

# U.S. Virgin Islands

## January 2010 Tourism Indicators

Bureau of Economic Research

May 2010

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### Total visitors arrivals rose by 10.0 percent in January 2010

Visitor arrivals in 2010 are off to a good start exhibited a 10.0 percent increase over January 2009. There were 271,762 visitors compared to last January's arrivals of 246,958. Air visitors grew by a solid 9.3 percent to 66,212 from 60,553 in January 2009. Cruise passenger arrivals rose a strong 10.3 percent to 205,550 from 186,405 a year ago. There were 81 cruise ship calls to the Territory this month, or 5 fewer calls than January 2009.

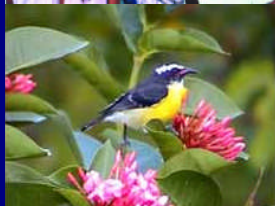
### Arrivals by District

The St. Thomas and St. John district enjoyed another month of positive air visitor growth—up 4.7 percent to 51,997 compared to 49,661 in January 2009. There were 195,003 cruise passengers visiting the district or 5.8 percent more than last January. St. Croix tourism industry continues to rebound as evident from the growth in visitor arrivals observed over the past several months. January showed a 30.5 percent increase in air visitors to 14,215 from 10,891 in January 2009. There were 21,912 cruise passengers this month versus 5,437 who visited one year ago.

### Hotel Occupancy

The Territory's hotel occupancy rate reported for January averaged 67.6 percent compared to 59.0 percent last January. The January hotel occupancy rate for St. Croix was 62.5 percent, approximately 19.3 percentage points higher than the 43.2 percent recorded last January. The St. Thomas and St. John district experienced a 5.2 percentage points increase in occupancy this year. The jump in hotel occupancy is the result of strong marketing campaigns by the Tourism Department to draw overnight visitors to the Territory. Additionally, the commencement of maintenance work being done at HOVENSA's refinery, and the annual Crucian festivities boosted the occupancy on St. Croix. The average length of stay year-to-year January remained the same in both districts at 4.3 nights. A total of \$1,622,043 was collected in hotel room revenues compared to \$1,669,035 in January 2009, a 2.8 percent decrease.

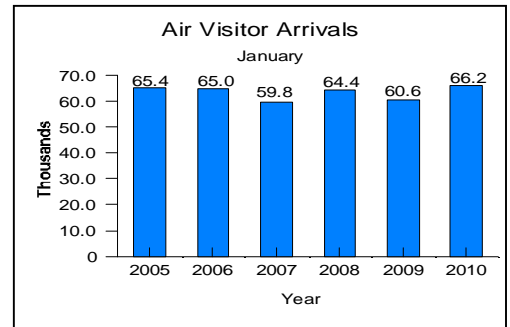
There were 91,818 registered hotel guests reported for this month, compared to the 69,535 guests last January. The number of guests from the United States increased 40.0 percent, while Puerto Rico saw a strong percentage gain of 42.0 percent. The smaller markets of Europe and the Other West Indies rose by 12.0 percent and 46.6 percent, respectively. There were also gains from South and Central America, 134.0 percent and 175.0 percent, respectively. Conversely, local resident guests fell by 9.2 percent and Canadian residents fell by 4.9 percent.



## Tourism Statistics for January 2010

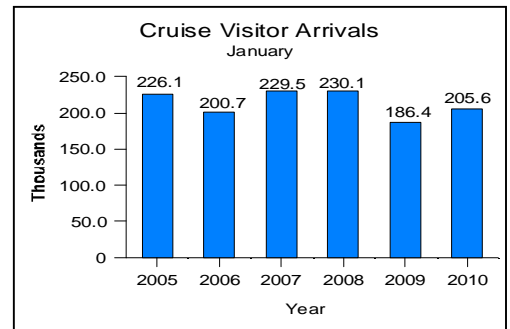
### PASSENGER ARRIVALS

	Jan 10	Dec 09	Jan 09	10 CY Jan-Jan	09 CY Jan-Jan	% Ch. 10/09
Air Visitors	66,212	66,923	60,552	66,212	60,552	9.3
St. Thomas and St. John	51,997	53,111	49,661	51,997	49,661	4.7
St. Croix	14,215	13,812	10,891	14,215	10,891	30.5
Cruise Ship Visitors	205,550	209,780	186,405	205,550	186,405	10.3
St. Thomas and St. John	195,003	200,606	184,266	195,003	184,266	5.8
St. Croix	21,912	20,417	5,437	21,912	5,437	-
Cruise Ship Calls	81	88	86	81	86	-5.8
St. Thomas and St. John	76	83	83	76	83	-8.4
St. Croix	9	11	5	9	5	-



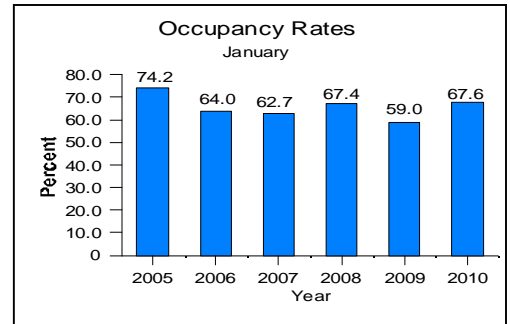
### HOTEL REGISTRATION

	Jan 10	Dec 09	Jan 09	10 CY Jan-Jan	09 CY Jan-Jan	% Ch. 10/09
Total	91,818	83,556	69,535	91,818	69,535	32.0
Residents	5,997	5,970	6,601	5,997	6,601	-9.2
Non Residents	85,821	77,586	62,934	85,821	62,934	36.4
United States	79,577	72,207	56,844	79,577	56,844	40.0
Puerto Rico	1,712	1,686	1,206	1,712	1,206	42.0
Other West Indies	664	557	453	664	453	46.6
Canada	1,039	1,176	1,093	1,039	1,093	-4.9
Europe	2,312	1,511	2,064	2,312	2,064	12.0
Central America	44	73	16	44	16	175.0
South America	117	98	50	117	50	134.0
Other Areas	357	280	1,208	357	1,208	-70.4
Average Stay (nights)	4.3	4.3	4.3	4.3	4.3	0.0



### HOTEL ACCOMODATIONS

	Jan 10	Dec 09	Jan 09	10 CY Jan-Jan	09 CY Jan-Jan	% Ch. 10/09
Total Tourist Rooms Available	4,954	4,950	4,940	4,954	4,940	0.3
Occupied Room Nights	103,854	91,880	90,345	103,854	90,345	15.0
Available Room Nights	153,574	153,915	153,140	153,574	153,140	0.3
Occupancy Rate (%)	67.6	59.7	59.0	67.6	59.0	-
St. Thomas and St. John	69.2	64.6	64.1	69.2	64.1	-
St. Croix	62.5	44.4	43.2	62.5	43.2	-



Note: CY = Calendar Year.

% Ch. 10/09 = year-to-date

Data subject to revision.

Tourism Indicators is a Bureau of Economic Research publication that compiles basic economic and statistical information from numerous sources. The table featured in this publication compares the reported month's data with figures from the preceding month and from the month of one year earlier figure. Data are subject to revision.

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