

March Tourism Indicators

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Highlights March 2011

- There were 328,124 visitor arrivals to the Territory in March 2011, down 9,334 or 2.8 percent over March 2010.
- Air arrivals, which totaled 74,716 in March, fell by 7.7 percent when compared with March last year.
- There were 253,408 cruise ship passenger arrivals, a 1.2 percent decline when compared to March 2010.
- The Territory's hotel occupancy rate from January to March averaged 62.5 percent.

Total visitors arrivals down 2.8 percent in March

There were 328,124 visitor arrivals to the Territory in March 2011, down 2.8 percent or 9,334 fewer visitors than March 2010. Air arrivals, which totaled 74,716 in March, fell by 7.7 percent when compared to March last year. There were 253,408 cruise ship passenger arrivals, a 1.2 percent year-on-year decline. This was the first monthly decline in cruise passengers in over a year. The number of cruise ship calls was 100, the same as last year.

Arrivals by District

The St. Thomas and St. John district experienced a 7.9 percent decline in air visitors to 61,017 from 66,260 last March. The district of St. Croix experienced its first drop in air arrivals since November 2010, posting a 6.9 percent decrease in air visitors from 13,699 to 14,720. The loss of cruise ship calls from Allure of the Seas, Norwegian Epic, and Celebrity Solstice this March 2011 contributed to the St. Thomas and St. John district receiving only 241,440 cruise passengers, the same level as in March 2010. St. Croix hosted 20,536 cruise passengers, up 5.4 percent this month compared to 19,491 in March 2010.

Tourism Statistics January to March 2011

There were 940,056 visitors in the first three months of 2011, an increase of 70,348 visitors or 8.1 percent growth over the same period in 2010. There were 205,714 air visitors, a decline of 3.7 percent from 213,583 air visitors who came during the corresponding period in 2010. During the same three-month period under review, a total of 734,342 cruise passengers visited, or 11.9 percent more than the 656,125 passengers who visited in 2010. Overall,

there was a total of 287 cruise ship calls, about 13.4 percent more calls than a year ago.

Air arrivals to the St. Thomas and St. John district declined 4.3 percent for the first three months of this year, while a marginal 1.1 percent drop was recorded for St. Croix. Cruise passenger arrivals grew by 11.7 percent for St. Thomas and St. John and a strong 18.8 percent for St. Croix when compared to the same three-month period in 2010. Since the return of regular cruise calls to St. Croix in 2009, there has been an increase in cruise passenger arrivals to the island. For instance, in first quarter of calendar year 2011 there were 73,046 cruise ship passengers compared to 61,498 in the corresponding quarter in 2010.

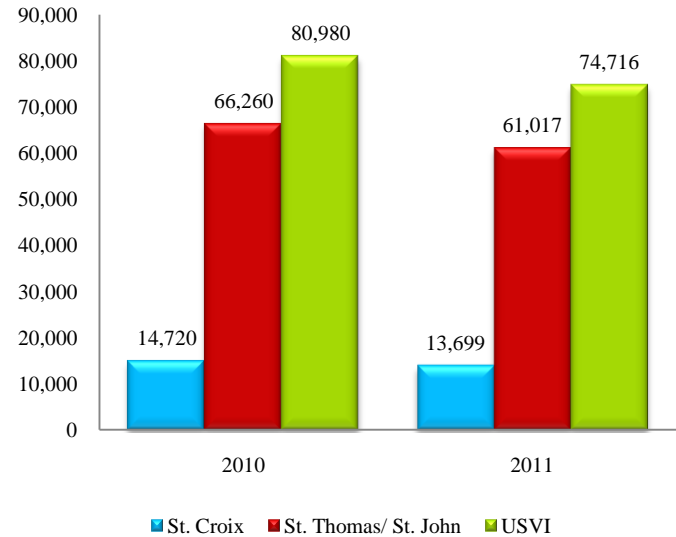
The Territory's hotel occupancy rate from January to March averaged 62.5 percent compared to a 71.3 percent reported for the same period in 2010. Total occupied room nights were 282,955 or about 11.6 percent lower than the 319,952 occupied room nights in 2010. Consequently, hotel room revenues for this quarter declined by 2.0 percent to \$5,210,373 from \$5,314,231 in the first quarter 2010.

There were 227,669 guests staying at local hotels in the first quarter, compared to 271,362 for the same quarter in 2010. Guest registrations were down for three regions: the U.S. by 18.1 percent, local residents by 18.8 percent and Canadian guests by 8.8 percent. On the other hand, hotel guests increased from Europe by 11.5 percent, Puerto Rico 12.8 percent, Central America 156.0 percent, Other West Indies 19.6 percent, South America 163.1 percent, and Other Areas 35.2 percent.

Air Visitor Arrivals, January to March 2011

	St. Thomas/ St. John			St. Croix			Total USVI		
	2010	2011	%	2010	2011	%	2010	2011	%
MAR YTD:	171,948	164,518	-4.3	41,635	41,196	-1.1	213,583	205,714	-3.7
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	-	-	12,312	-	-	66,526	-	-
May	44,585	-	-	12,731	-	-	57,316	-	-
June	47,180	-	-	12,530	-	-	59,710	-	-
July	51,914	-	-	13,561	-	-	65,475	-	-
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	-	-	37,573	-	-	183,552	-	-
Third	110,826	-	-	33,835	-	-	144,662	-	-
Fourth	114,249	-	-	35,512	-	-	149,762	-	-
Total:	543,002	-	-	148,556	-	-	691,558	-	-

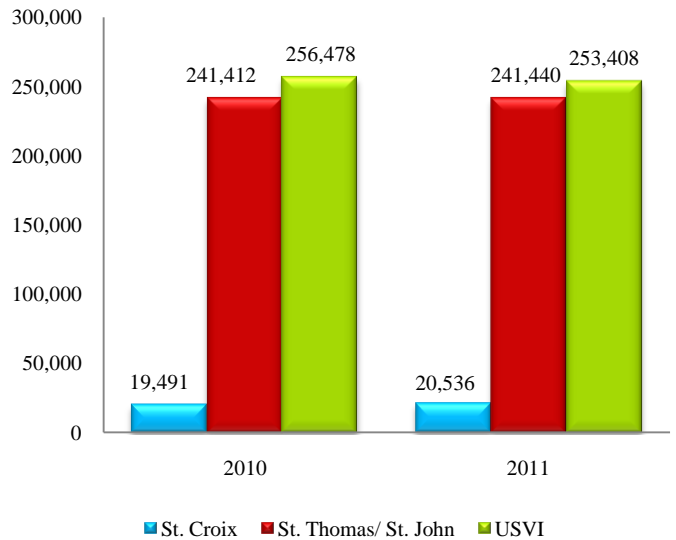
Air Visitor Arrivals, March 2011



Cruise Passenger Arrivals, January to March 2011

	St. Thomas/ St. John			St. Croix			Total USVI		
	2010	2011	%	2010	2011	%	2010	2011	%
MAR YTD:	375,125	447,109	19.2	42,007	52,210	25.0	399,647	480,934	20.3
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	-	-	15,832	-	-	166,877	-	-
May	89,551	-	-	11,338	-	-	93,386	-	-
June	103,417	-	-	4,818	-	-	108,235	-	-
July	108,723	-	-	4,835	-	-	113,558	-	-
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	171,948	164,518	-4.3	41,635	41,196	-1.1	213,583	205,714	-3.7
Second	145,979	-	-	37,573	-	-	183,552	-	-
Third	110,826	-	-	33,835	-	-	144,662	-	-
Fourth	114,249	-	-	35,512	-	-	149,762	-	-
Total:	543,002	-	-	148,556	-	-	691,558	-	-

Cruise Passenger Arrivals, March 2011



Hotel Occupancy Rates, January to March 2011

	St. Thomas/ St. John			St. Croix			Total USVI		
	2010	2011	%	2010	2011	%	2010	2011	%
MAR YTD:	73.8	65.6	-8.2	63.2	52.9	-10.3	71.3	62.5	-8.7
January	67.7	60.4	-7.4	62.3	49.3	-13.1	66.4	57.7	-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	-	-	37.9	-	-	60.6	-	-
May	62.6	-	-	39.0	-	-	56.9	-	-
June	63.5	-	-	39.8	-	-	57.8	-	-
July	65.3	-	-	39.5	-	-	59.0	-	-
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	-	-
March	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	-	-	38.9	-	-	58.4	-	-
Third	52.7	-	-	38.7	-	-	49.3	-	-
Fourth	51.5	-	-	43.1	-	-	49.5	-	-
Total:	60.6	-	-	45.8	-	-	57.0	-	-

Hotel Occupancy Rates, March 2011

