

USVI Tourism Indicator

This Issue April 2012:

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APRIL 2012 HIGHLIGHTS:

- The Territory welcomed a total of 279,582 visitors in S April 2012, that is 31,688 more visitors than April 2011.
- The 60th Anniversary 2012 Virgin Islands Carnival helped to boost air visitors in the St. Thomas and St. John district by 14.5 percent to 59,940 from 52,145 in April 2011. The island of St. Croix experienced a 25.7 percent rise in air arrivals to 14,208 from 11,304 last April.
- The Territory's reported the hotel occupancy rate for April 2012 averaged 53.6 percent compared to 56.9 percent last April.
- There were 242,122 registered hotel guests during this four-month period. The United States registered guests were 2.7 percent lower than in 2011.

TOTAL VISITORS ARRIVALS ASCEND BY 12.8 PERCENT IN APRIL 2012

VISITOR ARRIVALS APRIL 2012

The Territory welcomed a total of 279,582 visitors or 31,688 more visitors than April a year ago. There was growth in both cruise and air passenger arrivals. Cruise passengers grew by 11.4 percent to 205,434 from 184,445 a year earlier. Air arrivals grew a strong 16.9 percent from 63,449 to 74,148.

ARRIVALS BY DISTRICT

The 60th Anniversary 2012 Virgin Islands Carnival helped to boost air visitors in the St. Thomas and St. John district by 14.5 percent to 59,940 from 52,145 in April 2011. The island of St. Croix experienced a 25.7 percent rise in air arrivals to 14,208 from 11,304 last April. The St. Thomas and St. John district received 188,647 cruise passengers or 8.5 percent more than last year. On the other hand, St. Croix welcomed 16,787 cruise passengers down 14.5 percent from the 19,639 that came ashore last April. There were 78 cruise ship calls compared to the 66 of April last year.

HOTEL OCCUPANCY

The Territory's reported hotel occupancy rate for April 2012 averaged 53.6 percent compared to 56.9 percent last April. The rate for St. Croix was 41.7 percent compared to 41.2 percent one year ago. The St. Thomas and St. John district occupancy rate was 57.3 percent compared to 61.9 percent recorded for last April. The hotel occupancy report was based on the reporting of approximately 91 percent hotels and accommodations establishments, with two large hotels not reporting for the month of April.

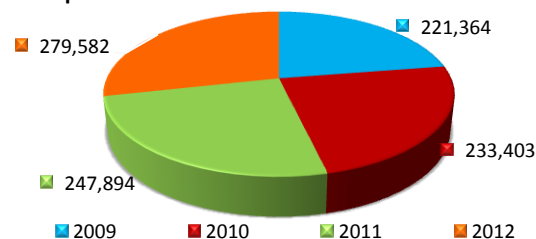
A total of \$3,226,099 was collected in hotel room revenues this April compared to \$2,096,739 recorded last April, a 53.9 percent growth in revenue.

TOURISM STATISTICS JANUARY TO APRIL 2012

In total, the Territory welcomed 1,245,985 visitors in the first four months of the year, a gain of 4.9 percent or 58,035 more visitors over 2011. There were 300,430 air visitors compared to 269,163 air visitors in 2011, or an increase of 11.6 percent. Cruise passenger arrivals improved by 2.9 percent to 945,555 from 918,787 one year earlier. There were 363 cruise ship calls or 2.8 percent increase over the 353 cruise ship calls last year.

There were 242,122 registered hotel guests during this four-month period. The United States registered guests were 2.7 percent lower than in 2011. Guests from Canada, Europe and Puerto Rico increased by 1.5 percent, 119.6 percent, and 1.4 percent, respectively. Local resident guests declined by 19.3 percent; similarly guests from Other West Indies and Other Areas drop by 21.7 percent and 44.7 percent, respectively. South American guests increased by 43.1 percent, while guests from Central America waned by 33.0 percent.

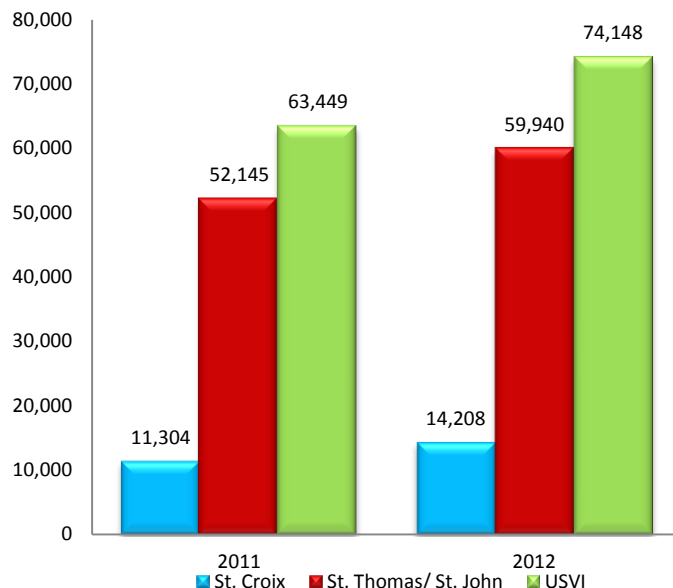
April's Total Visitor Arrivals from 2009-2012



AIR VISITOR ARRIVALS, APRIL 2011 – APRIL 2012

Month	St. Thomas/ St. John			St. Croix			Total USVI		
	2011	2012	% chg	2011	2012	% chg	2011	2012	% chg
January	52,932	54,584	3.1	14,264	15,905	11.5	67,196	70,489	4.9
February	50,569	56,250	11.2	13,233	16,096	21.6	63,802	72,346	13.4
March	61,017	65,863	7.9	13,699	17,584	28.4	74,716	83,447	11.7
April	52,145	59,940	14.9	11,304	14,208	25.7	63,449	74,148	16.9
May	38,393	-	-	10,760	-	-	49,153	-	-
June	45,160	-	-	11,539	-	-	56,699	-	-
July	50,874	-	-	14,239	-	-	65,113	-	-
August	36,365	-	-	11,095	-	-	47,460	-	-
September	20,645	-	-	7,170	-	-	27,816	-	-
October	30,233	-	-	9,636	-	-	39,869	-	-
November	39,078	-	-	13,636	-	-	52,714	-	-
December	54,497	-	-	16,478	-	-	70,975	-	-
Quarter:									
First	164,518	176,697	7.4	41,196	49,585	20.4	205,714	226,282	10.0
Second	135,698	-	-	33,603	-	-	169,301	-	-
Third	107,884	-	-	32,504	-	-	140,389	-	-
Fourth	123,807	-	-	39,750	-	-	163,558	-	-
Total:	531,907	-	-	147,054	-	-	678,961	-	-

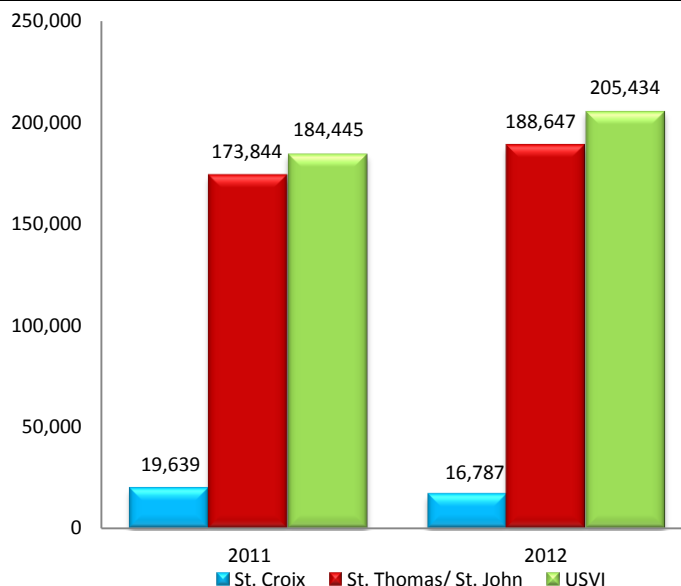
AIR VISITOR ARRIVALS



CRUISE PASSENGER ARRIVALS, APRIL 2011 – APRIL 2012

Month	St. Thomas/ St. John			St. Croix			Total USVI		
	2011	2012	% chg	2011	2012	% chg	2011	2012	% chg
January	235,503	229,727	-2.5	29,427	21,166	-28.1	254,598	250,893	-1.5
February	211,606	229,916	8.7	23,083	20,438	-11.5	226,336	250,153	10.5
March	241,440	222,342	-7.9	20,536	19,779	-3.7	253,408	239,075	-5.7
April	173,844	188,647	8.5	19,639	16,787	-14.5	184,445	205,434	11.4
May	125,028	-	-	4,595	-	-	129,623	-	-
June	98,021	-	-	4,900	-	-	102,921	-	-
July	102,870	-	-	4,925	-	-	107,795	-	-
August	104,491	-	-	4,843	-	-	109,334	-	-
September	75,411	-	-	4,325	-	-	79,736	-	-
October	100,532	-	-	4,464	-	-	104,996	-	-
November	199,832	-	-	15,153	-	-	214,985	-	-
December	218,518	-	-	22,296	-	-	240,814	-	-
Quarter:									
First	688,549	681,985	-1.0	73,046	61,383	-16.0	734,342	740,121	0.8
Second	396,893	-	-	29,134	-	-	416,989	-	-
Third	282,772	-	-	14,093	-	-	296,865	-	-
Fourth	518,882	-	-	41,913	-	-	560,795	-	-
Total:	1,887,096	-	-	158,186	-	-	2,008,991	-	-

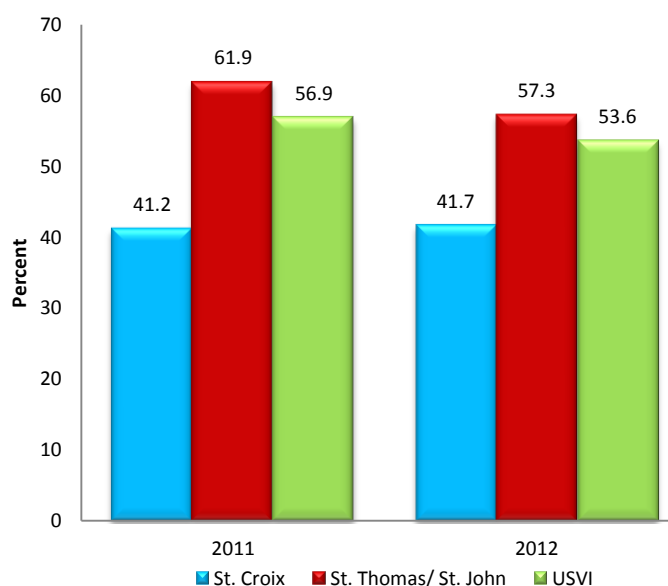
CRUISE PASSENGER ARRIVALS



HOTEL OCCUPANCY RATES, APRIL 2011 – APRIL 2012

Month	St. Thomas/ St. John			St. Croix			Total USVI		
	2011	2012	% chg	2011	2012	% chg	2011	2012	% chg
January	60.3	61.4	1.0	49.3	54.2	5.0	57.6	59.6	2.0
February	65.1	66.7	1.1	59.5	59.1	-0.3	63.7	64.8	0.7
March	71.4	56.1	-14.1	50.6	55.1	4.5	66.3	55.9	-9.6
April	61.9	57.3	-4.5	41.2	41.7	0.5	56.9	53.6	-3.3
May	56.0	-	-	36.6	-	-	51.0	-	-
June	51.6	-	-	40.4	-	-	48.7	-	-
July	53.2	-	-	47.5	-	-	51.7	-	-
August	44.2	-	-	40.1	-	-	43.1	-	-
September	33.7	-	-	35.9	-	-	34.3	-	-
October	47.1	-	-	36.5	-	-	44.5	-	-
November	46.7	-	-	52.7	-	-	48.2	-	-
December	59.4	-	-	52.1	-	-	57.6	-	-
Quarter:									
First	65.6	61.5	-4.1	52.9	56.1	3.2	62.5	60.2	-2.4
Second	56.6	-	-	39.4	-	-	52.3	-	-
Third	43.8	-	-	41.2	-	-	43.2	-	-
Fourth	51.1	-	-	47.0	-	-	50.1	-	-
Total:	60.6	-	-	45.8	-	-	57.0	-	-

HOTEL OCCUPANCY RATES



U.S. Virgin Island's April Occupancy Report

TABLE 1: ESTIMATED ROOM OCCUPANCY BY ISLAND AND TYPE OF VISITOR ACCOMMODATIONS

All Visitor Accommodations	April Only		April Year-to-Date		Small Hotels	April Only		April Year-to-Date	
	2011	2012	2011	2012		2011	2012	2011	2012
USVI					USVI				
Occupancy Rate (%)	56.9	53.6	61.1	58.4	Occupancy Rate (%)	53.3	52.8	59.8	59.3
Room Nights Occupied	85,742	79,089	368,702	349,816	Room Nights Occupied	13,467	13,138	60,407	59,379
Room Nights Available	150,810	147,572	603,355	598,814	Room Nights Available	25,260	24,870	101,040	100,189
Ave. Guest stay in Nights	6.2	5.3	5.1	4.5	Ave. Guest stay in Nights	4.0	4.3	3.9	4.1
St. Thomas/ St. John					St. Thomas/ St. John				
Occupancy Rate (%)	61.9	57.3	64.7	60.3	Occupancy Rate (%)	56.0	65.0	63.1	64.1
Room Nights Occupied	70,656	64,361	295,340	272,768	Room Nights Occupied	7,698	8,678	34,699	34,442
Room Nights Available	114,180	112,230	456,565	452,361	Room Nights Available	13,740	13,350	54,960	53,725
Ave. Guest stay in Nights	7.1	5.7	5.3	4.5	Ave. Guest stay in Nights	4.6	5.0	4.3	4.5
St. Croix					St. Croix				
Occupancy Rate (%)	41.2	41.7	50.0	52.6	Occupancy Rate (%)	50.1	38.7	55.8	53.7
Room Nights Occupied	15,085	14,728	73,362	77,048	Room Nights Occupied	5,769	4,460	25,707	24,937
Room Nights Available	36,630	35,342	146,790	146,453	Room Nights Available	11,520	11,520	46,080	46,464
Ave. Guest stay in Nights	3.8	4.1	4.4	4.5	Ave. Guest stay in Nights	3.4	3.4	3.5	3.7
Large Hotels					Condominiums/Other				
USVI					USVI				
Occupancy Rate (%)	61.8	55.6	63.0	59.0	Occupancy Rate (%)	46.0	48.8	56.9	56.2
Room Nights Occupied	56,733	50,051	231,142	214,477	Room Nights Occupied	15,541	15,900	77,153	75,960
Room Nights Available	91,740	90,090	366,650	363,363	Room Nights Available	33,810	32,612	135,665	135,262
Ave. Guest stay in Nights	6.9	5.3	5.0	4.2	Ave. Guest stay in Nights	6.7	6.8	6.8	6.8
St. Thomas/ St. John					St. Thomas/ St. John				
Occupancy Rate (%)	67.1	57.9	66.8	60.4	Occupancy Rate (%)	49.2	51.6	59.2	57.8
Room Nights Occupied	50,681	42,756	201,472	180,005	Room Nights Occupied	12,277	12,927	59,168	58,321
Room Nights Available	75,480	73,830	301,610	297,781	Room Nights Available	24,960	25,050	99,995	100,855
Ave. Guest stay in Nights	1.5	1.4	5.2	4.1	Ave. Guest stay in Nights	7.0	7.0	6.8	7.0
St. Croix					St. Croix				
Occupancy Rate (%)	37.2	44.9	45.6	52.6	Occupancy Rate (%)	36.9	39.3	50.4	51.3
Room Nights Occupied	6,052	7,295	29,670	34,472	Room Nights Occupied	3,264	2,973	17,985	17,639
Room Nights Available	16,260	16,260	65,040	65,582	Room Nights Available	8,850	7,562	35,670	34,407
Ave. Guest stay in Nights	3.6	4.0	4.4	4.6	Ave. Guest stay in Nights	5.7	6.0	6.6	6.4

Explanatory Notes

Average guest stay in nights or “average length of stay” is the mean stay in nights of all visiting parties during a given period. Average guest stay equals room nights occupied divided by party arrivals.

Hotels are the most traditional of visitor accommodations. Guests are provided a full range of services such as food, entertainment and laundry. Large hotels are those maintaining 50 or more units. Small hotels maintain less than 50 units.

Condominiums or “condos” are self-contained apartment-style visitor accommodations. Private kitchens and other such day-to-day living facilities are most often included with the unit. Maid services are generally the only services provided. Condominiums are generally individually-owned but grouped in multi-unit structures. Maintenance and management of condominiums are usually handled by an independent second party.

Explanatory Notes Continued.....

Other is inclusive of all other visitor accommodation types such as rental homes or campgrounds, that are not accounted for under hotels or Condominiums. Room is the minimum private space that can be sold or “keyed” separately to unrelated guest parties for an overnight stay. A two-bay suite, for example, is reported as on room if it has only one lockable entrance. Similarly, a multi-bay suite could be reported as several units if component parts of it are keyed separately and hence, can be sold separately to unrelated guests.

Occupancy rate equals the number of estimated room nights occupied as a percentage of the number of estimated room nights available during a given period.

Room is synonymous to unit. Room is generally used in reference to hotels; units are most associated with condominiums.

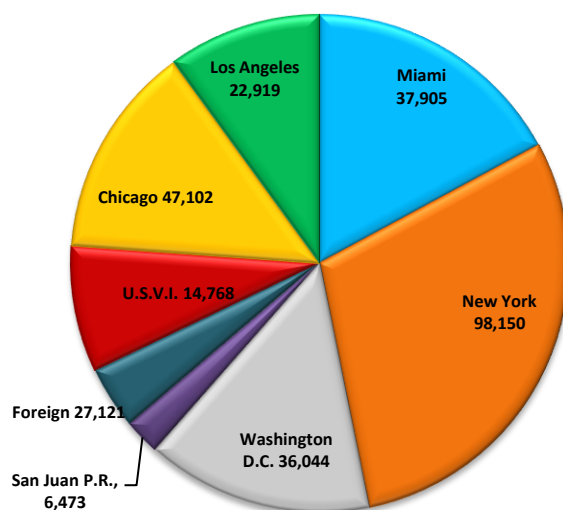
Room nights occupied is the estimated sum, across all units for all establishments reporting or not, of the number of nights each unit was occupied during a given period.

Room nights available is the estimated sum, across all rooms for all establishments reporting or not, of the number of nights each room was available for occupancy during a given period.

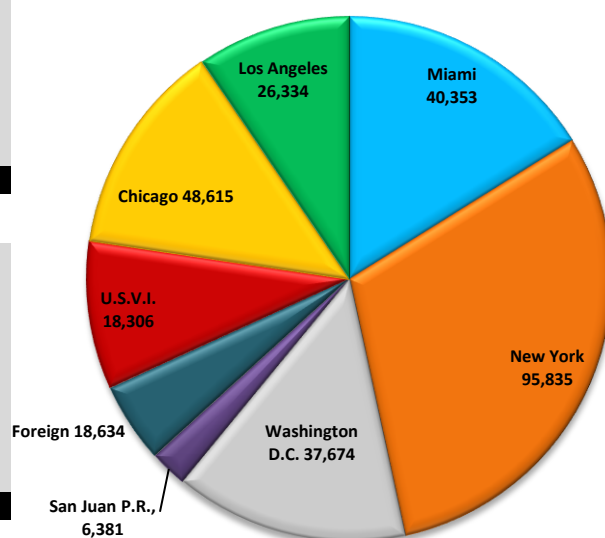
**TABLE 2: ESTIMATED HOTEL GUESTS BY AREA OF ORIGIN
TOTALS AND ORIGIN DISTRIBUTION BY ISLAND; APRIL 2011 AND 2012**

Area of Origin	April Only		April Year-to-Date			
			Total		Percent Distribution	
	2011	2012	2011	2012	2011	2012
USVI HOTEL GUESTS FROM:						
U.S. Mainland	53,853	47,954	248,811	242,122	85.2	83.4
Puerto Rico	1,683	1,839	6,381	6,473	2.2	2.2
U.S.V.I.	4,634	4,120	18,306	14,768	6.3	5.1
Other West Indies	1,070	794	3,361	2,630	1.2	0.9
Canada	800	1,025	3,891	3,950	1.3	1.4
Europe	1,880	2,457	8,176	17,959	2.8	6.2
Central America	52	46	285	191	0.1	0.1
South America	143	258	884	1,265	0.3	0.4
Other Areas	361	258	2,036	1,126	0.7	0.4
TOTAL	64,475	58,753	292,131	290,483	100.0	100.0
ST. THOMAS/ST. JOHN HOTEL GUESTS FROM:						
U.S. Mainland	47,260	43,072	219,734	219,597	87.6	88.5
Puerto Rico	1,075	997	3,995	3,213	1.6	1.3
U.S.V.I.	3,099	2,870	12,197	9,414	4.9	3.8
Other West Indies	1,000	612	3,100	1,877	1.2	0.8
Canada	757	952	3,550	3,605	1.4	1.5
Europe	1,534	1,291	6,382	9,023	2.5	3.6
Central America	40	29	259	92	0.1	0.0
South America	129	68	827	605	0.3	0.2
Other Areas	124	190	666	634	0.3	0.3
TOTAL	55,020	50,081	250,708	248,059	100.0	100.0
ST. CROIX HOTEL GUESTS FROM:						
U.S. Mainland	6,592	4,882	29,077	22,525	70.2	53.1
Puerto Rico	608	843	2,385	3,260	5.8	7.7
U.S.V.I.	1,535	1,250	6,109	5,354	14.7	12.6
Other West Indies	70	182	261	753	0.6	1.8
Canada	44	73	342	345	0.8	0.8
Europe	346	1,166	1,795	8,937	4.3	21.1
Central America	11	18	26	99	0.1	0.2
South America	13	189	58	660	0.1	1.6
Other Areas	237	68	1,370	492	3.3	1.2
TOTAL	9,455	8,671	41,423	42,423	100.0	100.0

**Fig. 5: USVI Hotel Guests By Origin
April 2012 Year To Date Total: 290,483**



**Fig. 6: USVI Hotel Guests By Origin
April 2011 Year To Date Total: 292,131**



**TABLE 3: ESTIMATED HOTEL GUESTS BY U.S. SALES REGION
TOTAL AND REGIONAL DISTRIBUTION BY ISLAND; APRIL 2011 AND 2012**

Sales Region of Origin	April Year-to-Date					
	April Only		Total		Percent Distribution	
	2011	2012	2011	2012	2011	2012
USVI HOTEL GUESTS FROM:						
Chicago	9,240	9,322	48,615	47,102	19.1	18.9
Los Angeles	7,417	6,248	26,334	22,919	10.3	9.2
Miami	8,495	7,513	40,353	37,905	15.8	15.2
New York City	19,307	17,607	95,835	98,150	37.6	39.5
Washington D.C.	9,394	7,263	37,674	36,044	14.8	14.5
San Juan, P.R.	1,683	1,839	6,381	6,473	2.5	2.6
TOTAL	55,536	49,794	255,192	248,595	100.0	100.0

ST. THOMAS/ST. JOHN HOTEL GUESTS FROM:

Chicago	8,064	8,547	43,581	43,560	19.5	19.6
Los Angeles	6,378	5,440	22,121	19,685	9.9	8.8
Miami	6,966	6,311	32,217	31,991	14.4	14.4
New York City	17,638	16,310	88,017	91,979	39.3	41.3
Washington D.C.	8,215	6,464	33,798	32,382	15.1	14.5
San Juan, P.R.	1,075	997	3,995	3,213	1.8	1.4
TOTAL	48,336	44,069	223,729	222,810	100.0	100.0

ST. CROIX HOTEL GUESTS FROM:

Chicago	1,176	776	5,033	3,542	16.0	13.7
Los Angeles	1,039	808	4,213	3,235	13.4	12.5
Miami	1,530	1,203	8,136	5,914	25.9	22.9
New York City	1,669	1,297	7,818	6,171	24.8	23.9
Washington D.C.	1,179	799	3,877	3,663	12.3	14.2
San Juan, P.R.	608	843	2,385	3,260	7.6	12.6
TOTAL	7,200	5,725	31,463	25,785	100.0	100.0

**TABLE 4: VISITOR ACCOMMODATIONS & ROOM NIGHTS AVAILABLE
TOTAL NUMBER AND PERCENT REPORTING TO BER BY ISLAND;
APRIL 2011 AND 2012**

District	Visitor Accommodations April Only		Room Nights Available April Only	
	2011	2012	2011	2012

USVI

Total Number	103	99	167,070	163,832
Percent Submitting:				
Complete Report (%)	92.2	90.9	98.7	86.0
Partial Report (%)	1.9	6.1	0.8	9.8
No Report (%)	5.8	3.0	0.5	4.2

ST. THOMAS/ST. JOHN

Total Number	74	71	130,440	128,490
Percent Submitting:				
Complete Report (%)	91.9	91.5	98.6	86.0
Partial Report (%)	2.7	5.6	1.0	9.8
No Report (%)	5.4	2.8	0.4	4.2

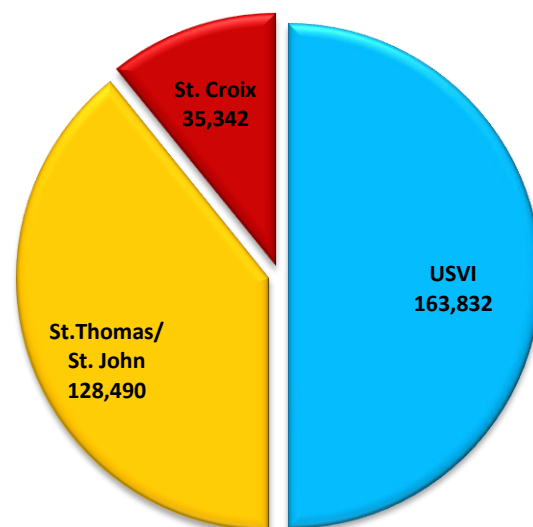
ST. CROIX

Total Number	29	28	36,630	35,342
Percent Submitting:				
Complete Report (%)	93.1	89.3	99.0	95.1
Partial Report (%)	0.0	7.1	0.0	3.9
No Report (%)	6.9	3.6	1.0	1.0

Tourism sales region is a marketing area of the U.S. designated by the U.S. Virgin Islands Department of Tourism. Chicago represents the states of Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota and Wisconsin. Los Angeles represents the states of Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington And Wyoming. Miami Represents The States Of Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, Oklahoma, Tennessee And Texas. New York City represents the states of Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island and Vermont. Washington D.C. represents the states of Delaware, Kentucky, Maryland, North Carolina, South Carolina, Virginia, West Virginia and the District of Columbia. San Juan represents the commonwealth of Puerto Rico.

Visitor accommodation- is a business establishment oriented toward serving the needs of transient guests. Visitor accommodations provide lodging and other services to visiting guests on a temporary basis, not more than six months. Accommodations are categorized by large hotel, small hotel, and condominium or other.

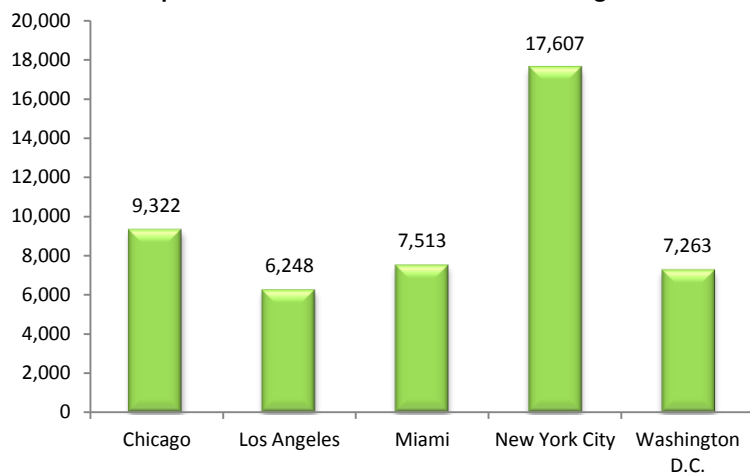
Year-to-date data are tabulated for the period beginning in January of a given year and ending in the listed month of the same year.

**Room Nights Available,
April only 2012**


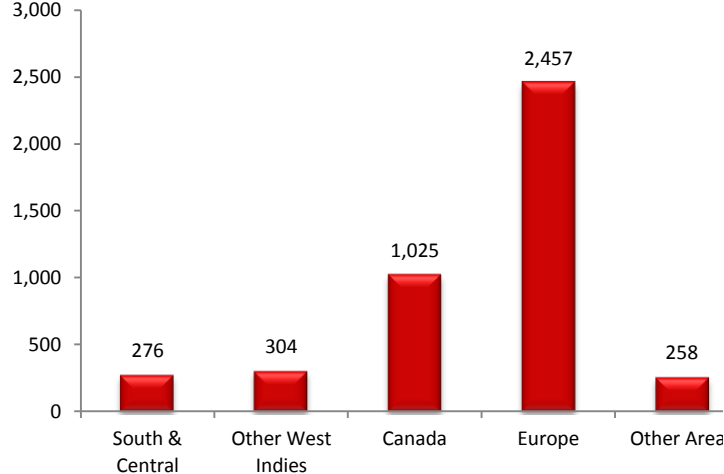
ESTIMATED HOTEL GUESTS BY AREA OF ORIGIN

Area of Origin											April 2012			Apr YTD
	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total 2012
U.S. Mainland	53,853	47,430	49,679	51,276	46,572	28,418	35,429	46,452	62,176	65,379	63,563	65,353	47,954	242,122
Chicago	9,240	7,603	6,957	6,659	6,238	3,748	5,847	6,381	10,963	13,720	12,159	11,915	9,322	47,102
Los Angeles	7,417	7,144	6,779	6,790	4,949	2,986	4,870	8,123	8,268	5,136	6,172	5,380	6,248	22,919
Miami	8,495	11,401	13,860	14,238	11,979	9,175	10,045	8,926	10,887	8,954	9,793	11,675	7,513	37,905
New York City	19,307	13,159	12,488	13,447	13,460	7,043	8,309	15,742	21,827	28,860	26,615	25,113	17,607	98,150
Washington D.C.	9,394	8,123	9,595	10,142	9,947	5,466	6,357	7,280	10,230	8,708	8,823	11,270	7,263	36,044
Puerto Rico	1,683	1,656	1,734	2,066	1,335	1,262	1,379	1,423	1,621	1,618	1,520	1,500	1,839	6,473
U.S.V.I.	4,634	4,891	5,128	5,321	5,073	3,602	3,928	3,858	4,388	3,441	3,665	3,553	4,120	14,768
Other West Indies	1,070	757	589	973	765	491	673	478	800	491	602	745	794	2,630
Canada	800	465	232	222	228	259	257	479	868	944	944	1,041	1,025	3,950
Europe	1,880	844	888	1,453	865	430	2,154	4,026	3,575	5,125	5,191	5,198	2,457	17,959
Central America	52	21	22	52	28	42	30	37	65	41	75	30	46	191
South America	143	98	77	149	33	32	98	77	164	420	342	246	258	1,265
Other Areas	361	394	407	473	331	199	273	407	435	442	266	161	258	1,126
TOTAL	64,475	56,556	58,756	61,984	55,229	34,736	44,221	57,236	73,962	77,900	76,166	77,827	58,753	290,483

April 2012 Hotel Guests from U.S. Sales Regions



April 2012 Hotel Guests from Foreign Sales Regions



General

Data presented in all tables are estimates based on monthly information submitted by individual visitor accommodations. Data represent occupancy status for all U.S. Virgin Islands properties, reporting or not. Reported totals are adjusted within each accommodation category to account for properties that fail to report in any given month. All data are subject to further revision.

Table 4 presents several measures of survey participation for the current month and preceding month, one year prior. The row, "Total Number," is a count of the current inventory of accommodation establishments in the U.S. Virgin Islands and the number of Room Nights Available associated with those establishments during the months listed. "Total Number" includes all accommodations on the islands whether or not Occupancy Reports were submitted to BER. The rows under, "Percent Submitting," list the distribution of Accommodations and corresponding Room Nights Available according to reporting status for the months listed. "Complete Report" is that share of establishments submitting complete Occupancy Reports to BER with no inconsistencies in the data provided. "Partial Report" is that share submitting a report only partially filled out or containing inconsistent data. "No Report" is the percentage of Accommodations and corresponding Room Nights not reporting to BER in the months listed.

Notes:

Data are estimates of all territory guests based on Hotel Occupancy Reports submitted to the USVI Bureau of Economic Research. These estimates include actual guest totals submitting reports as well as an estimated component for those properties not reporting. All data subject to revision as new information becomes available.

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