

July Tourism Indicators



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Highlights July 2011

- There were 172,308 visitors to the Territory in July 2011 compared to 179,033 in July of 2010.
- Cruise passengers fell by 5.1 percent to 107,795 from 113,558 a year earlier.
- The overall hotel occupancy rate for July 2011 was 51.6 percent.
- Arrivals for January to July climbed 6.2 percent to 1,699,254 from 1,600,791 in 2010.
- The Territory's hotel occupancy rate from January to July averaged 56.6 percent compared to a 63.9 percent reported for the same time period in 2010.

Visitor arrivals down 3.4 percent in July

The month of July marked the third month of decline in total visitor arrivals this year--a 3.4 percent drop in total visitors. There were 172,308 visitors to the Territory in July 2011 compared to 179,033 in July of 2010. There were 65,113 air visitors, virtually the same level as last year. Cruise passengers fell by 5.1 percent to 107,795 from 113,558 a year earlier. There were 28 cruise ship calls this July compared to 32 the previous July.

Arrivals by District

The St. Thomas and St. John district experienced a 2.0 percent decline in air visitors, down to 50,874 from 51,914 last July. There were 102,870 cruise passengers visiting the district, a 5.4 percent decrease over July last year. The St. Croix district showed a 5.0 percent positive growth in air visitors this July to 14,239 from 13,561 in July 2010. There were 4,925 cruise passengers who visited St. Croix this month, a 1.9 percent increase over the 4,835 cruise visitors last July.

Hotel Occupancy

The overall hotel occupancy rate for July 2011 was 51.6 percent. The rate for St. Croix was 47.0 percent and 53.2 percent for St. Thomas and St. John district. A total of \$1,354,113 was collected in hotel room revenues this July compared to \$1,021,326 in July 2010, an increase of 32.6 percent.

Tourism Statistics January to July 2011

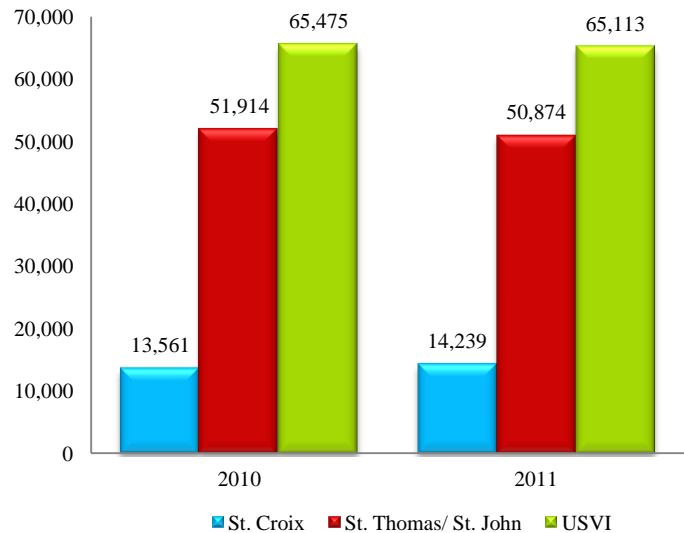
Arrivals for January to July climbed 6.2 percent to 1,699,254 from 1,600,791 in 2010. Air passenger arrivals fell by 4.9 percent to 440,128 from 462,610 one year earlier. A total of 1,259,126 cruise passengers visited during this seven-month period, a 10.6 percent gain over the 1,138,181 cruise passengers who visited during the corresponding period in 2010. There were a total of 448 cruise ship calls July year-to-date, about 9.5 percent more calls than a year ago.

The Territory's hotel occupancy rate from January to July averaged 56.6 percent compared to the 63.9 percent reported for the same time period in 2010. Total occupied room nights were 588,062 July year-to-date or about 13.2 percent lower than the 677,623 occupied room nights in 2010. There were 548,155 guests who stayed at local hotels from January through July 2011. Registrations decreased from the U.S. (16.3 percent), which accounts for 84.6 percent of hotel guests and local residents (17.7 percent). Conversely, increases were posted in the following markets: Europe (9.1 percent), Puerto Rico (7.1 percent), Other West Indies (31.9 percent), Central America (102.1 percent), South America (135.0 percent) Canada (6.2 percent) and Other Areas (65.8 percent).

Air Visitor Arrivals, January to July 2011

	St. Thomas/ St. John			St. Croix			Total USVI		
	2010	2011	%	2010	2011	%	2010	2011	%
JULY YTD:	369,840	351,089	-5.1	92,770	89,039	-4.0	462,610	440,128	-4.9
January	51,997	52,932	1.8	14,215	14,264	0.3	66,212	67,196	1.5
February	53,691	50,569	-5.8	12,700	13,233	4.2	66,391	63,802	-3.9
March	66,260	61,017	-7.9	14,720	13,699	-6.9	80,980	74,716	-7.7
April	54,214	52,145	-3.8	12,312	11,304	-8.2	66,526	63,449	-4.6
May	44,585	38,393	-13.9	12,731	10,760	-15.5	57,316	49,153	-14.2
June	47,180	45,160	-4.3	12,530	11,539	-7.9	59,710	56,699	-5.0
July	51,914	50,874	-2.0	13,561	14,239	5.0	65,475	65,113	-0.6
August	38,647	-	-	12,659	-	-	51,306	-	-
September	20,265	-	-	7,615	-	-	27,881	-	-
October	28,774	-	-	9,652	-	-	38,426	-	-
November	36,211	-	-	11,853	-	-	48,064	-	-
December	49,265	-	-	14,007	-	-	63,272	-	-
Quarter:									
First	171,948	164,518	-4.3	41,635	41,196	-1.1	213,583	205,714	-3.7
Second	145,979	135,698	-7.0	37,573	33,603	-10.6	183,552	169,301	-7.8
Third	110,826	-	-	33,835	-	-	144,662	-	-
Fourth	114,249	-	-	35,512	-	-	149,762	-	-
Total:	543,002	-	-	148,556	-	-	691,558	-	-

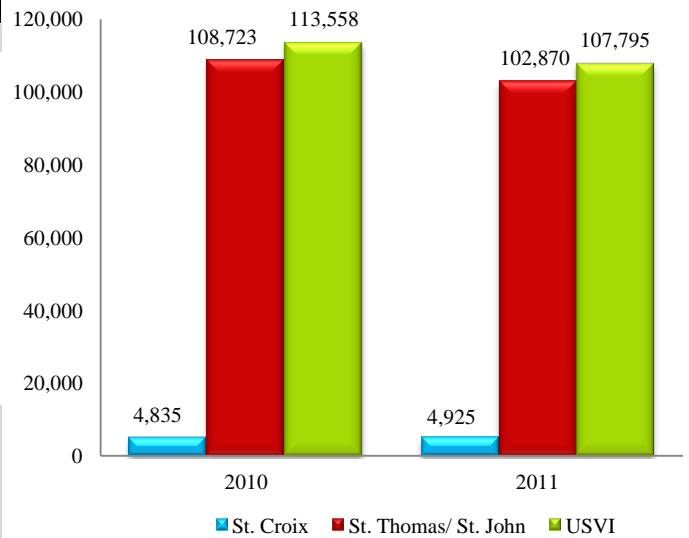
Air Visitor Arrivals, July 2011



Cruise Passenger Arrivals, January to July 2011

	St. Thomas/ St. John			St. Croix			Total USVI		
	2010	2011	%	2010	2011	%	2010	2011	%
JULY YTD:	1,073,921	1,188,312	10.7	98,321	107,105	8.9	1,138,181	1,259,126	10.6
January	195,003	235,503	20.8	21,912	29,427	34.3	205,550	254,598	23.9
February	180,122	211,606	17.5	20,095	23,083	14.9	194,097	226,336	16.6
March	241,412	241,440	0.0	19,491	20,536	5.4	256,478	253,408	-1.2
April	155,693	173,844	11.7	15,832	19,639	24.0	166,877	184,445	10.5
May	89,551	125,028	39.6	11,338	4,595	-59.5	93,386	129,623	38.8
June	103,417	98,021	-5.2	4,818	4,900	1.7	108,235	102,921	-4.9
July	108,723	102,870	-5.4	4,835	4,925	1.9	113,558	107,795	-5.1
August	92,833	-	-	4,829	-	-	97,662	-	-
September	78,707	-	-	4,507	-	-	81,021	-	-
October	109,131	-	-	7,650	-	-	116,781	-	-
November	182,843	-	-	14,567	-	-	195,548	-	-
December	213,893	-	-	19,544	-	-	229,753	-	-
Quarter:									
First	616,537	688,549	11.7	61,498	73,046	18.8	656,125	734,342	11.9
Second	348,661	396,893	13.8	31,988	29,134	-8.9	368,498	416,989	13.2
Third	280,263	-	-	14,171	-	-	292,241	-	-
Fourth	505,867	-	-	41,761	-	-	542,082	-	-
Total:	1,751,328	-	-	149,418	-	-	1,858,946	-	-

Cruise Passenger Arrivals, July 2011



Hotel Occupancy Rates, January to July 2011

	St. Thomas/ St. John			St. Croix			Total USVI		
	2010	2011	%	2010	2011	%	2010	2011	%
JULY YTD:	68.6	60.1	-8.5	49.3	46.2	-3.0	63.9	56.6	-7.3
January	67.7	60.3	-7.4	62.3	49.3	-13.1	66.4	57.6	-8.8
February	76.2	65.1	-11.1	77.5	59.5	-18.1	76.5	63.7	-12.8
March	77.7	71.4	-6.3	51.2	50.6	-0.6	71.3	66.3	-5.0
April	67.8	61.9	-6.0	37.9	41.1	3.3	60.6	56.9	-3.8
May	62.6	56.0	-6.6	39.0	35.5	-3.4	56.9	50.7	-6.2
June	63.5	50.8	-12.6	39.8	39.3	-0.5	57.8	47.9	-9.9
July	65.3	53.2	-12.1	39.5	47.0	7.5	59.0	51.6	-7.4
August	54.4	-	-	39.0	-	-	50.6	-	-
September	38.1	-	-	37.4	-	-	38.0	-	-
October	47.0	-	-	36.1	-	-	44.4	-	-
November	50.3	-	-	50.2	-	-	50.2	-	-
December	57.2	-	-	43.2	-	-	53.8	-	-
Quarter:									
First	73.8	65.6	-8.2	63.2	52.9	-10.3	71.3	62.5	-8.7
Second	64.6	56.4	-8.2	38.9	38.7	-0.2	58.4	51.9	-6.5
Third	52.7	-	-	38.7	-	-	49.3	-	-
Fourth	51.5	-	-	43.1	-	-	49.5	-	-
Total:	60.6	-	-	45.8	-	-	57.0	-	-

Hotel Occupancy Rates, July 2011

