

# U.S. Virgin Islands

## June 2009 Tourism Indicators

Bureau of Economic Research

September 2009

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### Total visitors arrivals fell by 10.3 percent in June 2009

In June, there was a 10.3 percent decline in total visitors which numbered 150,048 compared to 167,325 in June of 2008. The number of air visitors fell by 7.4 percent to 58,110 from 62,779 in June 2008. Cruise passenger arrivals fell 12.1 percent to 91,938 from 104,546 a year earlier, partly as a result of the loss of cruise calls this summer from the Mariner of the Seas.

### Arrivals by District

The St. Thomas and St. John district experienced a decline of 10.5 percent in air visitors to 46,558 from 52,022 last June. Conversely, the district of St. Croix experienced its third consecutive month uptick in air arrivals, posting a 7.4 percent increase in air visitors from 10,757 to 11,552. The district's recent increase in air passenger activity can be attributed to additional American Eagle and Delta flights to St. Croix.

The St. Thomas and St. John district received 91,938 cruise passengers or 12.1 percent less than last year. St. Croix hosted 6,758 cruise passengers this month. There were no cruise ship visitors to St. Croix a year earlier. Overall, 28 cruise ship calls were recorded for June 2009 compared to the 32 port calls made in June 2008.

### Hotel Occupancy

The Territory's reported hotel occupancy rate for June 2009 averaged 57.0 percent compared to 63.3 percent for the corresponding month in 2008. The rate for St. Croix was 36.6 percent compared to 50.0 last June. The rate for St. Thomas and St. John was 63.8 percent compared to 67.9 percent a year ago. Territory-wide occupied room nights were 81,567 compared with 92,695 the previous year. A total of \$1,371,986 was collected in hotel room revenues this June compared to \$1,447,817 in June 2008, a 5.2 percent decline in revenue.

### Tourism Statistics January to June 2009

A total of 1,249,672 visitors arrived in the Territory during the first six months of 2009, a 12.9 percent decline or 184,513 fewer visitors than the corresponding period in 2008. There were 366,939 air visitors or 8.4 percent less than the 400,776 air visitors for the same six-month period in 2008. June 2009 year-to-date cruise passengers arrivals were 882,733 versus 1,033,409 one year earlier. There were 366 cruise ship calls during this period, 13.1 percent less than last year.

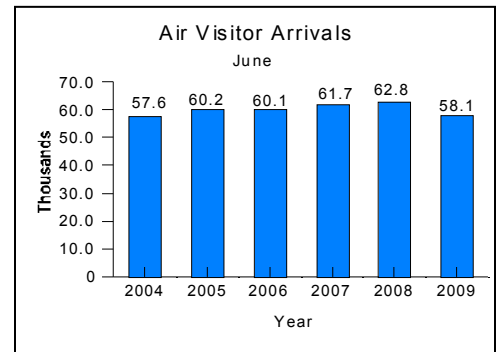
The hotel occupancy rate averaged 60.7 percent for this period. There were 470,285 registered hotel guests. Guests from the United States showed a 2.6 percent year-on-year increase. Local resident guests climbed by 14.5 percent, while guests from Puerto Rico decreased 12.9 percent. Guests from Other Areas and Other West Indies increased by 40.7 percent and 19.3 percent, respectively. Guests from Central and South America declined by 50.3 percent and 10.3 percent, respectively. Conversely, guests from Europe increased by 15.3 percent, and Canadian guests grew by 30.3 percent.



## Tourism Statistics for June 2009

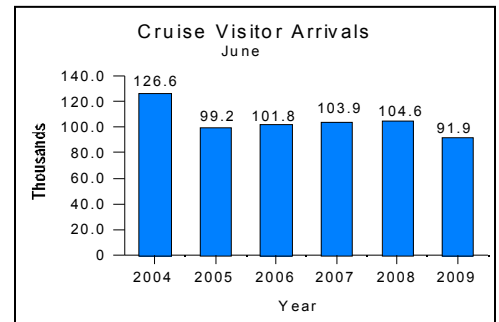
### PASSENGER ARRIVALS

	Jun 09	May 09	Jun 08	09 CY Jan-Jun	08 CY % Ch. Jan-Jun 09/08
Air Visitors	58,110	57,571	62,779	366,939	400,776 -8.4
St. Thomas and St. John	46,558	45,852	52,022	302,327	333,171 -9.3
St. Croix	11,552	11,719	10,757	64,612	67,605 -4.4
Cruise Ship Visitors	91,938	85,763	104,546	882,733	1,033,409 -14.6
St. Thomas and St. John	85,180	79,102	104,546	864,491	1,031,533 -16.2
St. Croix	6,758	6,661	0	31,459	1,876 -
Cruise Ship Calls	28	28	32	366	421 -13.1
St. Thomas and St. John	26	26	32	356	420 -15.2
St. Croix	2	2	0	18	1 -



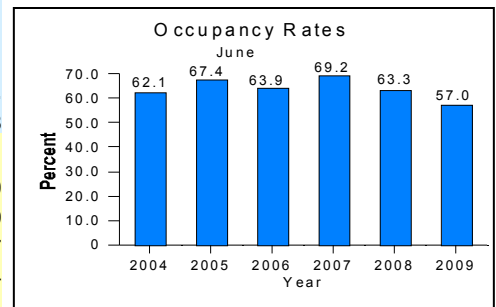
### HOTEL REGISTRATION

	Jun 09	May 09	Jun 08	09 CY Jan-Jun	08 CY % Ch. Jan-Jun 09/08
Total	71,055	78,224	72,513	470,708	452,285 4.1
Residents	6,663	7,410	6,540	42,577	37,053 14.9
Non Residents	64,392	70,814	65,973	428,131	415,232 3.1
United States	60,305	65,864	61,739	396,356	386,163 2.6
Puerto Rico	1,662	1,270	2,047	8,779	10,075 -12.9
Other West Indies	729	1,402	510	4,366	3,659 19.3
Canada	571	851	585	6,036	4,470 35.0
Europe	720	880	633	9,250	8,023 15.3
Central America	28	37	80	164	330 -50.3
South America	87	87	123	591	659 -10.3
Other Areas	289	424	256	2,609	1,854 40.7
Average Stay (nights)	3.8	4.0	4.2	4.1	4.4 -6.8



### HOTEL ACCOMODATIONS

	Jun 09	May 09	Jun 08	09 CY Jan-Jun	08 CY % Ch. Jan-Jun 09/08
Total Tourist Rooms Available	4,896	4,898	4,851	4,896	4,849 1.0
Occupied Room Nights	81,561	88,013	92,695	541,289	600,552 -9.9
Available Room Nights	143,117	152,012	146,429	891,713	877,196 1.7
Occupancy Rate (%)	57.0	57.9	63.3	60.7	68.5 -
St. Thomas and St. John	63.8	63.5	67.9	67.5	73.1 -
St. Croix	36.6	42.0	50.1	40.9	54.3 -



Note: CY = Calendar Year.

% Ch. 09/08 = 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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