6	14.9	13.0	12.5	10.3	10.9	12.2	-0.4	12.5
Puerto Rico	6.0	3.7	2.6	2.3	2.3	2.6	2.6	2.0	2.2	1.8	2.3	3.7	10.2	7.0	5.0	17.7	-29.0
Other West Indies	0.8	1.2	0.9	1.2	1.0	1.2	1.1	1.0	0.9	0.7	1.2	1.6	3.4	2.0	1.7	17.7	-18.4
Canada	0.8	0.7	1.1	1.2	0.8	0.9	1.0	0.9	0.8	0.7	0.6	0.7	0.7	0.5	0.6	1.0	14.5
Europe	2.2	1.9	1.9	1.9	1.8	3.0	4.3	2.8	2.1	2.4	2.4	2.6	2.5	2.4	1.5	-4.8	-37.0
Central or South America	0.8	0.3	0.2	0.2	0.1	0.3	0.5	0.3	0.3	0.3	0.3	0.4	0.2	0.2	0.1	7.3	-22.6
Other areas	1.8	9.0	0.5	0.4	0.3	0.7	2.2	1.8	1.0	1.4	1.4	0.8	1.2	0.9	2.0	2.5	117.0
<b>REAL ESTATE [C]</b>																	
<b>USVI Total Number of homes sold</b>	<b>455</b>	<b>401</b>	<b>335</b>	<b>298</b>	<b>278</b>	<b>272</b>	<b>252</b>	<b>340</b>	<b>355</b>	<b>355</b>	<b>431</b>	<b>353</b>	<b>539</b>	<b>526</b>	<b>400</b>	<b>-8.2</b>	<b>-24.0</b>
Average home sales price (\$)	175,734	276,061	462,687	456,295	474,728	533,862	440,808	538,369	568,295	508,811	500,791	491,574	455,350	491,405	654,685	7.2	33.2
Number of condominium sales	276	303	266	152	253	162	336	196	286	289	325	290	311	354	256	-4.6	-27.7
Average condominium sales price (\$)	168,778	119,503	273,784	251,832	227,708	202,852	247,630	208,205	201,990	215,142	223,237	225,480	209,183	242,175	201,165	0.9	-16.9
<b>St. Thomas/St. John:</b>																	
Number of homes sold	157	209	148	126	120	138	146	194	194	180	226	162	273	253	233	-9.3	-7.9
Average home sales price (\$)	236,048	317,285	560,006	591,904	588,214	684,213	476,745	713,183	772,770	644,945	650,076	646,118	588,727	633,347	816,975	7.2	29.0
Number of condominium sales	169	158	158	92	190	99	297	116	146	166	187	155	161	188	173	-2.6	-8.0
Average condominium sales price (\$)	171,341	112,732	311,654	263,059	244,013	198,075	259,862	250,114	253,705	245,557	252,291	281,708	237,057	279,159	144,448	-0.9	-48.3
<b>St. Croix:</b>																	
Number of homes sold	298	192	187	172	158	134	106	146	161	175	205	191	266	273	167	-6.5	-38.8
Average home sales price (\$)	143,957	231,187	385,665	356,954	388,536	379,024	391,310	306,083	321,910	368,789	336,215	350,495	318,495	359,863	492,394	9.9	36.8
Number of condominium sales	107	145	108	60	63	63	39	80	140	123	138	135	150	166	83	-6.3	-50.0
Average condominium sales price (\$)	164,731	126,880	218,382	234,619	178,533	210,361	154,485	147,438	148,059	174,096	183,861	160,923	179,265	200,290	257,882	4.2	28.8