

USVI Tourism Indicator

TOTAL VISITORS ARRIVALS FEBRUARY 2012 UP 11.2 PERCENT FROM 2011

This Issue February 2012:

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Visitor Arrivals Data P.2

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FEBRUARY HIGHLIGHTS

- There were 322,499 visitor arrivals to the US Virgin Islands in February 2012, up by 32,361 or 11.2 percent increase over February 2011.
- There were 250,153 cruise ship passengers, a 10.5 percent increased when compared to February 2011.
- The overall occupancy rate for the Territory was 64.4 percent compared to 63.7 percent one year ago.
- Occupied room nights in February 2011 were 92,645, an increase of 3.2 percent compared with the previous February. A total of \$2,187,651 hotel room revenue was collected this February.

TOTAL VISITOR ARRIVALS UP BY 11.2 PERCENT

There were 322,499 visitor arrivals to the US Virgin Islands in February 2012, up by 32,361 or 11.2 percent increase over February 2011. Air arrivals, which totaled 72,346 this month, rose by 13.4 percent compared with one year earlier. There were 250,153 cruise ship passengers, a 10.5 percent increased when compared to February 2011.

ARRIVALS BY DISTRICT

The St. Thomas and St. John district grew by 11.2 percent in air visitors, from 50,569 to 56,250. The St. Croix district also showed a strong 21.6 percent increase in air visitors to 16,096 from 13,233 in February 2011. There were 229,916 cruise passengers visiting the St. Thomas and St. John district an 8.7 percent increase over last February. On the other hand, the St. Croix district saw 20,438 cruise passengers, a decline of 11.5 percent.

HOTEL OCCUPANCY FEBRUARY 2012

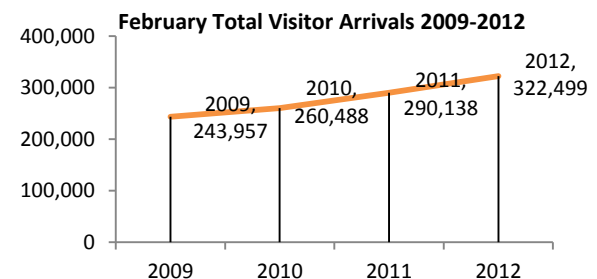
The overall occupancy rate for the Territory was 64.4 percent compared to the reported 63.7 percent one year ago. The hotel occupancy rate for St. Croix was 39.0 percent in comparison to 41.8 percent reported the previous February. The rate for St. Thomas and St. John was 62.6 percent compared to 63.8 percent last year. Occupied room nights in February 2011 were 92,645, an increase of 3.2 percent compared with the previous February. A total of \$2,187,651 was collected in hotel room

revenues this month compared to \$1,960,409 in February 2011, a revenue growth of 11.6 percent.

TOURISM STATISTICS JANUARY TO FEBRUARY 2012

There were 643,881 visitors for the first two months of 2012, an increase of 31,949 visitors or 5.2 percent over the same period in 2011. There were 142,835 air visitors, a healthy 9.0 percent increase from the 130,998 air visitors who came in the corresponding period in 2011. During the same two-month period, a total of 501,046 cruise passengers visited a modest increase of 4.2 percent over the 480,934 passengers who visited one year ago.

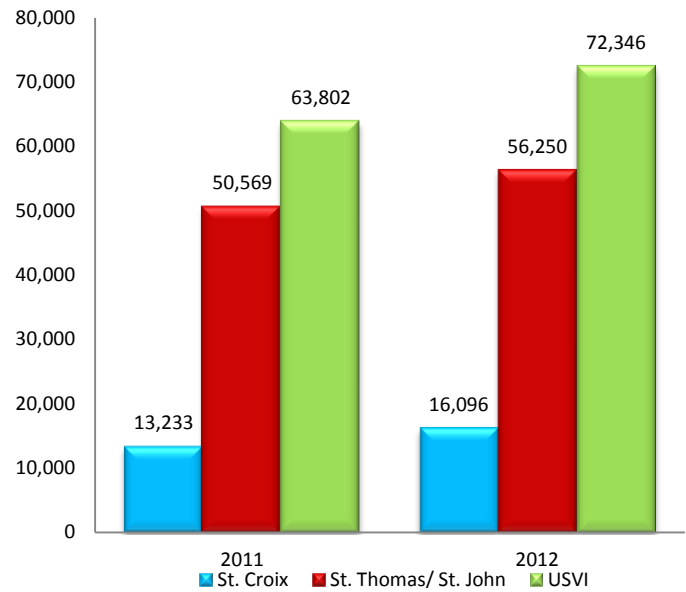
There were 154,066 guests stayed at local hotels, up 10.2 percent from last year. Guest registrations were down for the following regions: Canadian guests (3.8 percentage), Other West Indies (68.3 percent), Puerto Rico (0.7 percent), Central America (43.6 percent), local residents (22.5 percent) and Other Areas (38.4 percent). On the other hand, hotel guest increased from, the U.S. (9.8 percent), Europe (128.6), and South America (249.5 percent).



AIR VISITOR ARRIVALS, FEBRUARY 2011 - FEBRUARY 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	-	-	13,699	-	-	74,716	-	-
April	52,145	-	-	11,304	-	-	63,449	-	-
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	-	-	41,196	-	-	205,714	-	-
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	-	-

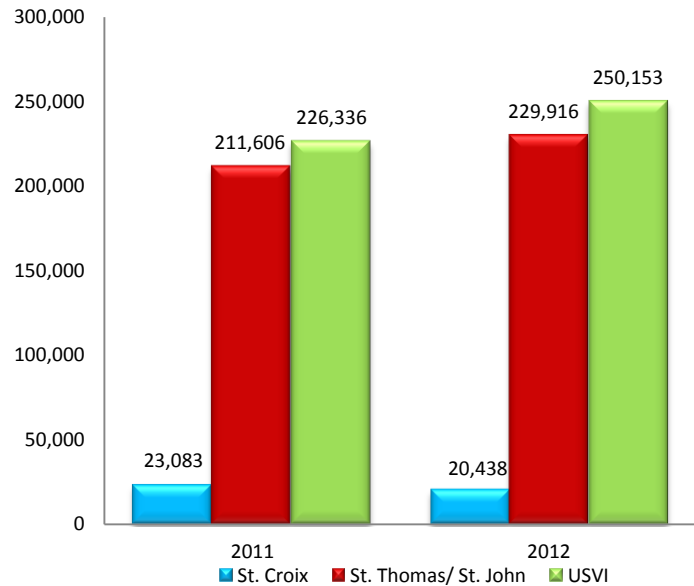
AIR VISITOR ARRIVALS



CRUISE PASSENGER ARRIVALS, FEBRUARY 2011 - FEBRUARY 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	-	-	20,536	-	-	253,408	-	-
April	173,844	-	-	19,639	-	-	184,445	-	-
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	-	-	73,046	-	-	734,342	-	-
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	-	-

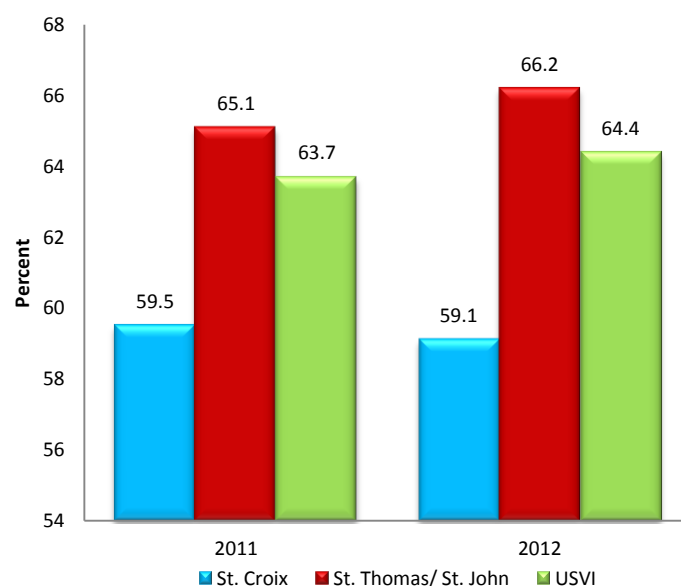
CRUISE PASSENGER ARRIVALS



HOTEL OCCUPANCY RATES, JANUARY 2011 - FEBRUARY 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	66.2	1.1	59.5	59.1	-0.3	63.7	64.4	0.7
March	71.4	-	-	50.6	-	-	66.3	-	-
April	61.9	-	-	41.2	-	-	56.9	-	-
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	-	-	52.9	-	-	62.5	-	-
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 February Occupancy Report

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

All Visitor Accommodations	February Only		February Year-to-Date	
	2011	2012	2011	2012
USVI				
Occupancy Rate (%)	63.7	64.4	60.5	61.9
Room Nights Occupied	89,764	92,645	179,561	184,231
Room Nights Available	140,840	143,753	296,615	297,420
Ave. Guest stay in Nights	4.3	4.0	4.2	4.1
St. Thomas/ St. John				
Occupancy Rate (%)	65.1	66.2	62.6	63.7
Room Nights Occupied	69,383	71,710	140,485	142,764
Room Nights Available	106,568	108,344	224,399	224,160
Ave. Guest stay in Nights	4.2	3.9	4.1	3.9
St. Croix				
Occupancy Rate (%)	59.5	59.1	54.1	56.6
Room Nights Occupied	20,381	20,935	39,076	41,467
Room Nights Available	34,272	35,409	72,216	73,260
Ave. Guest stay in Nights	4.7	4.8	4.6	4.9
Large Hotels	2011	2012	2011	2012
	2011	2012	2011	2012
USVI				
Occupancy Rate (%)	62.9	66.3	60.4	64.2
Room Nights Occupied	53,858	57,754	108,700	115,757
Room Nights Available	85,624	87,087	180,112	180,180
Ave. Guest stay in Nights	3.8	3.5	3.8	3.6
St. Thomas/ St. John				
Occupancy Rate (%)	64.2	68.1	62.7	65.9
Room Nights Occupied	45,231	48,589	92,931	97,329
Room Nights Available	70,448	71,369	148,134	147,660
Ave. Guest stay in Nights	1.6	1.5	3.7	3.4
St. Croix				
Occupancy Rate (%)	56.8	58.3	49.3	56.7
Room Nights Occupied	8,627	9,165	15,769	18,428
Room Nights Available	15,176	15,718	31,978	32,520
Ave. Guest stay in Nights	4.9	5.1	4.5	5.3
Small Hotels	February Only		February Year-to-Date	
	2011	2012	2011	2012
USVI				
Occupancy Rate (%)	66.6	63.7	62.5	61.0
Room Nights Occupied	15,698	15,279	31,073	30,275
Room Nights Available	23,576	23,983	49,678	49,620
Ave. Guest stay in Nights	4.1	4.0	3.9	4.1
St. Thomas/ St. John				
Occupancy Rate (%)	70.7	66.9	66.8	63.1
Room Nights Occupied	9,070	8,593	18,051	16,760
Room Nights Available	12,824	12,847	27,022	26,580
Ave. Guest stay in Nights	4.6	4.3	4.2	4.3
St. Croix				
Occupancy Rate (%)	61.6	60.0	57.5	58.7
Room Nights Occupied	6,628	6,686	13,022	13,515
Room Nights Available	10,752	11,136	22,656	23,040
Ave. Guest stay in Nights	3.6	3.7	3.6	3.8
Condominiums/Other	2011	2012	2011	2012
	2011	2012	2011	2012
USVI				
Occupancy Rate (%)	63.9	60.0	59.5	56.5
Room Nights Occupied	20,208	19,612	39,788	38,199
Room Nights Available	31,640	32,683	66,825	67,620
Ave. Guest stay in Nights	7.1	7.1	6.9	6.9
St. Thomas/ St. John				
Occupancy Rate (%)	64.7	60.2	59.9	57.4
Room Nights Occupied	15,082	14,528	29,503	28,675
Room Nights Available	23,296	24,128	49,243	49,920
Ave. Guest stay in Nights	7.1	7.2	6.8	7.1
St. Croix				
Occupancy Rate (%)	61.4	59.4	58.5	53.8
Room Nights Occupied	5,126	5,084	10,285	9,524
Room Nights Available	8,344	8,555	17,582	17,700
Ave. Guest stay in Nights	7.0	6.8	7.3	6.5

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; FEBRUARY 2011 AND 2012**

Area of Origin	February Only		February Year-to-Date			
			Total		Percent Distribution	
	2011	2012	2011	2012	2011	2012

USVI HOTEL GUESTS FROM:

U.S. Mainland	60,249	63,563	117,438	128,942	84.0	83.7
Puerto Rico	1,399	1,520	3,159	3,138	2.3	2.0
U.S.V.I.	4,268	3,665	9,168	7,106	6.6	4.6
Other West Indies	926	602	1,551	1,093	1.1	0.7
Canada	1,100	944	1,961	1,887	1.4	1.2
Europe	2,562	5,191	4,514	10,317	3.2	6.7
Central America	142	75	204	115	0.1	0.1
South America	330	342	612	762	0.4	0.5
Other Areas	518	266	1,147	707	0.8	0.5
TOTAL	71,493	76,166	139,754	154,066	100.0	100.0

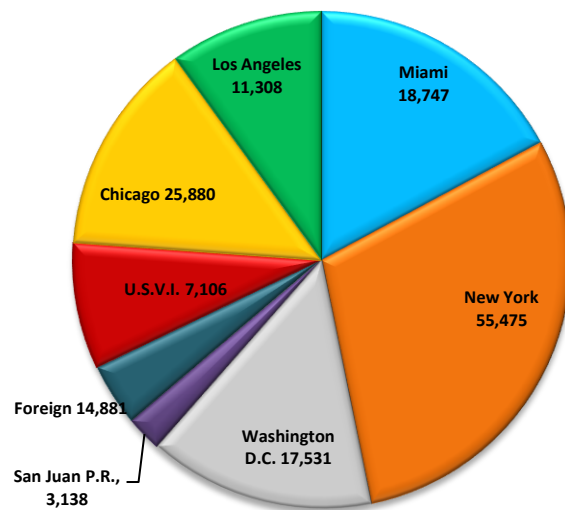
ST. THOMAS/ST. JOHN HOTEL GUESTS FROM:

U.S. Mainland	53,041	57,590	103,285	117,067	86.7	88.8
Puerto Rico	804	736	1,955	1,605	1.6	1.2
U.S.V.I.	2,464	2,221	6,040	4,480	5.1	3.4
Other West Indies	831	411	1,406	761	1.2	0.6
Canada	983	858	1,755	1,707	1.5	1.3
Europe	2,020	2,545	3,519	5,267	3.0	4.0
Central America	141	36	201	55	0.2	0.0
South America	326	141	584	477	0.5	0.4
Other Areas	193	196	370	346	0.3	0.3
TOTAL	60,801	64,735	119,115	131,765	100.0	100.0

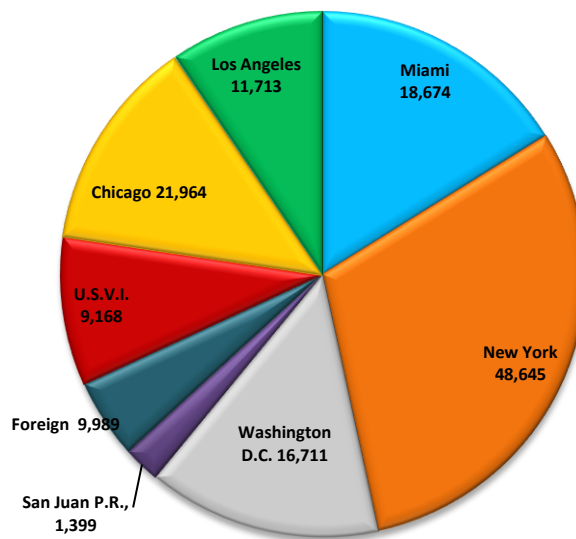
ST. CROIX HOTEL GUESTS FROM:

U.S. Mainland	7,208	5,973	14,153	11,875	68.6	53.2
Puerto Rico	595	783	1,204	1,533	5.8	6.9
U.S.V.I.	1,803	1,444	3,127	2,626	15.2	11.8
Other West Indies	95	191	145	332	0.7	1.5
Canada	117	86	206	181	1.0	0.8
Europe	542	2,646	995	5,050	4.8	22.6
Central America	1	39	3	60	0.0	0.3
South America	4	201	28	285	0.1	1.3
Other Areas	326	69	777	361	3.8	1.6
TOTAL	10,691	11,431	20,639	22,301	100.0	100.0

**Fig. 5: USVI Hotel Guests By Origin
February 2012 Year To Date Total: 154,066**



**Fig. 6: USVI Hotel Guests By Origin
February 2011 Year To Date Total: 139,754**



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

Sales Region of Origin	February Year-to-Date					
	February Only		Total		Percent Distribution	
	2011	2012	2011	2012	2011	2012
USVI HOTEL GUESTS FROM:						
Chicago	10,521	12,159	21,694	25,880	18.0	19.6
Los Angeles	5,606	6,172	11,713	11,308	9.7	8.6
Miami	8,490	9,793	18,674	18,747	15.5	14.2
New York City	27,126	26,615	48,645	55,475	40.3	42.0
Washington D.C.	8,506	8,823	16,711	17,531	13.9	13.3
San Juan, P.R.	1,399	1,520	3,159	3,138	2.6	2.4
TOTAL	61,647	65,082	120,597	132,079	100.0	100.0

ST. THOMAS/ST. JOHN HOTEL GUESTS FROM:

Chicago	9,192	11,274	19,424	24,061	18.5	20.3
Los Angeles	4,394	5,356	9,847	9,610	9.4	8.1
Miami	6,596	8,229	14,363	15,699	13.6	13.2
New York City	25,346	24,907	44,829	52,131	42.6	43.9
Washington D.C.	7,513	7,825	14,823	15,566	14.1	13.1
San Juan, P.R.	804	736	1,955	1,605	1.9	1.4
TOTAL	53,845	58,326	105,240	118,672	100.0	100.0

ST. CROIX HOTEL GUESTS FROM:

Chicago	1,329	885	2,270	1,819	14.8	13.6
Los Angeles	1,212	816	1,867	1,698	12.2	12.7
Miami	1,895	1,565	4,311	3,048	28.1	22.7
New York City	1,780	1,708	3,817	3,344	24.9	24.9
Washington D.C.	992	998	1,888	1,966	12.3	14.7
San Juan, P.R.	595	783	1,204	1,533	7.8	11.4
TOTAL	7,803	6,757	15,357	13,407	100.0	100.0

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

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

USVI

Total Number	102	97	156,016	155,469
Percent Submitting:				
Complete Report (%)	95.1	92.8	98.8	95.8
Partial Report (%)	2.0	5.2	7.0	1.4
No Report (%)	2.9	2.1	0.5	0.2

ST. THOMAS/ST. JOHN

Total Number	73	70	121,744	120,060
Percent Submitting:				
Complete Report (%)	94.5	92.9	98.7	98.4
Partial Report (%)	2.7	5.7	0.9	1.6
No Report (%)	2.7	1.4	0.3	0.0

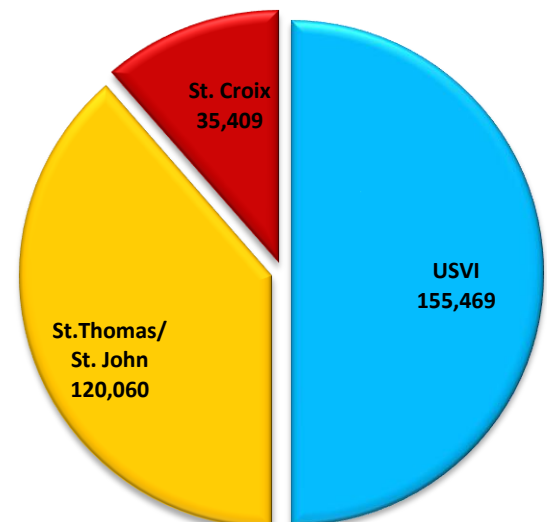
ST. CROIX

Total Number	29	27	34,272	35,409
Percent Submitting:				
Complete Report (%)	96.6	92.6	99.0	87.0
Partial Report (%)	0.0	3.7	0.0	0.7
No Report (%)	3.4	3.7	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.

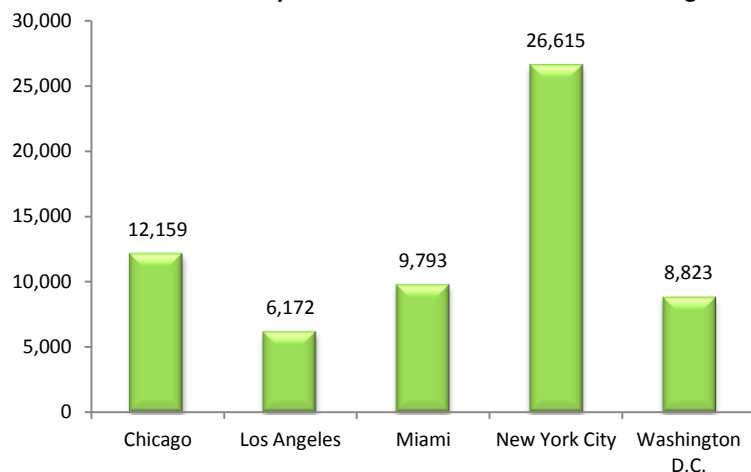
Year-to-date data are tabulated for the period beginning in January of a given year and ending in the listed month of the same year.

**Room Nights Available,
February only 2012**


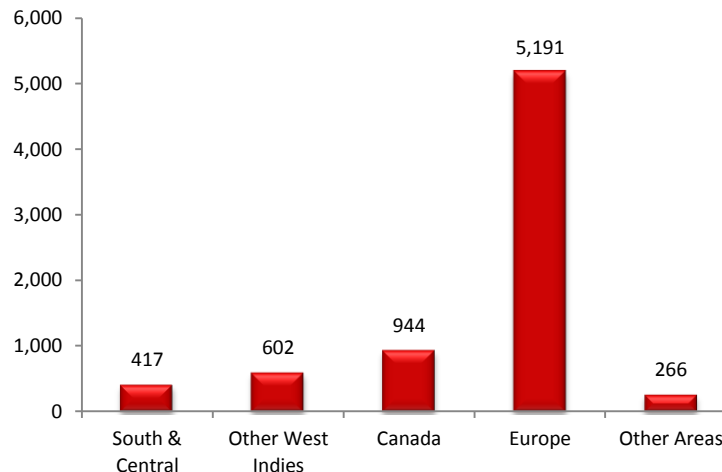
ESTIMATED HOTEL GUESTS BY AREA OF ORIGIN

Area of Origin	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	2012		Feb YTD
												Jan	Feb	Total 2012
U.S. Mainland	60,249	77,520	53,853	47,430	49,679	51,276	46,572	28,418	35,429	46,452	62,176	65,379	63,563	128,942
Chicago	10,521	17,681	9,240	7,603	6,957	6,659	6,238	3,748	5,847	6,381	10,963	13,720	12,159	25,880
Los Angeles	5,606	7,204	7,417	7,144	6,779	6,790	4,949	2,986	4,870	8,123	8,268	5,136	6,172	11,308
Miami	8,490	13,184	8,495	11,401	13,860	14,238	11,979	9,175	10,045	8,926	10,887	8,954	9,793	18,747
New York City	27,126	27,883	19,307	13,159	12,488	13,447	13,460	7,043	8,309	15,742	21,827	28,860	26,615	55,475
Washington D.C.	8,506	11,569	9,394	8,123	9,595	10,142	9,947	5,466	6,357	7,280	10,230	8,708	8,823	17,531
Puerto Rico	1,399	1,539	1,683	1,656	1,734	2,066	1,335	1,262	1,379	1,423	1,621	1,618	1,520	3,138
U.S.V.I.	4,268	4,504	4,634	4,891	5,128	5,321	5,073	3,602	3,928	3,858	4,388	3,441	3,665	7,106
Other West Indies	926	740	1,070	757	589	973	765	491	673	478	800	491	602	491
Canada	1,100	1,130	800	465	232	222	228	259	257	479	868	944	944	1,887
Europe	2,562	1,783	1,880	844	888	1,453	865	430	2,154	4,026	3,575	5,125	5,191	10,317
Central America	142	29	52	21	22	52	28	42	30	37	65	41	75	115
South America	330	130	143	98	77	149	33	32	98	77	164	420	342	762
Other Areas	518	528	361	394	407	473	331	199	273	407	435	442	266	707
TOTAL	71,493	87,902	64,475	56,556	58,756	61,984	55,229	34,736	44,221	57,236	73,962	77,900	76,166	154,066

February 2012 Hotel Guests from U.S. Sales Regions



February 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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