

# USVI Tourism Indicator

## VISITOR ARRIVALS DIPPED 3.0 PERCENT IN DECEMBER 2012

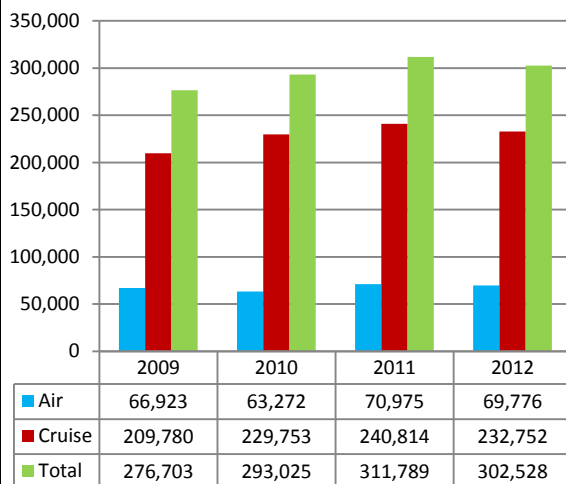
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### VISITOR ARRIVALS DECEMBER 2012

There was a total of 302,528 visitors in December—69,776 air visitors and 232,752 cruise ship passengers. This represents a 3.0 percent drop in total visitors when compared to December 2011 which had a total of 311,789 visitors. The decline in visitors was due to a drop in both the number of cruise and air visitor passengers.

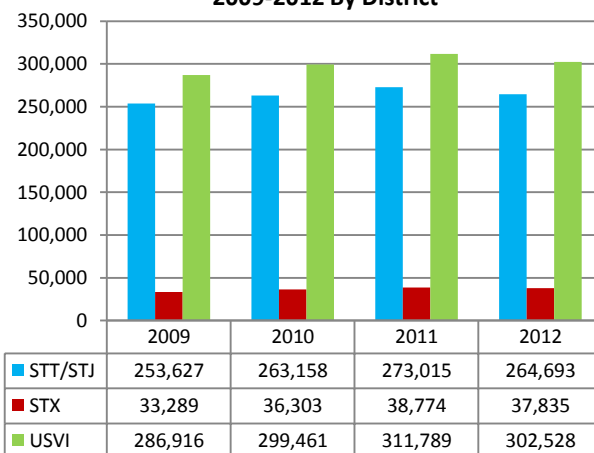
#### December Visitor Arrivals 2009-2012



### ARRIVALS BY DISTRICT

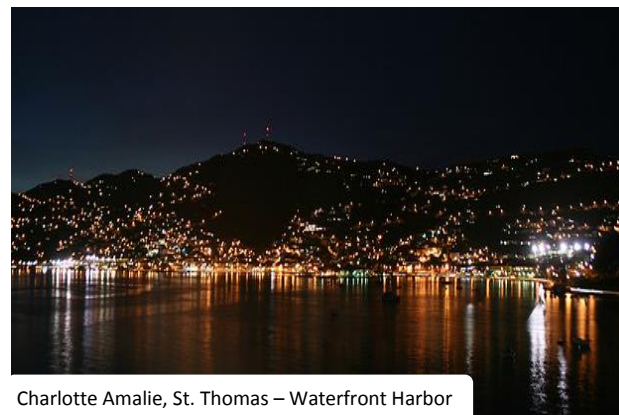
Air Arrivals to the St. Thomas and St. John district totaled 55,726, a 2.3 percent increase over December 2011 total of 54,497. St. Croix air arrivals fell by 14.7 percent to 14,050 from 16,478 last December. The St. Thomas and St. John district welcomed 208,967 cruise ship passengers, a drop of 4.4 percent from 218,518 last year. On the other hand, there were 23,785 cruise passengers to St. Croix a 6.7 percent increase from the 22,296 who came ashore last December.

#### December Total Visitor Arrivals 2009-2012 By District



### HOTEL OCCUPANCY

The overall occupancy rate for the Territory was 48.0 percent compared to 51.6 percent in December 2011. Occupied room nights in December 2012 were 873,619 a decrease of 5.0 percent compared with the previous December. However, available room nights increase by 38,916 room nights or 2.2 percent this December. Total hotel room revenue for December was \$1,266,834 an 8.2 percent increase from the \$1,170,881 collected in December 2011.



Charlotte Amalie, St. Thomas – Waterfront Harbor





## OVERVIEW TOURISM ANNUAL 2012

The Territory welcomed 2,642,118 visitors in 2012, a decrease of 45,834 visitors or 1.7 percent drop from 2011. Seasonal promotions done by the USVI Department of Tourism and its participating partners, assisted in spurring the growth of air visitor arrivals this year. There were 737,650 air visitors, an 8.6 percent growth over the 678,961 air visitors who came in 2011. On the other hand, during the same twelve -month period, a total of 1,904,468 cruise passengers visited the Territory. This represents' a decrease of 5.2 percent from the 2,008,991 passengers who visited last year.

The 1st quarter of 2012 contributed to the overall gain of seats in calendar year 2012. There were 15,031 major carrier direct seats in 2012 compared to 13,236 seats in 2011, an increase of 13.3 percent. During winter season 2011-2012 additional seats were added with international flights from Demark and Canada. Major carrier direct seats are based on daily scheduled flights from main carriers that operate outside of Caribbean. American Airlines, Delta, Continental, Spirit, United Airlines and US Airways are the major carriers that operate flights between the US and the Territory.



Cruz Bay, St. John –Cruz Bay Dock

## ARRIVALS BY DISTRICT

The year 2012 showed strong growth in air passenger arrivals for both districts. The St. Thomas and St. John district recorded a 9.1 percent increase in air arrivals to 580,332 from 531,907, while island of St. Croix posted a 7.0 percent uptick in air arrivals to 157,318 from 147,054.

On the other hand, cruise ship passengers fell in both districts. The St. Croix district received 117,165 cruise passengers in 2012 compared to 158,186 in 2011. The St. Thomas and St. John district welcomed 1,790,550 cruise passenger arrivals in 2012, a 5.1 percent drop compared to 2,008,991 that visited in 2011.

## AIR AND CRUISE ARRIVALS BY QUARTER

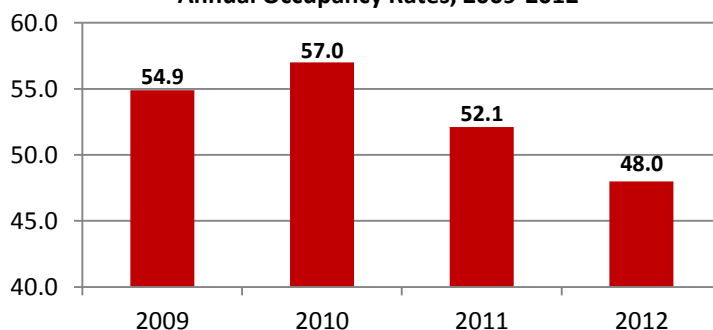
Air arrivals to the Territory for first quarter 2012 grew by 10.0 percent to 226,282 from 205,714 in the first quarter 2011. Second and third quarter air arrivals also grew by 19.4 percent and 6.9 percent, respectively. Conversely, air arrivals receded by 2.8 percent in the last quarter of 2012 over 2011 from 159,053 to 163,558.

## HOTEL OCCUPANCY

The Territory's annual hotel occupancy rate decreased 3.6 percentage points to 48.0 percent in 2012 from 51.6 percent in 2011. Annual total room nights occupied for 2012 was 873,619, 5.0 percent less than the recorded 920,040 room occupied nights in 2011. Available room nights in 2012 were 1,820,843 up 2.2 percent from the reported 1,781,927 in 2011. Guest stays averaged 5.1 nights in 2012 versus the 4.3 nights recorded in 2011.

Universal visitor accommodation units increased in 2012 to 5,030 from 4,889 in 2011. By island, St. Thomas, St. John, and St. Croix respectively accounted for approximately 53 percent, 21 percent, and 26 percent of Territorial accommodation units in 2012.

Annual Occupancy Rates, 2009-2012



## OCCUPANCY BY DISTRICT

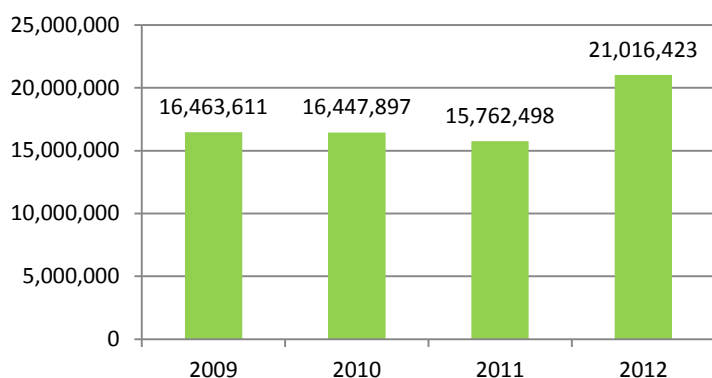
Overall, St. Thomas and St. John accommodations establishments placed the occupancy rate at 50.0 percent, down from 53.8 percent in 2011. Large hotels in the district registered a 5.9 percentage point year-on-year decline in their occupancy rate to 50.7 percent from 57.2 percent last year. The rate for condominiums and other accommodation establishments 43.9 percent in 2012 compared to the reported 44.8 percent in 2011. This year small hotels posted a 57.9 percent occupancy rate, 5.3 percentage points lower than the 52.6 percent recorded in 2011.

St. Croix occupancy rate for all visitor accommodations was 41.7 percent compared to 45.1 percent in 2011. The St. Croix district large hotels recorded 41.6 percent occupancy rate in 2012 compared to the reported 44.7 percent in 2011. Small hotel occupancy rate was 43.9 percent this year versus 48.6 percent recorded in 2011. St. Croix condominiums and other accommodation establishments occupancy was 38.4 percent in 2012 compared to 41.4 percent last year.

## HOTEL ROOM REVENUE

The Tourism Revolving fund is financed by a hotel occupant tax that is levied on all accommodation establishments that engage in short-term room rentals. Hotel Room Revenues collected in calendar year 2012 was \$21,016,423 a strong gain of 33.3 percent from the \$15,768,534 collected in 2011. The growth in hotel room revenues was partly contributed to the increase hotel tax rate from 8 percent to 10 percent in January 2012. The hotel room revenues fund promotional and marketing activities used to attract visitors to the Territory. The fund has also been used to subsidize the Virgin Islands Carnival, the Crucian Christmas Festival, and the St. John 4th of July Festival.

**Annual December Occupancy Revenues, 2008-2011**



## GUEST REGISTRATIONS

A total of 700,964 guests were reported to have stayed at hotels in 2012 compared to the 734,813 that stayed in the Territory in 2011. This represents 93 percent of hotels reporting with one large hotel not reporting accurately for most of 2012. As mentioned earlier, air visitor arrivals grew by 8.6 percent this year. There should be a direct correlation

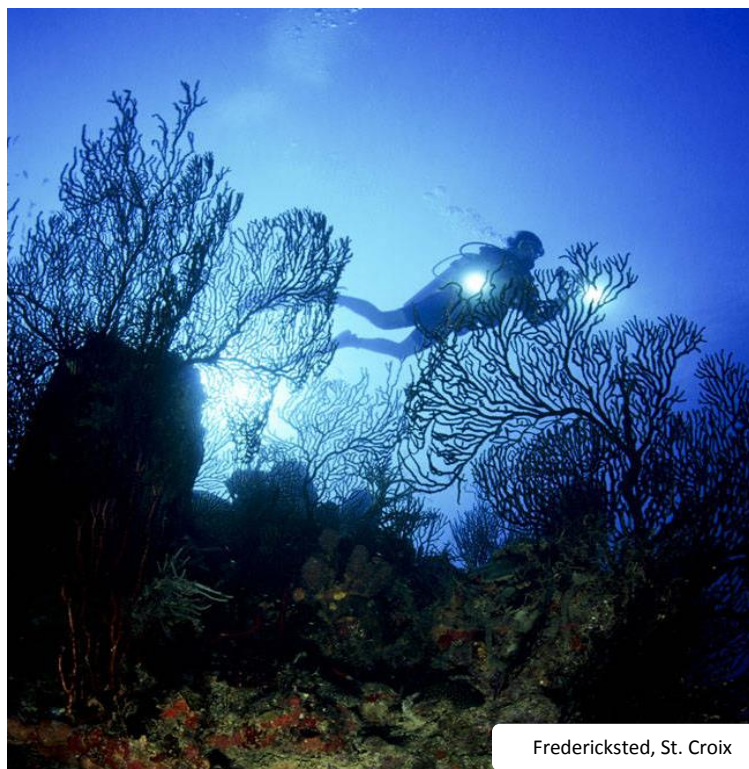
between air visitors' arrivals and guest registrations. Because of this disparity, the bureau cannot state that the guest registrations are entirely accurate.

Guests stayed for a shorter period of time in 2012; the average length of stay contracted from 7.2 nights to 6.7 nights for St. Thomas and St. John district and from 5.0 nights to 4.9 nights for island of St. Croix.

Of the nearly 700,964 guest staying in the Territory during 2012, approximately 82.7 percent were from the U.S. mainland. U.S.V.I. residents accounted for another 7.2 percent of hotel guests followed by residents of neighboring Puerto Rico at 2.7 percent.

Of the 598,773 hotel guests (from the Territory's 6 sales regions), the New York City Sales Region accounted for 32.3 percent of visitors; Miami Sales Region accounted for 19.8 percent; Washington D.C. Sales Region 16.0 percent; Chicago Sales Region for 16.7 percent; Los Angeles Sales Region 12.0 percent; and San Juan, P.R. Sales Region for 2.6 percent. Leading states where guests originated were New York, Florida, Massachusetts, Pennsylvania, New Jersey, and California. Collectively these six states produced over one-third of all Virgin Islands' hotel guests.

Denmark was the leading country originator of foreign visitors to the Territory, with 24,292 guests staying at visitor establishments in 2012. The large number of Danish air arrivals is partly contributed to the seasonal chartered Danish flights to the island of St. Croix. Other leading countries (in rank order) included Canada, British Virgin Islands, Italy, and the United Kingdom.



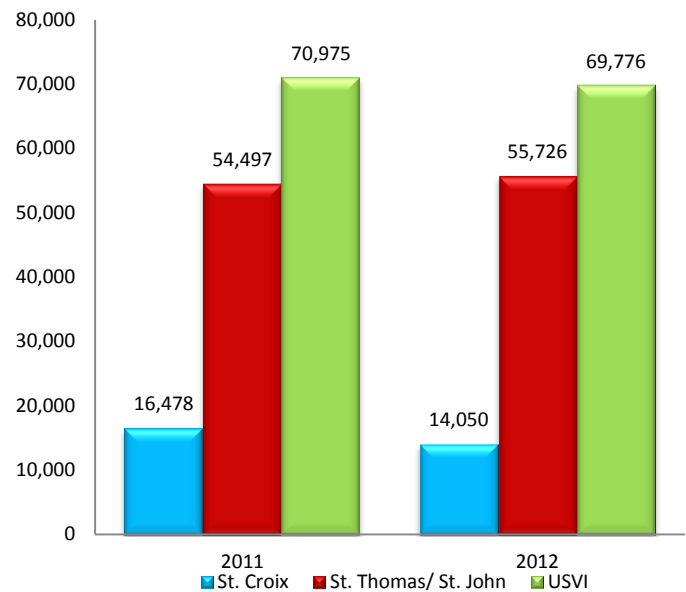
Fredericksted, St. Croix



## AIR VISITOR ARRIVALS, DECEMBER 2011 – DECEMBER 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	48,959	27.1	10,760	12,899	19.9	49,153	61,701	25.5
June	45,160	52,596	16.5	11,539	13,608	17.9	56,699	66,204	16.8
July	50,874	54,826	7.8	14,239	14,238	0.1	65,113	69,088	6.1
August	36,365	38,533	6.0	11,095	10,974	-1.1	47,460	49,507	4.3
September	20,645	24,163	17.0	7,170	7,371	2.8	27,816	31,535	13.4
October	30,233	26,329	-12.9	9,636	8,690	-9.8	39,869	35,019	-12.2
November	39,078	42,564	8.9	13,636	11,694	-14.2	52,714	54,258	2.9
December	54,497	55,726	2.3	16,478	14,050	-14.7	70,975	69,776	-1.7
<b>Quarter:</b>									
First	164,518	176,697	7.4	41,196	49,585	20.4	205,714	226,312	10.0
Second	135,698	161,495	18.9	33,603	40,715	21.2	169,301	202,210	19.3
Third	107,884	117,522	8.9	32,504	32,583	0.2	140,389	150,106	6.9
Fourth	123,807	124,618	0.7	39,750	34,434	-13.4	163,558	159,053	-2.8
<b>Total:</b>	<b>531,907</b>	<b>580,332</b>	<b>9.1</b>	<b>147,054</b>	<b>157,318</b>	<b>7.0</b>	<b>678,961</b>	<b>737,650</b>	<b>8.6</b>

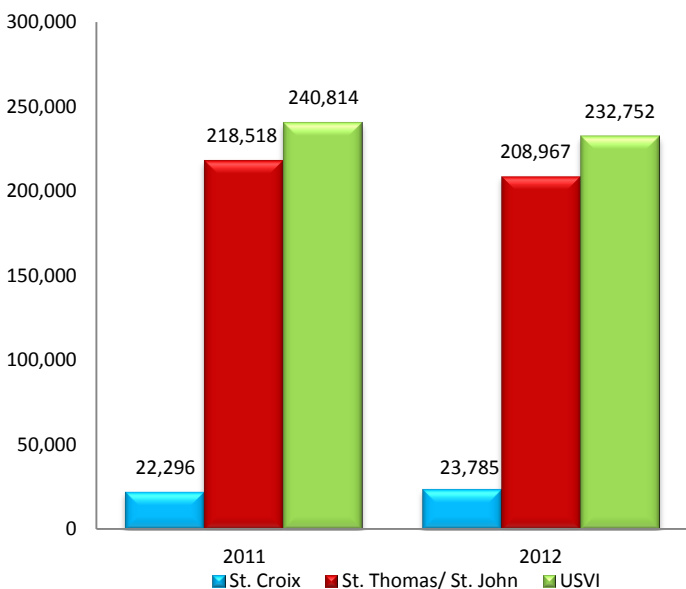
## AIR VISITOR ARRIVALS



## CRUISE PASSENGER ARRIVALS, DECEMBER 2011 – DECEMBER 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	91,510	-26.8	4,595	0	-	129,623	91,510	-29.4
June	98,021	81,966	-16.4	4,900	0	-	102,921	81,966	-20.4
July	102,870	96,790	-5.9	4,925	0	-	107,795	96,790	-10.2
August	104,491	89,692	-14.2	4,843	0	-	109,334	89,692	-18.0
September	75,411	69,489	-7.9	4,325	0	-	79,736	69,489	-12.9
October	100,532	98,642	-1.9	4,464	2,093	-53.1	104,996	100,735	-4.1
November	199,832	182,862	-8.5	15,153	13,117	-13.4	214,985	195,979	-8.8
December	218,518	208,967	-4.4	22,296	23,785	6.7	240,814	232,752	-3.3
<b>Quarter:</b>									
First	688,549	681,985	-1.0	73,046	61,383	-16.0	734,342	740,121	0.8
Second	396,893	362,123	-8.8	29,134	16,787	-42.4	416,989	378,910	-9.1
Third	282,772	255,971	-9.5	14,093	0	-	296,865	255,971	-13.8
Fourth	518,882	490,471	-5.5	41,913	38,995	-7.0	560,795	529,466	-5.6
<b>Total:</b>	<b>1,887,096</b>	<b>1,790,550</b>	<b>-5.1</b>	<b>158,186</b>	<b>117,165</b>	<b>-25.9</b>	<b>2,008,991</b>	<b>1,904,468</b>	<b>-5.2</b>

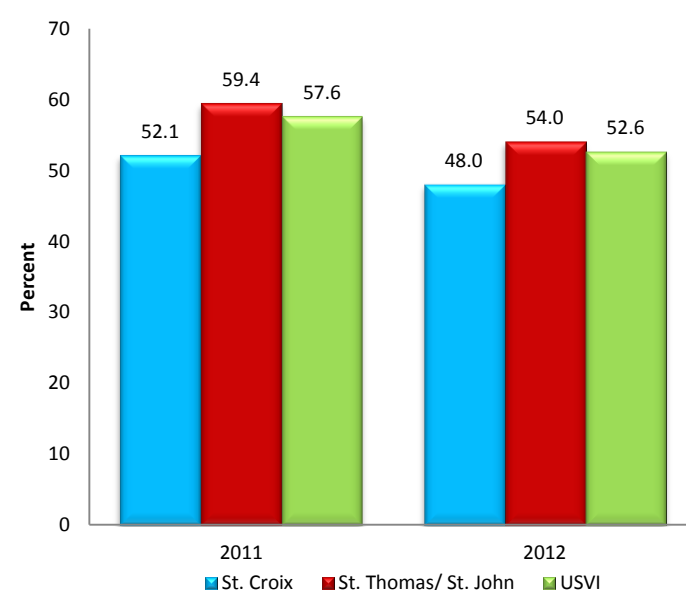
## CRUISE PASSENGER ARRIVALS



## HOTEL OCCUPANCY RATES, DECEMBER 2011 – DECEMBER 2012

Month	St. Thomas/ St. John			St. Croix			Total USVI		
	2011	2012	% chg	2011	2012	% chg	2011	2012	% chg
January	60.3	61.1	1.0	49.3	54.5	5.0	57.6	59.5	2.0
February	65.1	66.7	1.1	59.5	59.1	-0.3	63.7	64.8	0.7
March	71.4	58.2	-14.1	50.6	55.1	4.5	66.3	57.2	-9.6
April	61.9	59.2	-4.5	41.2	41.7	0.5	56.9	55.0	-3.3
May	56.0	46.0	-10.0	36.6	34.8	-1.9	51.0	43.3	-7.7
June	51.6	45.7	-5.9	40.4	34.7	-5.7	48.7	43.1	-5.7
July	53.2	52.7	-0.7	47.5	36.5	-11.1	51.7	48.8	-3.0
August	44.2	44.2	-0.1	40.1	33.2	-8.2	43.1	41.6	-1.9
September	33.7	30.5	-3.2	35.9	24.7	-11.3	34.3	29.2	-5.1
October	39.8	34.8	-7.3	36.5	32.6	-3.9	39.0	33.7	-6.4
November	46.7	49.3	2.6	52.7	44.0	-8.7	48.2	48.1	-0.1
December	59.4	54.0	-5.4	52.1	48.0	-4.1	57.6	52.6	-5.0
<b>Quarter:</b>									
First	65.6	61.3	-4.4	52.9	56.2	3.2	62.5	60.4	-2.5
Second	56.6	49.6	-7.0	39.4	37.0	-2.4	52.3	47.1	-5.7
Third	43.8	42.5	-1.3	41.2	31.5	-9.7	43.2	39.9	-3.2
Fourth	48.7	45.7	-3.0	47.0	41.5	-5.6	48.3	44.7	-3.6
<b>Total:</b>	<b>53.8</b>	<b>50.0</b>	<b>-3.8</b>	<b>45.1</b>	<b>41.7</b>	<b>-3.5</b>	<b>51.6</b>	<b>48.0</b>	<b>-3.7</b>

## HOTEL OCCUPANCY RATES



# U.S. Virgin Island's December Occupancy Report

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

All Visitor Accommodations	December Only		December Year-to-date		Small Hotels	December Only		December Year-to-date	
	2011	2012	2011	2012		2011	2012	2011	2012
<b>USVI</b>					<b>USVI</b>				
Occupancy Rate (%)	57.6	52.6	51.6	48.0	Occupancy Rate (%)	52.8	54.0	50.8	51.4
Room Nights Occupied	88,555	81,487	920,040	873,619	Room Nights Occupied	13,544	13,333	155,148	154,866
Room Nights Available	153,667	154,971	1,781,927	1,820,843	Room Nights Available	25,637	24,707	305,523	301,342
Ave. Guest stay in Nights	6.5	6.2	5.3	5.1	Ave. Guest stay in Nights	3.8	4.3	3.8	4.2
<b>St. Thomas/ St. John</b>					<b>St. Thomas/ St. John</b>				
Occupancy Rate (%)	59.4	54.0	53.8	50.0	Occupancy Rate (%)	52.2	59.1	52.6	57.9
Room Nights Occupied	68,834	63,948	718,829	692,383	Room Nights Occupied	7,170	7,566	87,035	93,135
Room Nights Available	115,816	118,451	1,335,992	1,385,764	Room Nights Available	13,733	12,803	165,363	160,798
Ave. Guest stay in Nights	7.2	6.7	5.7	5.3	Ave. Guest stay in Nights	3.9	4.4	4.2	4.6
<b>St. Croix</b>					<b>St. Croix</b>				
Occupancy Rate (%)	52.1	48.0	45.1	41.7	Occupancy Rate (%)	53.5	48.4	48.6	43.9
Room Nights Occupied	19,721	17,539	201,212	181,235	Room Nights Occupied	6,374	5,767	68,113	61,731
Room Nights Available	37,851	36,520	445,935	435,079	Room Nights Available	11,904	11,904	140,160	140,544
Ave. Guest stay in Nights	4.9	5.0	4.3	4.3	Ave. Guest stay in Nights	3.7	4.3	3.4	3.6
<b>Large Hotels</b>					<b>Condominiums/Other</b>				
<b>USVI</b>					<b>USVI</b>				
Occupancy Rate (%)	62.1	54.3	54.9	49.0	Occupancy Rate (%)	49.2	47.1	43.9	42.6
Room Nights Occupied	57,837	51,428	583,965	543,871	Room Nights Occupied	17,174	16,726	180,928	174,881
Room Nights Available	93,093	94,767	1,064,441	1,109,034	Room Nights Available	34,937	35,497	411,963	410,467
Ave. Guest stay in Nights	7.6	6.6	5.5	4.9	Ave. Guest stay in Nights	7.4	7.4	6.9	7.1
<b>St. Thomas/ St. John</b>					<b>St. Thomas/ St. John</b>				
Occupancy Rate (%)	64.1	54.6	57.2	50.7	Occupancy Rate (%)	49.3	49.8	44.8	43.9
Room Nights Occupied	48,937	42,605	495,557	461,326	Room Nights Occupied	12,727	13,777	136,237	137,922
Room Nights Available	76,291	77,965	866,611	910,662	Room Nights Available	25,792	27,683	304,018	314,304
Ave. Guest stay in Nights	1.6	1.6	5.7	5.0	Ave. Guest stay in Nights	7.6	7.8	7.1	7.6
<b>St. Croix</b>					<b>St. Croix</b>				
Occupancy Rate (%)	53.0	52.5	44.7	41.6	Occupancy Rate (%)	48.6	37.7	41.4	38.4
Room Nights Occupied	8,900	8,823	88,408	82,545	Room Nights Occupied	4,447	2,949	44,691	36,959
Room Nights Available	16,802	16,802	197,830	198,372	Room Nights Available	9,145	7,814	107,945	96,163
Ave. Guest stay in Nights	5.4	5.4	4.4	4.3	Ave. Guest stay in Nights	6.8	6.0	6.3	5.8

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

**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 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; DECEMBER 2011 AND 2012**

Area of Origin	December Only		December Year-to-Date			
			Total		Percent Distribution	
	2011	2012	2011	2012	2011	2012
USVI HOTEL GUESTS FROM:						
U.S. Mainland	62,062	60,918	616,131	579,690	83.8	82.7
Puerto Rico	1,619	1,411	18,855	19,083	2.6	2.7
U.S.V.I.	4,382	4,714	54,489	50,130	7.4	7.2
Other West Indies	798	691	8,885	7,940	1.2	1.1
Canada	866	1,146	6,899	7,316	0.9	1.0
Europe	3,571	3,822	22,406	30,932	3.0	4.4
Central America	65	89	582	773	0.1	0.1
South America	164	375	1,612	2,535	0.2	0.4
Other Areas	435	345	4,955	2,565	0.7	0.4
TOTAL	73,962	73,511	734,813	700,964	100.0	100.0

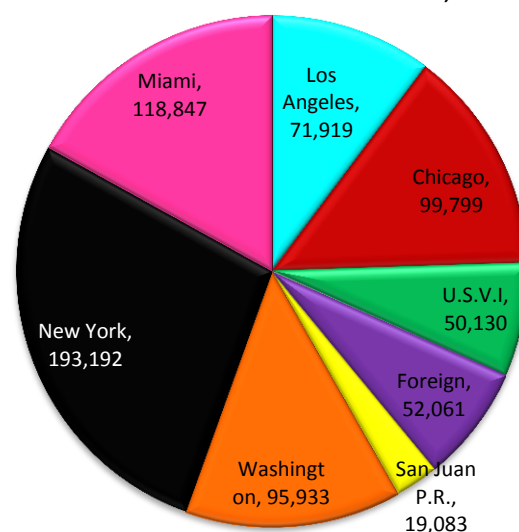
**ST. THOMAS/ST. JOHN HOTEL GUESTS FROM:**

U.S. Mainland	53,256	55,786	537,917	521,519	87.0	87.1
Puerto Rico	776	841	10,715	11,100	1.7	1.9
U.S.V.I.	2,994	3,585	37,281	34,774	6.0	5.8
Other West Indies	637	609	7,816	6,228	1.3	1.0
Canada	583	1,087	5,970	6,540	1.0	1.1
Europe	1,955	1,724	14,766	15,431	2.4	2.6
Central America	42	42	491	373	0.1	0.1
South America	76	319	1,398	1,452	0.2	0.2
Other Areas	111	229	1,788	1,668	0.3	0.3
<b>TOTAL</b>	<b>60,430</b>	<b>64,222</b>	<b>618,142</b>	<b>599,084</b>	<b>100.0</b>	<b>100.0</b>

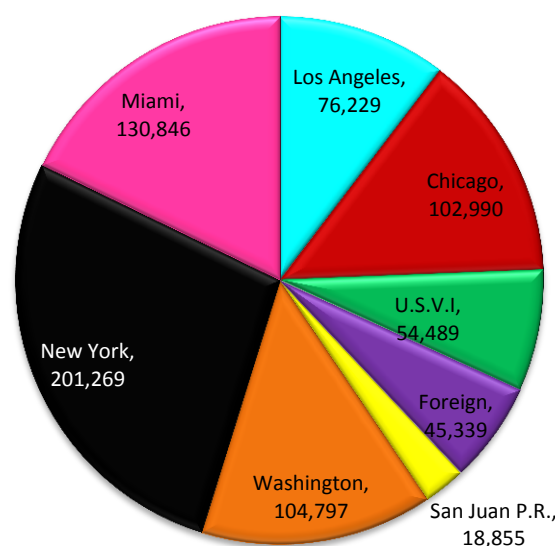
**ST. CROIX HOTEL GUESTS FROM:**

U.S. Mainland	8,806	5,133	78,214	58,171	67.0	57.1
Puerto Rico	843	571	8,140	7,983	7.0	7.8
U.S.V.I.	1,388	1,129	17,207	15,356	14.7	15.1
Other West Indies	161	82	1,069	1,712	0.9	1.7
Canada	283	59	929	776	0.8	0.8
Europe	1,616	2,098	7,640	15,501	6.5	15.2
Central America	23	47	91	400	0.1	0.4
South America	88	56	213	1,084	0.2	1.1
Other Areas	324	116	3,167	897	2.7	0.9
<b>TOTAL</b>	<b>13,533</b>	<b>9,289</b>	<b>116,671</b>	<b>101,879</b>	<b>100.0</b>	<b>100.0</b>

**Fig. 5: USVI Hotel Guests By Origin  
December 2012 Year To Date Total: 700,964**



**Fig. 6: USVI Hotel Guests By Origin  
December 2011 Year To Date Total: 734,813**



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

Sales Region of Origin	December Year-to-Date					
	December Only		Total		Percent Distribution	
	2011	2012	2011	2012	2011	2012
<b>USVI HOTEL GUESTS FROM:</b>						
Chicago	10,943	11,194	102,990	99,799	16.2	16.7
Los Angeles	8,255	7,880	76,229	71,919	12.0	12.0
Miami	10,868	10,104	130,846	118,847	20.6	19.8
New York City	21,785	20,913	201,269	193,192	31.7	32.3
Washington D.C.	10,212	10,828	104,797	95,933	16.5	16.0
San Juan, P.R.	1,619	1,411	18,855	19,083	3.0	3.2
<b>TOTAL</b>	<b>63,681</b>	<b>62,329</b>	<b>634,985</b>	<b>598,773</b>	<b>100.0</b>	<b>100.0</b>

**ST. THOMAS/ST. JOHN HOTEL GUESTS FROM:**

Chicago	9,315	10,495	90,726	91,341	16.5	17.1
Los Angeles	6,343	7,157	64,847	63,364	11.8	11.9
Miami	8,767	8,737	107,701	102,135	19.6	19.2
New York City	20,007	19,636	182,402	178,581	33.2	33.5
Washington D.C.	8,825	9,761	92,241	86,099	16.8	16.2
San Juan, P.R.	776	841	10,715	11,100	2.0	2.1
<b>TOTAL</b>	<b>54,032</b>	<b>56,626</b>	<b>548,632</b>	<b>532,619</b>	<b>100.0</b>	<b>100.0</b>

**ST. CROIX HOTEL GUESTS FROM:**

Chicago	1,629	699	12,264	8,458	14.2	12.8
Los Angeles	1,912	723	11,382	8,556	13.2	12.9
Miami	2,101	1,367	23,145	16,712	26.8	25.3
New York City	1,778	1,277	18,866	14,611	21.8	22.1
Washington D.C.	1,387	1,067	12,556	9,834	14.5	14.9
San Juan, P.R.	843	571	8,140	7,983	9.4	12.1
<b>TOTAL</b>	<b>9,650</b>	<b>5,703</b>	<b>86,354</b>	<b>66,154</b>	<b>100.0</b>	<b>100.0</b>

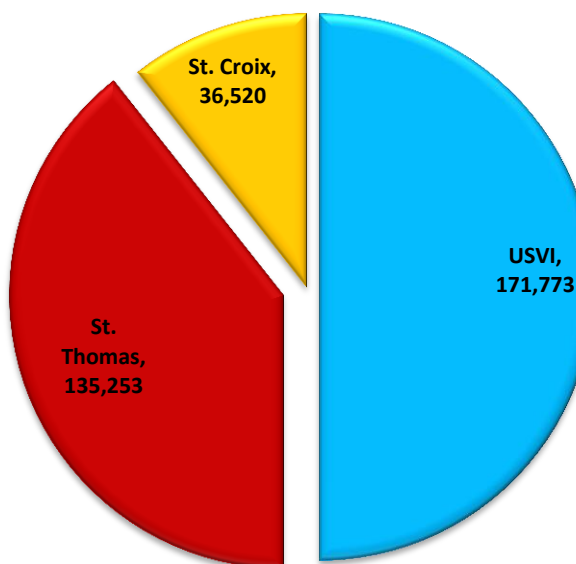
**TABLE 4: VISITOR ACCOMMODATIONS & ROOM NIGHTS AVAILABLE  
TOTAL NUMBER AND PERCENT REPORTING TO BER BY ISLAND;  
DECEMBER 2011 AND 2012**

District	Visitor Accommodations December Only		Room Nights Available December Only	
	2011	2012	2011	2012
<b>USVI</b>				
Total Number	99	96	170,469	171,773
Percent Submitting:				
Complete Report (%)	96.0	92.7	99.0	93.4
Partial Report (%)	2.0	6.3	0.8	6.4
No Report (%)	2.0	1.0	0.2	0.2
<b>ST. THOMAS/ST. JOHN</b>				
Total Number	71	68	132,618	135,253
Percent Submitting:				
Complete Report (%)	95.8	92.6	99.0	92.1
Partial Report (%)	2.8	7.4	1.0	7.9
No Report (%)	1.4	0.0	0.0	0.0
<b>ST. CROIX</b>				
Total Number	28	28	37,851	36,520
Percent Submitting:				
Complete Report (%)	96.4	92.9	99.0	98.2
Partial Report (%)	0.0	3.6	0.0	0.8
No Report (%)	3.6	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.

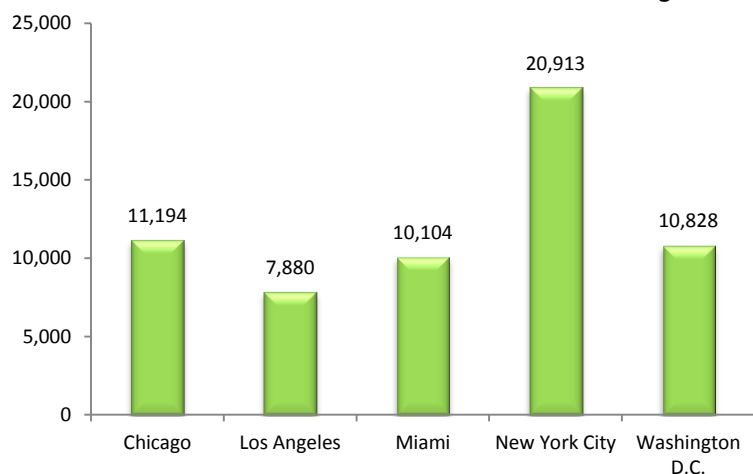
**Room Nights Available,  
December only 2012**




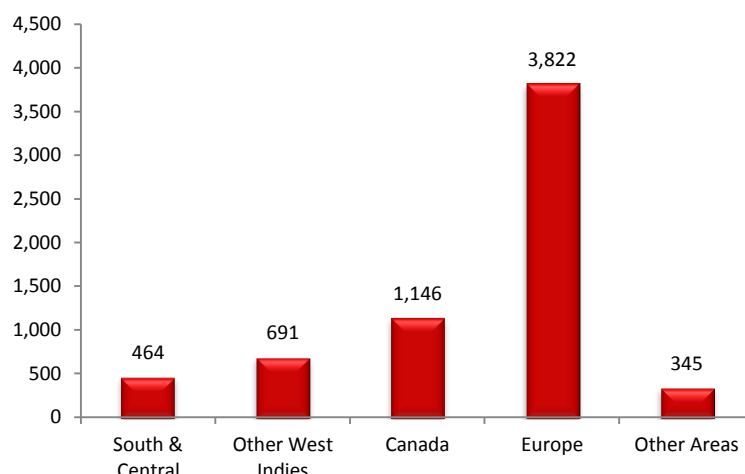
**ESTIMATED HOTEL GUESTS BY AREA OF ORIGIN**

Area of Origin	2011	2012												Dec YTD
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total 2012
<b>U.S. Mainland</b>	62,062	65,488	63,435	66,019	48,457	41,589	44,063	49,677	40,204	23,804	34,460	41,976	60,918	579,690
<b>Chicago</b>	10,943	13,736	12,145	12,105	9,411	6,158	6,566	6,837	5,184	3,421	5,708	7,400	11,194	99,799
<b>Los Angeles</b>	8,255	5,191	6,155	5,476	6,290	6,615	6,078	6,525	5,844	4,620	5,725	5,566	7,880	71,919
<b>Miami</b>	10,868	8,968	9,763	11,747	7,616	9,960	12,749	13,710	10,440	6,752	8,438	8,708	10,104	118,847
<b>New York City</b>	21,785	28,865	26,569	25,310	17,822	11,299	10,692	13,226	11,825	5,182	8,897	12,691	20,913	193,192
<b>Washington D.C.</b>	10,212	8,728	8,802	11,381	7,319	7,558	7,977	9,379	6,911	3,828	5,692	7,611	10,828	95,933
<b>Puerto Rico</b>	1,619	1,618	1,516	1,507	1,873	1,871	1,594	2,032	1,394	1,261	1,477	1,536	1,411	19,083
<b>U.S.V.I.</b>	4,382	3,443	3,654	3,600	4,210	4,207	5,186	5,284	4,383	3,484	4,497	3,494	4,714	50,130
<b>Other West Indies</b>	798	486	600	746	806	685	789	735	654	432	666	653	691	7,940
<b>Canada</b>	866	974	939	1,061	1,034	477	208	242	332	148	215	537	1,146	7,316
<b>Europe</b>	3,571	5,177	5,179	5,241	2,457	721	432	1,224	1,033	263	1,249	4,154	3,822	30,932
<b>Central America</b>	65	51	74	30	46	76	45	93	55	48	60	101	89	773
<b>South America</b>	164	375	341	246	258	259	250	170	88	54	52	68	375	2,535
<b>Other Areas</b>	435	224	265	161	258	162	177	190	188	162	204	233	345	2,565
<b>TOTAL</b>	<b>73,962</b>	<b>77,835</b>	<b>76,003</b>	<b>78,609</b>	<b>59,400</b>	<b>50,047</b>	<b>52,743</b>	<b>59,647</b>	<b>48,330</b>	<b>23,804</b>	<b>42,879</b>	<b>52,751</b>	<b>73,511</b>	<b>700,964</b>

December 2012 Hotel Guests from U.S. Sales Regions



December 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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