

USVI Tourism Indicator

TOTAL VISITORS ARRIVALS JANUARY 2012 SAME LEVEL AS JANUARY 2011

This Issue January 2012:

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Highlights 2012

- Total air arrivals continue to improve since October 2011, posting a 4.9 percent increase to 70,489 from 67,196 a year ago.
- A total of 250,893 cruise passengers visited this month, compared with the 254,598 for January 2011—a passenger loss of 1.5 percent.
- The Territory's hotel occupancy rate was 59.6 percent this January compared to 57.6 percent last January.
- Occupied room nights were 91,586 compared to 89,797 occupied rooms for the corresponding period in 2011. As a result, total hotel room revenues collected in January was \$1,539,250, a strong 27.1 percent gain from last January's total of \$1,211,023.

VISITOR ARRIVALS JANUARY 2012

The year began with total visitor arrivals being at par with January 2011. Total visitor arrivals in January numbered 321,382 year-on-year from the 321,794 visitors in January 2011. Total air arrivals continue to improve since October 2011, posting a 4.9 percent increase to 70,489 from 67,196 a year ago. Air arrivals to the St. Thomas/St. John district grew to 54,584 from 52,932 in January 2011. The St. Croix district also saw growth in air arrivals, posting a healthy 11.5 percent from 15,905 to 14,264 in January 2011.

ARRIVALS BY DISTRICT

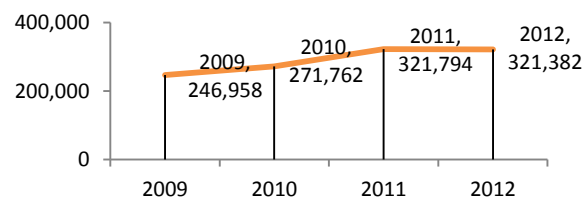
A total of 250,893 cruise passengers visited this month, compared with the 254,598 for January 2011—a passenger loss of 1.5 percent. The St. Thomas and St. John district experienced a deficit of 2.5 percent with cruise passengers totaling 229,727 this month compared with 235,503 last year. Similarly, the St. Croix district welcomed 21,166 cruise ship passengers versus the 29,427 who visited a year earlier. There were 95 cruise ship calls to the Territory, about 5.0 percent fewer calls than a year ago.

HOTEL OCCUPANCY JANUARY 2012

The Territory's hotel occupancy rate was 59.6 percent this January compared to 57.6 percent last January. The rate was 61.4 percent for St. Thomas/St. John and 54.2 percent for St. Croix. Total hotel guests registrations were up 14.1 percent from 68,261 to 77,900 this January. Occupied room nights were 91,586 compared to 89,797 occupied rooms for the corresponding period in 2011. As a result, total hotel room tax revenue collected in January was \$1,539,250, a strong 27.1 percent gain from last January's total of \$1,211,023.

Guest registrations were up from the following countries: United States 14.3 percent, Canadian residents 9.6 percent, South America 48.4 percent, and Europe 162.6 percent. While guest registrations were down from Puerto Rico 8.1 percent, Other West Indies 21.4 percent, Central America 33.9 percent, and 29.6 percent from Other Areas.

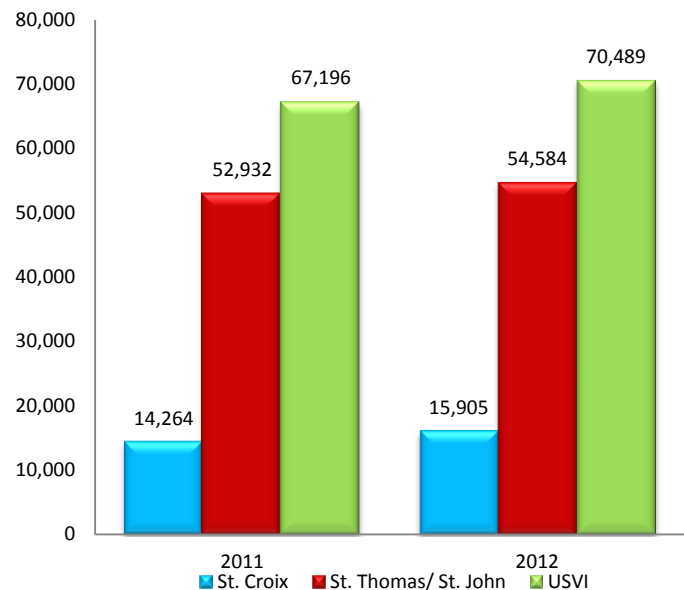
January Total Visitor Arrivals 2009-2012



AIR VISITOR ARRIVALS, JANUARY 2011 - JANUARY 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	-	-	13,233	-	-	63,802	-	-
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	-	-
January	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	-	-

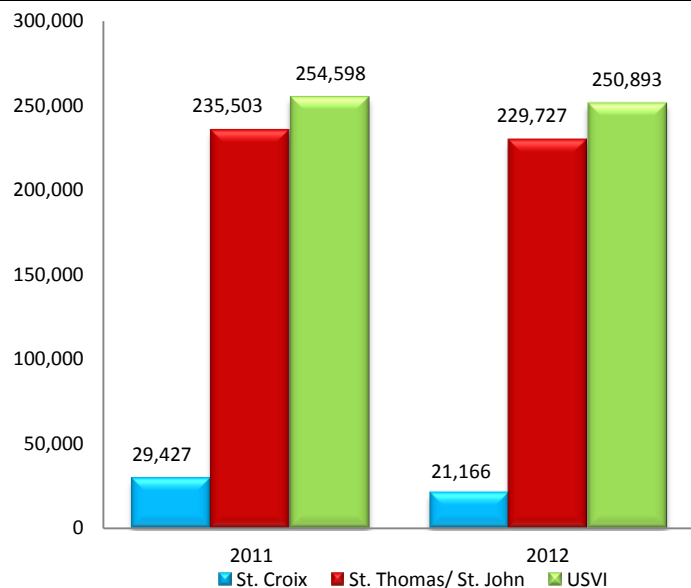
AIR VISITOR ARRIVALS



CRUISE PASSENGER ARRIVALS, JANUARY 2011 - JANUARY 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	-	-	23,083	-	-	226,336	-	-
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	-	-
January	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	-	-

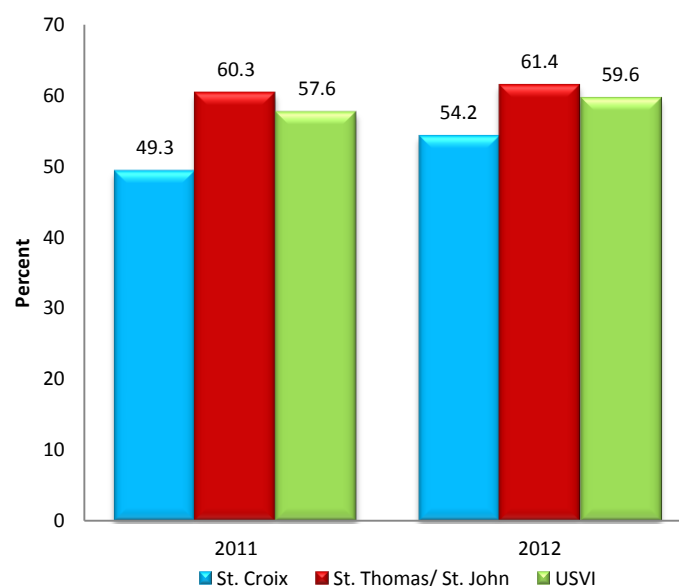
CRUISE PASSENGER ARRIVALS



HOTEL OCCUPANCY RATES, JANUARY 2011 - JANUARY 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	-	-	59.5	-	-	63.7	-	-
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	-	-
January	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



January Occupancy Report

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

All Visitor Accommodations	January Only		January Year-to-Date		Small Hotels	January Only		January Year-to-Date	
	2011	2012	2011	2012		2011	2012	2011	2012
USVI					USVI				
Occupancy Rate (%)	57.6	59.6	57.6	59.6	Occupancy Rate (%)	58.9	58.5	58.9	58.5
Room Nights Occupied	89,797	91,586	89,797	91,586	Room Nights Occupied	15,375	14,996	15,375	14,996
Room Nights Available	155,775	153,667	155,775	153,667	Room Nights Available	26,102	25,637	26,102	25,637
Ave. Guest stay in Nights	4.1	4.2	4.1	4.2	Ave. Guest stay in Nights	3.8	4.1	3.8	4.1
St. Thomas/ St. John					St. Thomas/ St. John				
Occupancy Rate (%)	60.3	61.4	60.3	61.4	Occupancy Rate (%)	63.3	59.5	63.3	59.5
Room Nights Occupied	71,102	71,054	71,102	71,054	Room Nights Occupied	8,981	8,167	8,981	8,167
Room Nights Available	117,831	115,816	117,831	115,816	Room Nights Available	14,198	13,733	14,198	13,733
Ave. Guest stay in Nights	4.1	4.0	4.1	4.0	Ave. Guest stay in Nights	3.9	4.2	3.9	4.2
St. Croix					St. Croix				
Occupancy Rate (%)	49.3	54.2	49.3	54.2	Occupancy Rate (%)	53.7	57.4	53.7	57.4
Room Nights Occupied	18,695	20,532	18,695	20,532	Room Nights Occupied	6,394	6,829	6,394	6,829
Room Nights Available	37,944	37,851	37,944	37,851	Room Nights Available	11,904	11,904	11,904	11,904
Ave. Guest stay in Nights	4.4	5.0	4.4	5.0	Ave. Guest stay in Nights	3.6	4.0	3.6	4.0
Large Hotels					Condominiums/Other				
USVI					USVI				
Occupancy Rate (%)	58	62.3	58	62.3	Occupancy Rate (%)	55.6	53.2	55.6	53.2
Room Nights Occupied	54,842	58,003	54,842	58,003	Room Nights Occupied	19,580	18,587	19,580	18,587
Room Nights Available	94,488	93,093	94,488	93,093	Room Nights Available	35,185	34,937	35,185	34,937
Ave. Guest stay in Nights	3.7	3.7	3.7	3.7	Ave. Guest stay in Nights	6.7	6.8	6.7	6.8
St. Thomas/ St. John					St. Thomas/ St. John				
Occupancy Rate (%)	61.4	63.9	61.4	63.9	Occupancy Rate (%)	55.6	54.9	55.6	54.9
Room Nights Occupied	47,700	48,740	47,700	48,740	Room Nights Occupied	14,421	14,147	14,421	14,147
Room Nights Available	77,686	76,291	77,686	76,291	Room Nights Available	25,947	25,792	25,947	25,792
Ave. Guest stay in Nights	1.5	1.6	3.7	3.5	Ave. Guest stay in Nights	6.5	7	6.5	7
St. Croix					St. Croix				
Occupancy Rate (%)	42.5	55.1	42.5	55.1	Occupancy Rate (%)	55.8	48.6	55.8	48.6
Room Nights Occupied	7,142	9,263	7,142	9,263	Room Nights Occupied	5,159	4,440	5,159	4,440
Room Nights Available	16,802	16,802	16,802	16,802	Room Nights Available	9,238	9,145	9,238	9,145
Ave. Guest stay in Nights	4.1	5.5	4.1	5.5	Ave. Guest stay in Nights	7.7	6.2	7.7	6.2

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; JANUARY 2011 AND 2012						
Area of Origin	January Only		January Year-to-Date			
			Total		Percent Distribution	
	2011	2012	2011	2012	2011	2012

USVI HOTEL GUESTS FROM:

U.S. Mainland	57,190	65,379	57,190	65,379	83.8	83.9
Puerto Rico	1,760	1,618	1,760	1,618	2.6	2.1
U.S.V.I.	4,900	3,441	4,900	3,441	7.2	4.4
Other West Indies	625	491	625	491	0.9	0.6
Canada	861	944	861	944	1.3	1.2
Europe	1,952	5,125	1,952	5,125	2.9	6.6
Central America	62	41	62	41	0.1	0.1
South America	283	420	283	420	0.4	0.5
Other Areas	628	442	628	442	0.9	0.6
TOTAL	68,261	77,900	68,261	77,900	100.0	100.0

ST. THOMAS/ST. JOHN HOTEL GUESTS FROM:

U.S. Mainland	50,245	59,478	50,245	59,478	86.2	88.7
Puerto Rico	1,150	869	1,150	869	2.0	1.3
U.S.V.I.	3,576	2,259	3,576	2,259	6.1	3.4
Other West Indies	576	350	576	350	1.0	0.5
Canada	772	848	772	848	1.3	1.3
Europe	1,499	2,721	1,499	2,721	2.6	4.1
Central America	60	19	60	19	0.1	0.0
South America	258	336	258	336	0.4	0.5
Other Areas	177	149	177	149	0.3	0.2
TOTAL	58,313	67,030	58,313	67,030	100.0	100.0

ST. CROIX HOTEL GUESTS FROM:

U.S. Mainland	6,945	5,901	6,945	5,901	69.8	54.3
Puerto Rico	609	749	609	749	6.1	6.9
U.S.V.I.	1,324	1,182	1,324	1,182	13.3	10.9
Other West Indies	50	142	50	142	0.5	1.3
Canada	89	95	89	95	0.9	0.9
Europe	452	2,404	452	2,404	4.5	22.1
Central America	2	21	2	21	0.0	0.2
South America	24	84	24	84	0.2	0.8
Other Areas	451	292	451	292	4.5	2.7
TOTAL	9,947	10,871	9,947	10,871	100.0	100.0

Fig. 5: USVI Hotel Guests By Origin
January 2012 Year To Date Total: 66,997

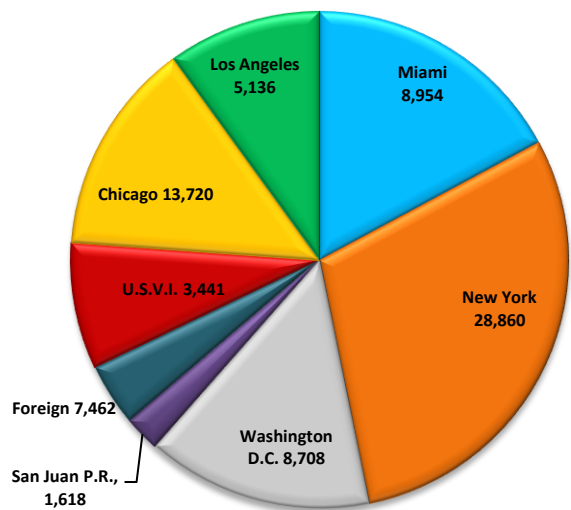
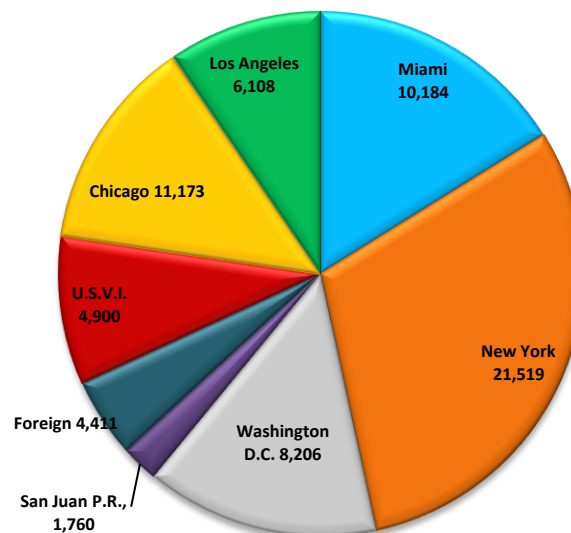


Fig. 6: USVI Hotel Guests By Origin
January 2011 Year To Date Total: 58,949



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

Sales Region of Origin	January Year-to-Date					
	January Only		Total		Percent Distribution	
	2011	2012	2011	2012	2011	2012
USVI HOTEL GUESTS FROM:						
Chicago	11,173	13,720	11,173	13,720	19.0	20.5
Los Angeles	6,108	5,136	6,108	5,136	10.4	7.7
Miami	10,184	8,954	10,184	8,954	17.3	13.4
New York City	21,519	28,860	21,519	28,860	36.5	43.1
Washington D.C.	8,206	8,708	8,206	8,708	13.9	13.0
San Juan, P.R.	1,760	1,618	1,760	1,618	3.0	2.4
TOTAL	58,949	66,997	58,949	66,997	100.0	100.0

ST. THOMAS/ST. JOHN HOTEL GUESTS FROM:

Chicago	10,232	12,787	10,232	12,787	19.9	21.2
Los Angeles	5,453	4,255	5,453	4,255	10.6	7.1
Miami	7,768	7,471	7,768	7,471	15.1	12.4
New York City	19,483	27,224	19,483	27,224	37.9	45.1
Washington D.C.	7,310	7,741	7,310	7,741	14.2	12.8
San Juan, P.R.	1,150	869	1,150	869	2.2	1.4
TOTAL	51,395	60,346	51,395	60,346	100.0	100.0

ST. CROIX HOTEL GUESTS FROM:

Chicago	941	933	941	933	12.5	14.0
Los Angeles	655	882	655	882	8.7	13.3
Miami	2,416	1,483	2,416	1,483	32.0	22.3
New York City	2,037	1,636	2,037	1,636	27.0	24.6
Washington D.C.	896	968	896	968	11.9	14.5
San Juan, P.R.	609	749	609	749	8.1	11.3

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.

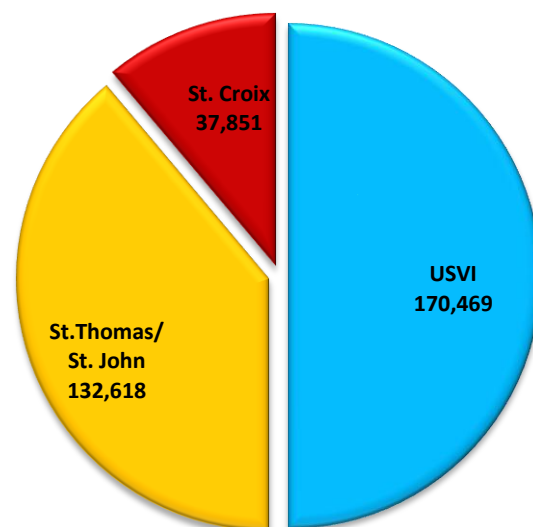
Visitor accommodation- is a business establishment oriented toward serving the needs of transient guests. Visitor accommodations provide lodging and other services to visiting guests on a temporary basis, not more than six months. Accommodations are categorized by large hotel, small hotel, and condominium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

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

District	Visitor Accommodations January Only		Room Nights Available January Only	
	2011	2012	2011	2012
USVI				
Total Number	102	99	172,577	170,469
Percent Submitting:				
Complete Report (%)	94.1	96.0	98.5	99.0
Partial Report (%)	3.9	2.0	1.0	0.8
No Report (%)	2.0	2.0	0.5	0.2
ST. THOMAS/ST. JOHN				
Total Number	73	71	134,633	132,618
Percent Submitting:				
Complete Report (%)	93.2	95.8	98.4	99.0
Partial Report (%)	5.5	2.8	1.3	1.0
No Report (%)	1.4	1.4	0.3	0.0
ST. CROIX				
Total Number	29	28	37,944	37,851
Percent Submitting:				
Complete Report (%)	96.6	96.4	99.0	99.0
Partial Report (%)	0.0	0.0	0.0	0.0

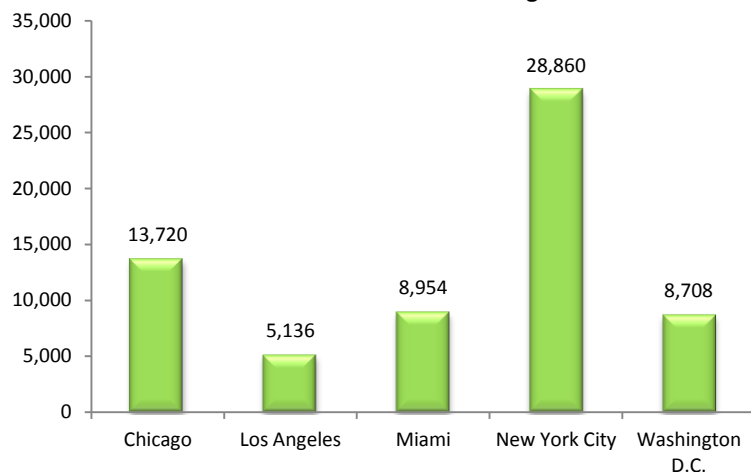
**Room Nights Available,
January only 2012**



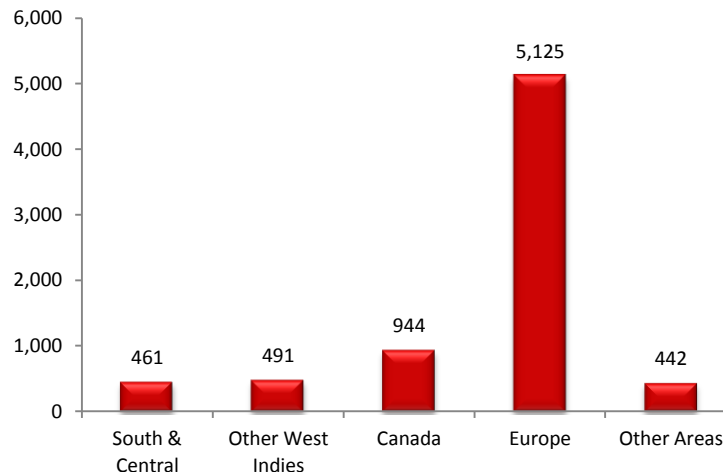
ESTIMATED HOTEL GUESTS BY AREA OF ORIGIN

Area of Origin	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Jan YTD
													Total 2011	Total 2012
U.S. Mainland	57,190	60,249	77,520	53,853	47,430	49,679	51,276	46,572	28,418	35,429	46,452	62,176	57,190	65,379
Chicago	11,173	10,521	17,681	9,240	7,603	6,957	6,659	6,238	3,748	5,847	6,381	10,963	11,173	13,720
Los Angeles	6,108	5,606	7,204	7,417	7,144	6,779	6,790	4,949	2,986	4,870	8,123	8,268	6,108	5,136
Miami	10,184	8,490	13,184	8,495	11,401	13,860	14,238	11,979	9,175	10,045	8,926	10,887	10,184	8,954
New York City	21,519	27,126	27,883	19,307	13,159	12,488	13,447	13,460	7,043	8,309	15,742	21,827	21,519	28,860
Washington D.C.	8,206	8,506	11,569	9,394	8,123	9,595	10,142	9,947	5,466	6,357	7,280	10,230	8,206	8,708
Puerto Rico	1,760	1,399	1,539	1,683	1,656	1,734	2,066	1,335	1,262	1,379	1,423	1,621	1,760	1,618
U.S.V.I.	4,900	4,268	4,504	4,634	4,891	5,128	5,321	5,073	3,602	3,928	3,858	4,388	4,900	3,441
Other West Indies	625	926	740	1,070	757	589	973	765	491	673	478	800	625	491
Canada	861	1,100	1,130	800	465	232	222	228	259	257	479	868	861	944
Europe	1,952	2,562	1,783	1,880	844	888	1,453	865	430	2,154	4,026	3,575	1,952	5,125
Central America	62	142	29	52	21	22	52	28	42	30	37	65	62	41
South America	283	330	130	143	98	77	149	33	32	98	77	164	283	420
Other Areas	628	518	528	361	394	407	473	331	199	273	407	435	628	442
TOTAL	68,261	71,493	87,902	64,475	56,556	58,756	61,984	55,229	34,736	44,221	57,236	73,962	68,261	77,900

Hotel Guests from U.S. Sales Regions



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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