

U.S. Virgin Islands June 2010 Tourism Indicators

Bureau of Economic Research

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Visitor Arrivals for June 2010 up by 12.1 Percent

The number of visitors in June increased 12.1 percent year-on-year, stemming primarily from robust growth in cruise passengers and to a lesser degree growth of air visitors. There were 167,945 visitors to the Territory, 18,084 more visitors than June 2009. Of the total visitors, 108,235 were cruise ship passengers and 59,710 were air visitors. Cruise passengers grew by a strong 17.7 percent while air visitors grew 3.1 percent this month. There were 31 cruise ship calls this June, up 10.7 percent from June 2009.

The St. Thomas and St. John district received 47,180 air visitors, a minor 1.6 percent growth over the 46,451 that came last June. On the other hand, the St. Croix district showed a healthy 9.2 percent growth in air arrivals to 12,530 from 11,472 recorded last year. Some 193,417 cruise passengers arrived in the St. Thomas and St. John district, a strong 21.4 percent increase over last year's 85,180 arrivals; while 4,818 arrived on St. Croix compared to 6,758 or a decline of 28.7 percent.

Hotel Occupancy

The Territory's hotels reported occupancy rate averaged 58.0 percent this month compared to 56.4 percent reported last June. The rate for St. Croix was 39.8 percent compared to 37.0 percent a year ago. The rate for St. Thomas and St. John was 58.0 percent, up from the 56.4 percent recorded June 2009.

Tourism Statistics January to June 2010

The Territory received 1,421,758 visitors during the first half of 2010, a strong 13.8 percent increase or 172,922 more visitors over the same six-month period last year. There were 397,135 air visitors compared to 366,103 who visited in 2009. The total year-to-date cruise passenger arrivals was 1,024,623 for a 16.1 percent growth over the 882,733 passengers who visited last year. There was a total of 377 cruise ship calls, about 3.0 percent more calls than a year ago.

Air arrivals to the St. Thomas and St. John district, which totaled 317,927, grew by 5.3 percent from 301,851, while air visitors to St. Croix were augmented by 23.3 percent or 79,209 compared to 64,252 through June a year ago. The St. Thomas and St. John district cruise passenger arrivals were 965,198 compared to 864,491 who arrived in 2009. St. Croix received 93,486 cruise passengers to date--the largest six-month growth in seven years--in comparison to the 30,459 cruise passengers recorded in 2009.

For the six months ending June, the Territory's hotel occupancy rate averaged 64.8 percent versus 60.1 recorded last year. The year-to-date hotel guest registrations were 472,245 compared to 446,702 last year. Territory-wide occupied room nights in 2010 were 585,986 compared to 543,625 last year. A total of \$10,586,537 was collected in hotel room revenues for the first two calendar quarters compared to \$10,230,345 in 2009, a 3.5 percent increase in revenues.

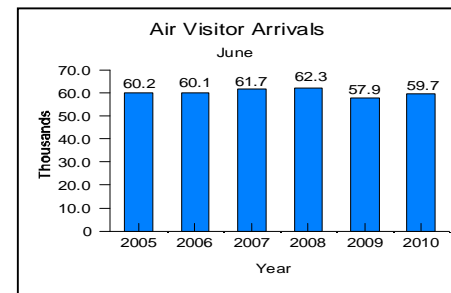
Guest Registrations were down from the following regions: Canada (26.6 percent), Other West Indies (11.1 percent), Local Residents (17.0 percent), South America (25.1 percent), and Other Areas (29.7 percent). Contrastingly, hotel guest increased from the US (9.3 percent), Puerto Rico (3.3 percent), Europe (3.6 percent), and Central America (2.4 percent).



Tourism Statistics for June 2010

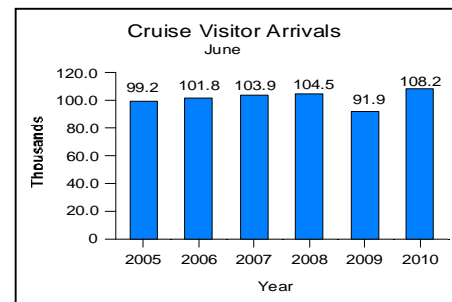
PASSENGER ARRIVALS

| | Jun 10 | May 10 | Jun 09 | 10 CY | | 09 CY % Ch. |
|-------------------------|---------|--------|--------|-----------|---------|-------------|
| | | | | Jan-Jun | Jan-Jun | 10/09 |
| Air Visitors | 59,710 | 57,316 | 57,923 | 397,136 | 366,103 | 8.5 |
| St. Thomas and St. John | 47,180 | 44,585 | 46,451 | 317,927 | 301,851 | 5.3 |
| St. Croix | 12,530 | 12,731 | 11,472 | 79,209 | 64,252 | 23.3 |
| Cruise Ship Visitors | 108,235 | 93,386 | 85,763 | 1,024,623 | 882,733 | 16.1 |
| St. Thomas and St. John | 103,417 | 89,551 | 85,180 | 965,198 | 864,491 | 11.6 |
| St. Croix | 4,818 | 11,338 | 6,758 | 93,486 | 31,459 | - |
| Cruise Ship Calls | 31 | 30 | 28 | 377 | 366 | 3.0 |
| St. Thomas and St. John | 29 | 29 | 26 | 351 | 356 | -1.4 |
| St. Croix | 2 | 4 | 2 | 40 | 18 | - |



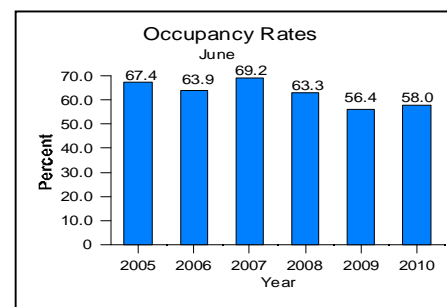
HOTEL REGISTRATION

| | Jun 10 | May 10 | Jun 09 | 10 CY | | 09 CY % Ch. |
|-----------------------|--------|--------|--------|---------|---------|-------------|
| | | | | Jan-Jun | Jan-Jun | 10/09 |
| Total | 60,998 | 57,540 | 74,710 | 472,245 | 446,702 | 5.7 |
| Residents | 5,134 | 6,484 | 6,965 | 34,167 | 41,162 | -17.0 |
| Non Residents | 55,864 | 51,056 | 67,745 | 438,078 | 405,540 | 8.0 |
| United States | 52,067 | 46,963 | 63,470 | 409,650 | 374,795 | 9.3 |
| Puerto Rico | 1,692 | 1,582 | 1,730 | 8,838 | 8,552 | 3.3 |
| Other West Indies | 542 | 725 | 769 | 3,766 | 4,236 | -11.1 |
| Canada | 300 | 281 | 601 | 4,216 | 5,746 | -26.6 |
| Europe | 996 | 1,258 | 752 | 9,151 | 8,829 | 3.6 |
| Central America | 12 | 38 | 30 | 168 | 164 | 2.4 |
| South America | 53 | 44 | 90 | 453 | 605 | -25.1 |
| Other Areas | 193 | 167 | 302 | 1,836 | 2,613 | -29.7 |
| Average Stay (nights) | 4.3 | 4.2 | 3.8 | 4.4 | 4.1 | 7.3 |



HOTEL ACCOMODATIONS

| | Jun 10 | May 10 | Jun 09 | 10 CY | | 09 CY % Ch. |
|-------------------------------|---------|---------|---------|---------|---------|-------------|
| | | | | Jan-Jun | Jan-Jun | 10/09 |
| Total Tourist Rooms Available | 4,999 | 4,999 | 4,941 | 4,994 | 4,943 | 1.0 |
| Occupied Room Nights | 86,909 | 88,193 | 83,534 | 585,986 | 543,625 | 7.8 |
| Available Room Nights | 149,970 | 154,969 | 148,230 | 903,939 | 904,222 | 0.0 |
| Occupancy Rate (%) | 58.0 | 56.9 | 56.4 | 64.8 | 60.1 | - |
| St. Thomas and St. John | 63.7 | 62.6 | 62.6 | 69.2 | 66.4 | - |
| St. Croix | 39.8 | 39.0 | 37.0 | 51.0 | 41.3 | - |



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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