

Tourism Indicators



Charlotte Amalie Harbor, St. Thomas

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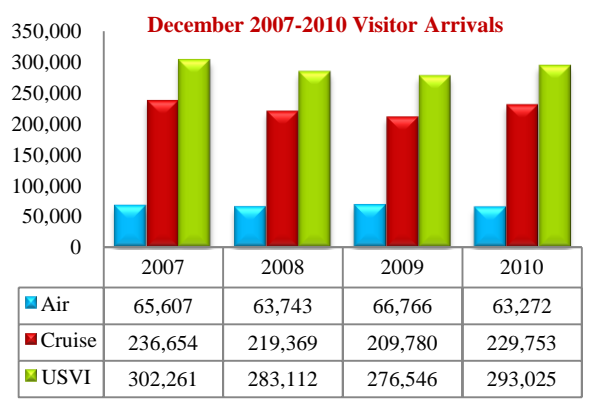
Highlights 2010

- The Territory received 2,550,504 visitors in 2010, some 303,991 more visitors or a 13.5 percent increase from 2009.
- There were 691,558 air visitors, a modest 4.1 percent growth over last year's 664,249 air visitors.
- A total of 1,858,946 cruise passengers visited the Territory, a 17.5 percent growth over the 1,582,264 cruise passengers who visited last year.
- The Territory's annual hotel occupancy rate increased 2.1 percentage points to 57.0 percent in 2010 from 54.9 percent in 2009.
- Accommodation establishments reported 816,092 guests stayed in the Territory—a 5.9 percent decrease from the 866,881 guests who stayed during the same twelve-month period in 2009.

Total Visitor Arrivals grew by 6.0 percent in December 2010

Visitor Arrivals December 2010

The Territory drew a total of 293,025 visitors in December 2010, up 6.0 percent from December 2009. This represents the first increase for December since 2007 as shown in the table below. December 2010 also rounded out twelve consecutive months of growth in cruise passengers who were solidly responsible for the strong growth in overall visitor arrivals. There were 229,753 cruise ship passenger arrivals this month compared to 209,780 for December 2009. The number of cruise ship calls grew to 101 from 88 December last year. Conversely, air arrivals which totaled 63,272 in December declined by 5.2 percent when compared with 66,766 in December last year.



Arrivals by District

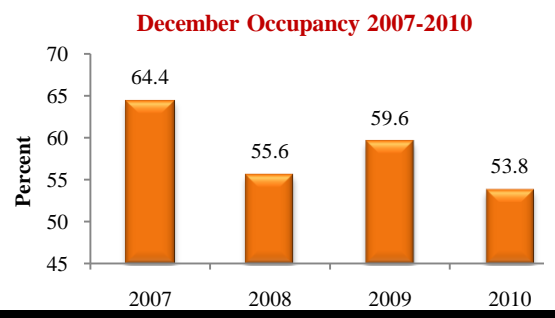
Air arrivals to the St. Thomas and St. John district totaled 49,265, a 7.1 percent decrease from December 2009 total of 53,021. St. Croix air arrivals posted a 1.9 percent growth to reach 14,007 from 13,745 last December. The St. Thomas and St. John district welcomed 213,893 cruise ship passengers, a gain of

6.6 percent from 200,606 last year. There were 19,544 cruise passengers to St. Croix this month compared to 20,417 cruise passengers last December.

Hotel Occupancy December 2010

The Territory's reported hotel occupancy rate for December was estimated at 53.8 percent compared to 59.6 percent December last year. The rate was the lowest for December for the past four years as shown in the graph below. The hotel occupancy rate for St. Croix was 43.2 percent compared to last December's occupancy rate of 43.5 percent. The occupancy rate for the St. Thomas and St. John district was 57.2 percent compared to 64.7 percent last December. The average length of stay on St. Thomas and St. John was 4.3 nights and 4.4 nights for St. Croix. The hotel occupancy report was based on the reporting of approximately 95.1 percent of hotels and accommodations establishment based in the Territory.

Occupied room nights were 83,779 this month compared to 91,523 in December 2009, a decline of 8.5 percent. Consequently, a total \$1,088,447 was collected this December compared to \$2,004,978 in December 2009, a 45.7 percent drop in hotel room revenues.



Tourism 2010 in Review

Visitor Arrivals Performance 2010

Visitor arrivals to the Territory rebounded strongly in 2010, as the return to growth in the US economy helped to improve arrivals on a whole. The Territory received 2,550,504 visitors in 2010, some 303,991 more visitors or a 13.5 percent increase from 2009. There were 691,558 air visitors, a modest 4.1 percent growth over last year's 664,249 air visitors. A total of 1,858,946 cruise passengers visited the Territory, a 17.5 percent growth over the 1,582,264 cruise passengers who visited last year. There were 680 cruise ship calls during this period or 9.5 percent more calls than last year.

Major carrier direct seats were 12,567 compared to 12,428 direct seats in calendar year 2009, a slight increase of 1.1 percent. Major carrier direct seats are based on daily scheduled flights from main carriers that operate outside of the Caribbean. American Airlines, Delta, Continental, Spirit, United Airlines and US Airways are the major carriers that operate within the Territory.

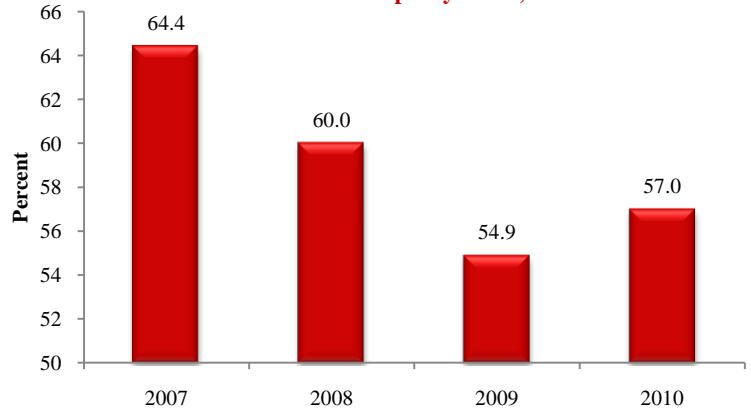
Quarterly Comparison

Total visitors to the Territory for the first quarter of calendar year 2010 grew to 869,108, an 18.4 percent increase from 734,551 visitors for the same quarter in 2009. The second quarter of 2010 brought 550,050 visitors, a healthy gain of 37,765 visitors compared to 2009. The third quarter recorded 436,903 visitors versus 375,806 visitors for the corresponding period in 2009. The final quarter in 2010 registered 691,844 visitors compared to 621,871 visitors who came to the Territory in 2009.

Hotel Occupancy

The Territory's annual hotel occupancy rate increased 2.1 percentage points to 57.0 percent in 2010 from 54.9 percent in 2009. However, this rate was lower than reported in 2007 and 2008 as shown in the graph above. St. Thomas and St. John accommodation establishments placed the annual occupancy rate at 60.6 percent and 60.3 percent in 2009. St. Croix occupancy rate was 49.8 percent compared to 43.2 percent in 2009. Annual total room nights occupied for 2010 were 1,042,168, a 4.5 percent increase from the 996,844 occupied room nights in 2009. Available room nights and guest stays averaged 1,828,080 and 4.4 nights, respectively. Both were at the same-level as the year before. There were 5,008 universal visitor accommodation units in 2010, slightly above the 4,948 in 2009.

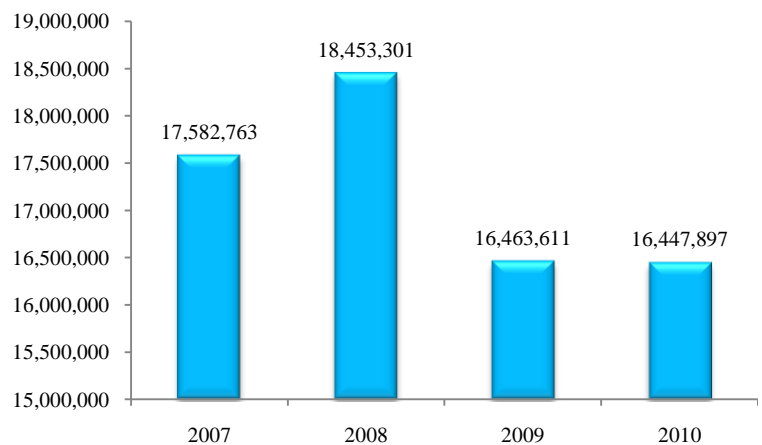
Annual Hotel Occupancy Rates, 2007-2010



Hotel Room Revenues

The Tourism Revolving fund is financed by a hotel occupant tax of 8 percent levied on all accommodation establishments that engage in short-term rentals. Hotel room revenues collected in calendar 2010 were \$16,447,897. Comparatively, revenues collections were on the same level at \$16,463,611 posted in 2009. In contrast, 2010 collection levels were 6.5 percent below 2007 and 10.9 below 2008.

Annual Hotel Room Revenues, 2007-2010



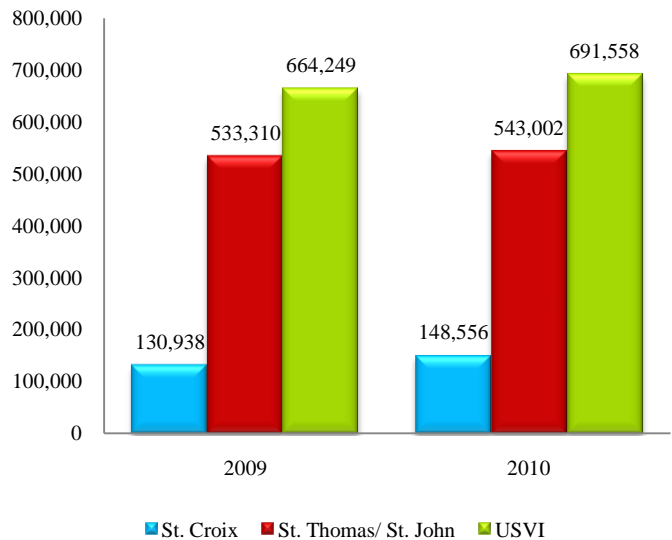
Guest Registrations

Accommodation establishments reported 816,092 guests stayed in the Territory—a 5.9 percent decrease from the 866,881 guests who stayed during the same twelve-month period in 2009. The drop in hotel guests was partly due to a decline of US mainland air visitor arrivals in the St. Thomas/St. John district. However, the average length of stayed visitors increased from 4.1 nights to 4.4 nights for St. Thomas and St. John district and from 4.0 nights to 4.5 nights for the island of St. Croix.

Air Visitor Arrivals, January 2009 - December 2010

	St. Thomas/ St. John			St. Croix			Total USVI		
	2009	2010	%	2009	2010	%	2009	2010	%
January	49,661	51,997	4.7	10,891	14,215	30.5	60,553	66,212	9.3
February	51,853	53,691	3.5	10,278	12,700	23.6	62,131	66,391	6.9
March	53,443	66,260	24.0	9,018	14,720	63.2	62,461	80,980	29.6
April	54,670	54,214	-0.8	10,933	12,312	12.6	65,603	66,526	1.4
May	45,773	44,585	-2.6	11,659	12,731	9.2	57,432	57,316	-0.2
June	46,451	47,180	1.6	11,472	12,530	9.2	57,923	59,710	3.1
July	48,453	51,914	7.1	12,503	13,561	8.5	60,956	65,475	7.4
August	39,804	38,647	-2.9	10,806	12,659	17.1	50,610	51,306	1.4
September	20,679	20,265	-2.0	7,593	7,615	0.3	28,272	27,881	-1.4
October	29,224	28,774	-1.5	9,735	9,652	-0.8	38,958	38,426	-1.4
November	40,279	36,211	-10.1	12,305	11,853	-3.7	52,584	48,064	-8.6
December	53,021	49,265	-7.1	13,745	14,007	1.9	66,766	63,272	-5.2
Quarter:									
First	154,957	171,948	11.0	30,188	41,635	37.9	185,145	213,583	15.4
Second	146,894	145,979	-0.6	34,064	37,573	10.3	180,958	183,552	1.4
Third	108,936	110,826	1.7	30,902	33,835	9.5	139,838	144,662	3.4
Fourth	122,524	114,249	-6.8	35,784	35,512	-0.8	158,308	149,762	-5.4
Total:	533,312	543,002	1.8	130,938	148,556	13.5	664,249	691,558	4.1

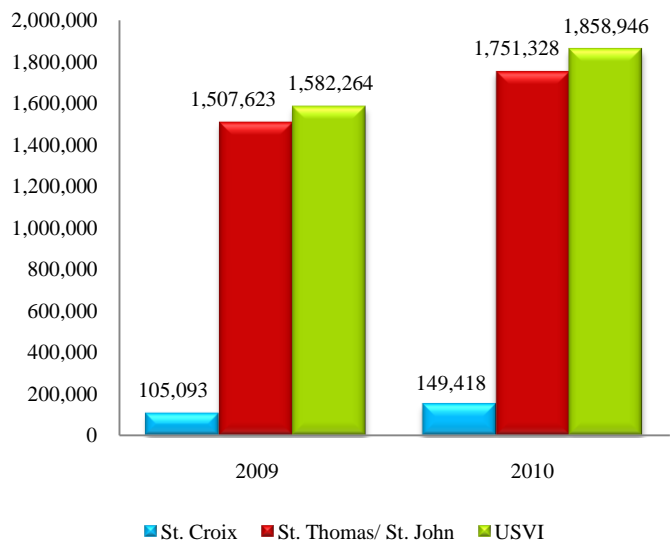
Air Visitor Arrivals



Cruise Passenger Arrivals, January 2009 - December 2010

	St. Thomas/ St. John			St. Croix			Total USVI		
	2009	2010	%	2009	2010	%	2009	2010	%
January	184,266	195,003	5.8	5,437	21,912	-	186,405	205,550	10.3
February	179,797	180,122	0.2	6,337	20,095	-	181,826	194,097	6.7
March	180,520	241,412	33.7	6,266	19,491	-	181,175	256,478	41.6
April	155,626	155,693	0.0	0	15,832	-	155,626	166,877	7.2
May	79,102	89,551	13.2	6,661	11,338	70.2	85,763	93,386	8.9
June	85,180	103,417	21.4	6,758	4,818	-28.7	91,938	108,235	17.7
July	84,446	108,723	28.7	7,043	4,835	-31.4	91,489	113,558	24.1
August	72,166	92,833	28.6	6,999	4,829	-31.0	79,165	97,662	23.4
September	58,769	78,707	33.9	6,545	4,507	-31.1	65,314	81,021	24.0
October	84,109	109,131	29.7	14,196	7,650	-46.1	98,305	116,781	18.8
November	143,036	182,843	27.8	18,434	14,567	-21.0	155,478	195,548	25.8
December	200,606	213,893	6.6	20,417	19,544	-4.3	209,780	229,753	9.5
Quarter:									
First	544,583	616,537	13.2	18,040	61,498	-	549,406	656,125	19.4
Second	319,908	348,661	9.0	13,419	31,988	-	333,327	368,498	10.6
Third	215,381	280,263	30.1	20,587	14,171	-31.2	235,968	292,241	23.8
Fourth	427,751	505,867	18.3	53,047	41,761	-	463,563	542,082	16.9
Total:	1,507,623	1,751,328	16.2	105,093	149,418	-	1,582,264	1,858,946	17.5

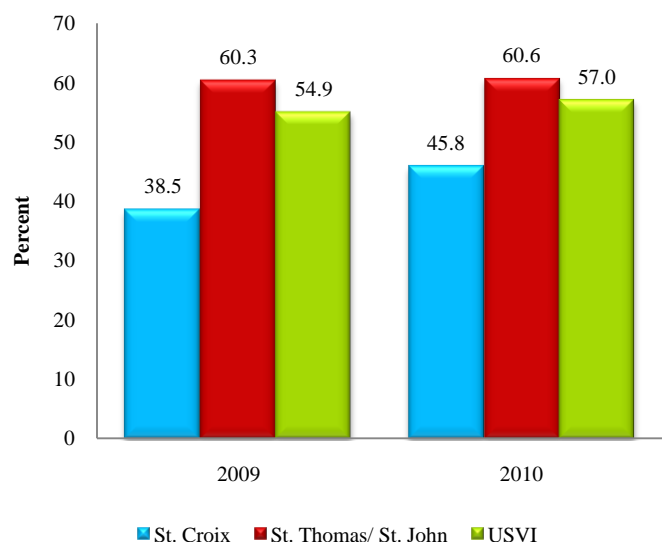
Cruise Passenger Arrivals



Hotel Occupancy Rates, January 2009 - December 2010

	St. Thomas/ St. John			St. Croix			Total USVI		
	2009	2010	%	2009	2010	%	2009	2010	%
January	64.1	67.7	3.6	43.2	62.3	19.2	59.0	66.4	7.4
February	73.4	76.2	2.8	48.8	77.5	28.7	67.1	76.5	9.4
March	68.9	77.7	8.8	41.2	51.2	10.0	61.9	71.3	9.4
April	66.3	67.8	1.5	35.9	37.9	1.9	58.6	60.6	2.1
May	63.8	62.6	-1.3	41.8	39.0	-2.8	58.2	56.9	-1.3
June	62.6	63.5	0.9	37.0	39.8	2.9	56.4	57.8	1.4
July	63.6	65.3	1.7	32.8	39.5	6.7	56.1	59.0	2.9
August	53.2	54.4	1.2	32.1	39.0	6.9	48.1	50.6	2.6
September	36.9	38.1	1.3	29.0	37.4	8.5	35.0	38.0	3.0
October	46.9	47.0	0.1	36.5	36.1	-0.4	44.4	44.4	-0.1
November	59.6	50.3	-9.4	40.6	50.2	9.7	55.0	50.2	-4.8
December	64.7	57.2	-7.5	43.5	43.2	-0.4	59.6	53.8	-5.9
Quarter:									
First	68.6	73.8	5.1	44.3	63.2	18.9	62.5	71.3	8.7
Second	64.2	64.6	0.4	38.3	38.9	0.6	57.7	58.4	0.7
Third	51.3	52.7	1.4	31.3	38.7	7.3	46.5	49.3	2.9
Fourth	57.1	51.5	-5.6	40.2	43.1	2.9	53.0	49.5	-3.5
Total:	60.3	60.6	0.3	38.5	45.8	7.3	54.9	57.0	2.1

Hotel Occupancy Rates





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.

Please see insert for December Hotel Occupancy 2010 Report.

Hotel Guests by Area of Origin

Of the nearly 816,092 guests who stayed in the Territory during 2010, approximately 85.4 percent were from the U.S. mainland. U.S.V.I. residents accounted for another 8.2 percent of guests followed by residents of neighboring Puerto Rico which accounted for the 2.3 percent.

The New York City sales region accounted for 33.8 percent of the 242,053 US mainland hotel guests in 2010, followed by Miami sales region for 19.5 percent, Washington D.C. sales region for 16.8 percent, Chicago sales region for 15.8 percent, and lastly, Los Angeles sales region accounted for 11.4 percent. Leading states where guests originated from were New York, New Jersey, Florida, Massachusetts, California, and Pennsylvania. Together, these six states produce over one-third of all Virgin Islands' guests.

Denmark was the leading country originator of foreign visitors to the Territory with 8,191 guests staying in visitor establishments in 2010. Other leading countries in rank order include the British Virgin Islands, Canada, Italy, and the United Kingdom.

Estimated Hotel Guests By Area of Origin

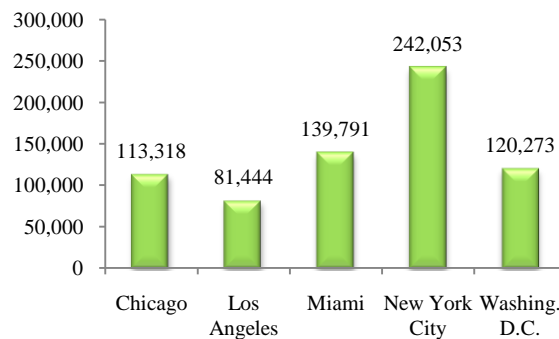
Area of Origin	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total 2010
U.S. Mainland	73,871	74,070	90,172	72,507	46,963	52,067	64,603	55,445	28,749	33,682	43,994	60,754	696,878
Chicago	15,571	13,593	16,951	12,231	7,114	8,144	7,374	7,001	3,280	3,783	7,125	11,151	113,318
Los Angeles	7,900	7,047	11,020	8,847	6,154	7,160	7,179	5,953	3,767	4,018	5,347	7,052	81,444
Miami	11,473	11,053	12,583	11,997	10,909	14,384	17,040	12,392	8,049	9,269	9,936	10,707	139,791
New York City	26,437	30,378	33,692	27,670	13,758	13,574	21,412	18,684	8,869	10,787	14,199	22,594	242,053
Washington D.C.	12,490	12,000	15,927	11,763	9,027	8,806	11,598	11,415	4,784	5,826	7,387	9,250	120,273
Puerto Rico	1,411	1,320	1,434	1,400	1,582	1,692	2,214	1,752	1,521	1,595	1,697	1,403	19,019
U.S.V.I.	5,413	5,313	6,107	5,717	6,484	5,134	6,732	6,815	4,589	5,340	4,485	4,936	67,064
Other West Indies	670	746	499	583	725	542	543	831	715	815	670	670	8,010
Canada	1,010	904	1,163	557	281	300	311	328	139	174	358	1,074	6,601
Europe	1,969	1,597	2,080	1,252	1,258	996	1,297	625	279	786	1,139	1,198	14,446
Central America	42	19	29	27	38	12	20	20	34	9	32	42	326
South America	109	110	64	75	44	53	61	71	87	22	111	90	895
Other Areas	350	516	373	238	167	193	159	157	143	151	229	180	2,854
TOTAL	84,845	84,594	101,922	82,355	57,540	60,988	75,910	66,044	36,255	42,574	52,717	70,348	816,092



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Hotel Guests from U.S. Sales Regions



Hotel Guests from Foreign Sales Regions

