

USVI Tourism Indicator

TOTAL VISITORS ARRIVALS MARCH 2012 FELL BY 1.7 PERCENT

This Issue March 2012:

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MARCH HIGHLIGHTS

- The 1.7 percent loss in total passengers resulted from a decrease in cruise ship passengers arrivals.
- The St. Thomas and St. John district air arrivals grew to 65,863 from 61,017 an increase of 7.9 percent. The island of St. Croix continues to experience strong growth in air arrivals posting a 28.4 percent growth.
- The Territory's reported hotel occupancy rate for March 2012 averaged 56.7 percent compared to 66.3 percent for the corresponding month in 2011.
- The hotel occupancy rate averaged 60.2 percent for this period. There were 231,893 registered hotel guests. Total registered guests from the United States was 194,295, same level as in 2011.

VISITOR ARRIVALS MARCH 2012

March total visitors arrivals fell by a modest 1.7 percent. The 1.7 percent loss in total passengers resulted from a decrease in cruise ship passengers arrivals. There were 322,522 visitors to the Territory in March 2012 compared to 328,124 in March of 2011. The number of air visitors increased by 11.7 percent to 83,447 from 74,716 in March 2011. Conversely, cruise passenger arrivals fell 5.7 percent to 239,075 from 253,408 a year earlier.

ARRIVALS BY DISTRICT

The St. Thomas and St. John district air arrivals grew to 65,863 from 61,017 an increase of 7.9 percent. The island of St. Croix continues to experience strong growth in air arrivals posting a 28.4 percent growth from 13,699 to 17,548.

There were 91 cruise ship calls this month compared to 100 last March. The St. Thomas and St. John district received 222,342 cruise passengers compared with 241,440 that came one year earlier. The district of St. Croix welcomed to its shores this March 19,779 cruise passengers versus the 20,536 the previous March.

HOTEL OCCUPANCY

The Territory's reported hotel occupancy rate for March 2012 averaged 56.7 percent compared to 66.3 percent for the corresponding month in 2011. The rate for St. Croix was 55.1 percent compared to 50.6 for last March. The rate for St. Thomas and St. John was 57.2 percent compared to 71.4 percent a year ago.

Territory-wide occupied room nights were 87,214 compared with 103,399 the previous year. Despite lower occupied nights, hotel revenues collected were higher than last year, partly due to the higher room rates. A total of \$2,881,145 was collected in hotel room revenues this March compared to \$2,028,843 in March 2011, a growth of 42.0 percent.

TOURISM STATISTICS JANUARY TO MARCH 2012

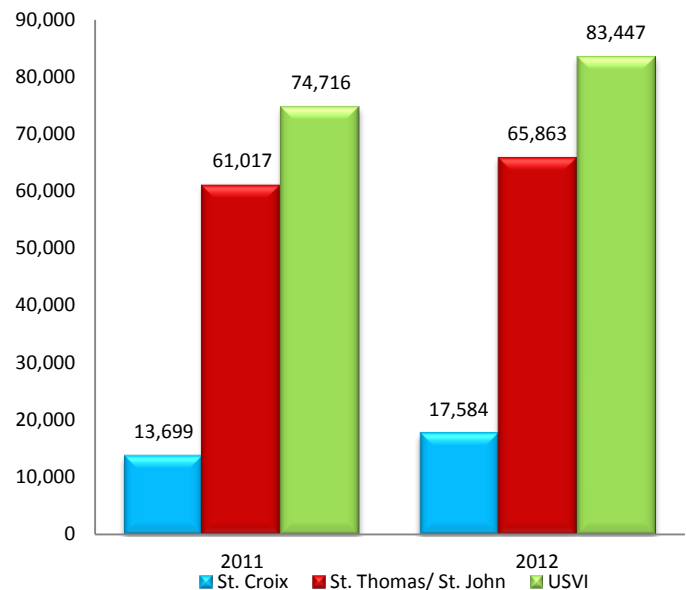
A total of 966,403 visitors arrived in the Territory during the first quarter of 2012, a 2.8 percent gain or 26,347 more visitors than the corresponding period in 2011. 2012 year-to-date cruise passengers arrivals were 740,121 from 734,342 one year earlier. There were 226,282 air visitors or 10.0 percent more than the 205,714 air visitors for the same three-month period in 2011. There were 285 cruise ship calls during this period, the same level as last year.

The hotel occupancy rate averaged 60.2 percent for this period. There were 231,893 registered hotel guests. Total registered guests from the United States was 194,295, same level as in 2011. Local resident guests declined by 22.0 percent, while guests from Europe increased 146.4 percent. Guests from Other Areas and Other West Indies declined by 48.2 percent and 78.6 percent, respectively. Guests from South America grew by 35.8 percent; Central America waned by 37.8 percent. Guests from Puerto Rico declined by 1.3 percent, while Canadian guest declined by 5.2 percent.

AIR VISITOR ARRIVALS, MARCH 2011 – MARCH 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	56,250	11.2	13,233	16,096	21.6	63,802	72,346	13.4
March	61,017	65,863	7.9	13,699	17,584	28.4	74,716	83,447	11.7
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	-	-
December	54,497	-	-	16,478	-	-	70,975	-	-
Quarter:									
First	164,518	176,697	7.4	41,196	41,196	20.4	205,714	226,282	10.0
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	-	-

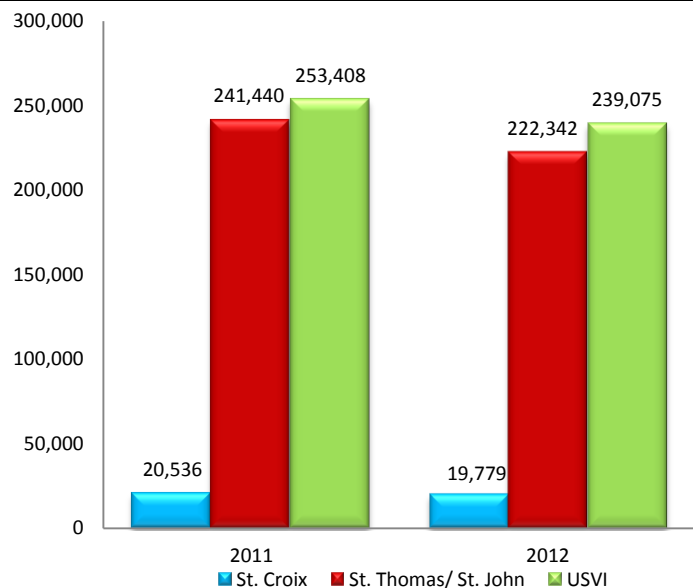
AIR VISITOR ARRIVALS



CRUISE PASSENGER ARRIVALS, MARCH 2011 – MARCH 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	229,916	8.7	23,083	20,438	-11.5	226,336	250,153	10.5
March	241,440	222,342	-7.9	20,536	19,779	-3.7	253,408	239,075	-5.7
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	-	-
December	218,518	-	-	22,296	-	-	240,814	-	-
Quarter:									
First	688,549	681,985	-1.0	73,046	61,383	-16.0	734,342	740,121	0.8
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	-	-

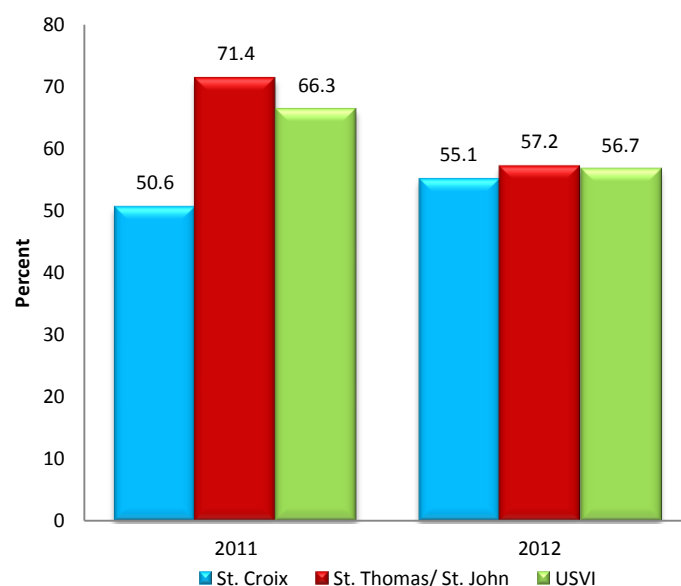
CRUISE PASSENGER ARRIVALS



HOTEL OCCUPANCY RATES, MARCH 2011 – MARCH 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	66.2	1.1	59.5	59.1	-0.3	63.7	64.4	0.7
March	71.4	57.2	-14.1	50.6	55.1	4.5	66.3	56.7	-9.6
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	-	-
December	59.4	-	-	52.1	-	-	57.6	-	-
Quarter:									
First	65.6	61.5	-4.1	52.9	56.1	3.2	62.5	60.2	-2.4
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



U.S. Virgin Island's March Occupancy Report

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

All Visitor Accommodations	March Only		March Year-to-Date		Small Hotels	March Only		March Year-to-Date	
	2011	2012	2011	2012		2011	2012	2011	2012
USVI					USVI				
Occupancy Rate (%)	66.3	56.7	62.5	60.2	Occupancy Rate (%)	60.8	62.1	61.9	61.4
Room Nights Occupied	103,399	87,214	282,960	271,445	Room Nights Occupied	15,866	15,966	46,939	46,241
Room Nights Available	155,930	153,822	452,545	451,242	Room Nights Available	26,102	25,699	75,780	75,319
Ave. Guest stay in Nights	6.4	5.0	4.8	4.4	Ave. Guest stay in Nights	4.0	4.1	3.9	4.1
St. Thomas/ St. John					St. Thomas/ St. John				
Occupancy Rate (%)	71.4	57.2	65.6	61.5	Occupancy Rate (%)	63.0	65.3	65.5	63.8
Room Nights Occupied	84,198	66,361	224,683	209,125	Room Nights Occupied	8,950	9,004	27,001	25,764
Room Nights Available	117,986	115,971	342,385	340,131	Room Nights Available	14,198	13,795	41,220	40,375
Ave. Guest stay in Nights	7.1	5.3	4.9	4.3	Ave. Guest stay in Nights	4.4	4.4	4.3	4.3
St. Croix					St. Croix				
Occupancy Rate (%)	50.6	55.1	52.9	56.1	Occupancy Rate (%)	58.1	58.5	57.7	58.6
Room Nights Occupied	19,201	20,853	58,277	62,320	Room Nights Occupied	6,916	6,962	19,938	20,477
Room Nights Available	37,944	37,851	110,160	111,111	Room Nights Available	11,904	11,904	34,560	34,944
Ave. Guest stay in Nights	4.4	4.3	4.5	4.7	Ave. Guest stay in Nights	3.5	3.7	3.6	3.8
Large Hotels					Condominiums/Other				
USVI					USVI				
Occupancy Rate (%)	69.3	53.6	63.4	60.6	Occupancy Rate (%)	62.3	60.9	60.5	58.0
Room Nights Occupied	65,709	49,917	174,409	165,674	Room Nights Occupied	21,824	21,331	61,612	59,530
Room Nights Available	94,798	93,093	274,910	273,273	Room Nights Available	35,030	35,030	101,855	102,650
Ave. Guest stay in Nights	7.4	4.9	4.6	3.9	Ave. Guest stay in Nights	6.6	6.6	6.8	6.8
St. Thomas/ St. John					St. Thomas/ St. John				
Occupancy Rate (%)	74.2	54.0	66.7	61.8	Occupancy Rate (%)	67.4	62.5	62.5	59.2
Room Nights Occupied	57,860	41,168	150,791	138,497	Room Nights Occupied	17,388	16,189	46,891	44,864
Room Nights Available	77,996	76,291	226,130	223,951	Room Nights Available	25,792	25,885	75,035	75,805
Ave. Guest stay in Nights	1.6	1.5	4.6	3.8	Ave. Guest stay in Nights	6.8	6.7	6.8	6.9
St. Croix					St. Croix				
Occupancy Rate (%)	46.7	52.1	48.4	55.1	Occupancy Rate (%)	48.0	56.2	54.9	54.6
Room Nights Occupied	7,849	8,749	23,618	27,177	Room Nights Occupied	4,436	5,142	14,721	14,666
Room Nights Available	16,802	16,802	48,780	49,322	Room Nights Available	9,238	9,145	26,820	26,845
Ave. Guest stay in Nights	4.9	4.0	4.6	4.8	Ave. Guest stay in Nights	5.8	6.4	6.8	6.5

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.

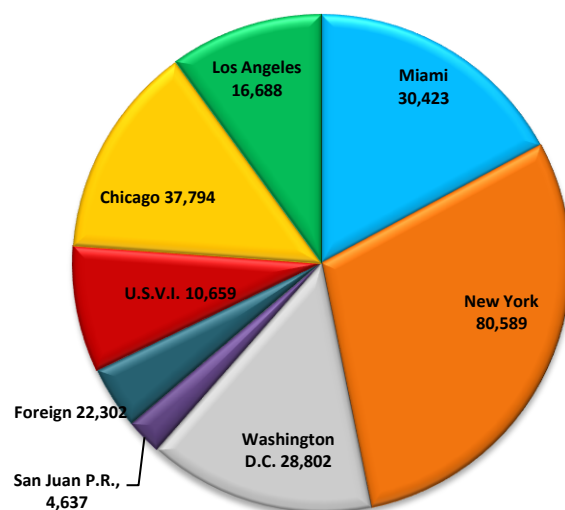
Room nights occupied is the estimated sum, across all units for all establishments reporting or not, of the number of nights each unit was occupied during a given period.

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.

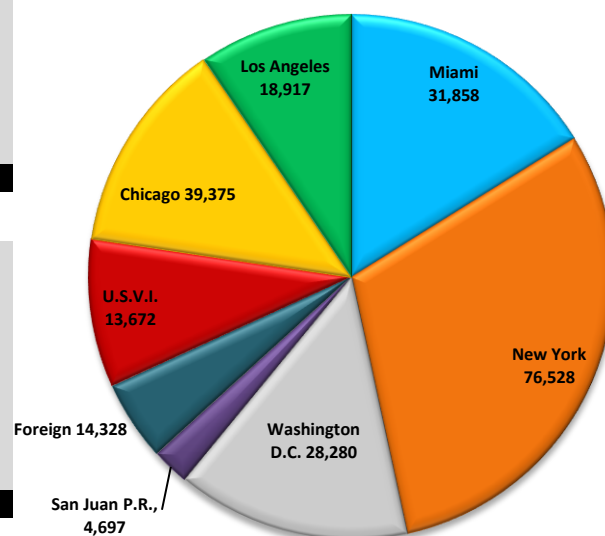
**TABLE 2: ESTIMATED HOTEL GUESTS BY AREA OF ORIGIN
TOTALS AND ORIGIN DISTRIBUTION BY ISLAND; MARCH 2011 AND 2012**

Area of Origin	March Only		March Year-to-Date			
			Total		Percent Distribution	
	2011	2012	2011	2012	2011	2012
USVI HOTEL GUESTS FROM:						
U.S. Mainland	77,520	65,353	194,959	194,295	85.6	83.8
Puerto Rico	1,539	1,500	4,697	4,637	2.1	2.0
U.S.V.I.	4,504	3,553	13,672	10,659	6.0	4.6
Other West Indies	740	745	2,291	1,838	1.0	0.8
Canada	1,130	1,041	3,091	2,929	1.4	1.3
Europe	1,783	5,198	6,297	15,515	2.8	6.7
Central America	29	30	233	145	0.1	0.1
South America	130	246	742	1,008	0.3	0.4
Other Areas	528	161	1,675	868	0.7	0.4
TOTAL	87,902	77,827	227,656	231,893	100.0	100.0
ST. THOMAS/ST. JOHN HOTEL GUESTS FROM:						
U.S. Mainland	69,188	59,585	172,473	176,652	88.1	89.2
Puerto Rico	965	615	2,920	2,220	1.5	1.1
U.S.V.I.	3,057	2,074	9,098	6,555	4.6	3.3
Other West Indies	693	507	2,099	1,268	1.1	0.6
Canada	1,038	951	2,793	2,657	1.4	1.3
Europe	1,329	2,478	4,848	7,744	2.5	3.9
Central America	17	8	218	63	0.1	0.0
South America	113	60	697	538	0.4	0.3
Other Areas	172	99	542	444	0.3	0.2
TOTAL	76,573	66,377	195,688	198,141	100.0	100.0
ST. CROIX HOTEL GUESTS FROM:						
U.S. Mainland	8,332	5,768	22,485	17,643	70.3	52.3
Puerto Rico	573	885	1,777	2,417	5.6	7.2
U.S.V.I.	1,447	1,479	4,574	4,104	14.3	12.2
Other West Indies	47	239	191	571	0.6	1.7
Canada	92	91	298	271	0.9	0.8
Europe	454	2,720	1,449	7,770	4.5	23.0
Central America	12	21	15	81	0.0	0.2
South America	16	186	45	470	0.1	1.4
Other Areas	356	62	1,133	424	3.5	1.3
TOTAL	11,329	11,451	31,968	33,752	100.0	100.0

**Fig. 5: USVI Hotel Guests By Origin
March 2012 Year To Date Total: 231,893**



**Fig. 6: USVI Hotel Guests By Origin
March 2011 Year To Date Total: 227,656**



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

Sales Region of Origin	March Year-to-Date					
	March Only		Total		Percent Distribution	
	2011	2012	2011	2012	2011	2012
USVI HOTEL GUESTS FROM:						
Chicago	17,681	11,915	39,375	37,794	19.7	19.0
Los Angeles	7,204	5,380	18,917	16,688	9.5	8.4
Miami	13,184	11,675	31,858	30,423	16.0	15.3
New York City	27,883	25,113	76,528	80,589	38.3	40.5
Washington D.C.	11,569	11,270	28,280	28,802	14.2	14.5
San Juan, P.R.	1,539	1,500	4,697	4,637	2.4	2.3
TOTAL	79,059	66,853	199,656	198,932	100.0	100.0

ST. THOMAS/ST. JOHN HOTEL GUESTS FROM:

Chicago	16,093	10,967	35,517	35,028	20.3	19.6
Los Angeles	5,897	4,651	15,743	14,261	9.0	8.0
Miami	10,888	10,012	25,251	25,711	14.4	14.4
New York City	25,550	23,584	70,379	75,714	40.1	42.3
Washington D.C.	10,759	10,372	25,583	25,938	14.6	14.5
San Juan, P.R.	965	615	2,920	2,220	1.7	1.2
TOTAL	70,153	60,200	175,393	178,872	100.0	100.0

ST. CROIX HOTEL GUESTS FROM:

Chicago	1,587	948	3,858	2,766	15.9	13.8
Los Angeles	1,307	729	3,174	2,426	13.1	12.1
Miami	2,296	1,663	6,607	4,712	27.2	23.5
New York City	2,332	1,530	6,149	4,874	25.3	24.3
Washington D.C.	810	898	2,698	2,864	11.1	14.3
San Juan, P.R.	573	885	1,777	2,417	7.3	12.1
TOTAL	8,906	6,653	24,263	20,060	100.0	100.0

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;
MARCH 2011 AND 2012**

District	Visitor Accommodations March Only		Room Nights Available March Only	
	2011	2012	2011	2012

USVI

Total Number	104	99	172,732	170,624
Percent Submitting:				
Complete Report (%)	92.3	92.9	98.7	92.0
Partial Report (%)	2.9	5.1	0.8	7.8
No Report (%)	4.8	2.0	0.5	0.2

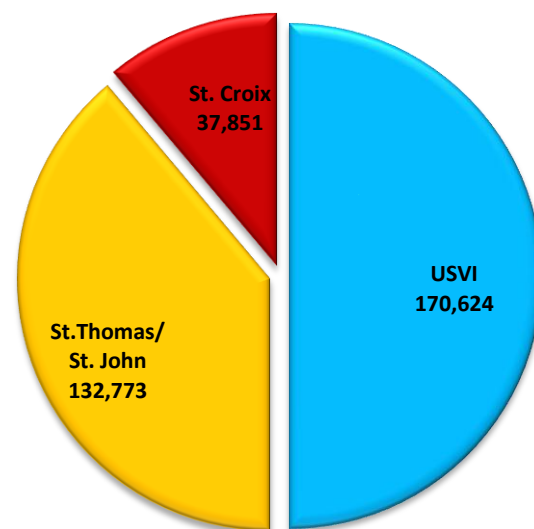
ST. THOMAS/ST. JOHN

Total Number	74	71	134,788	132,773
Percent Submitting:				
Complete Report (%)	91.9	93.0	98.6	90.2
Partial Report (%)	4.1	5.6	1.0	9.8
No Report (%)	4.1	1.4	0.3	0.0

ST. CROIX

Total Number	29	28	37,944	37,851
Percent Submitting:				
Complete Report (%)	93.3	92.9	99.0	98.3
Partial Report (%)	0.0	3.6	0.0	0.7
No Report (%)	6.7	3.6	1.0	1.0

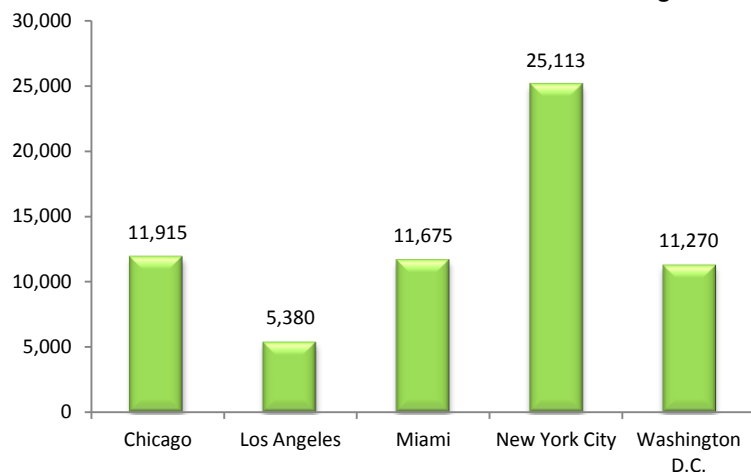
**Room Nights Available,
March only 2012**



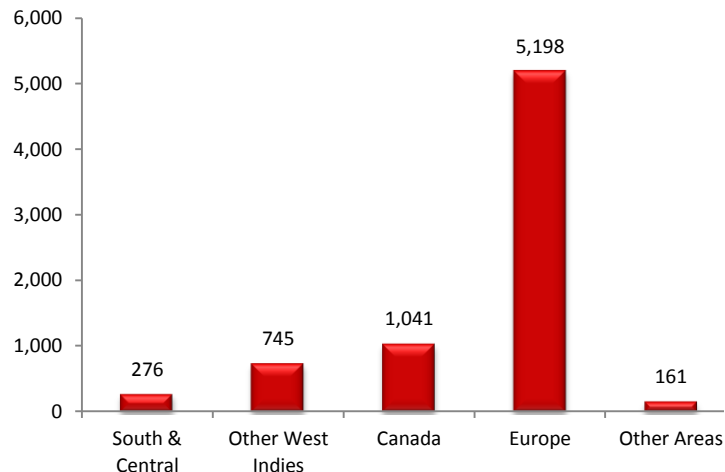
ESTIMATED HOTEL GUESTS BY AREA OF ORIGIN

Area of Origin											2012			Mar YTD
	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Total 2012
U.S. Mainland	77,520	53,853	47,430	49,679	51,276	46,572	28,418	35,429	46,452	62,176	65,379	63,563	65,353	194,295
Chicago	17,681	9,240	7,603	6,957	6,659	6,238	3,748	5,847	6,381	10,963	13,720	12,159	11,915	37,794
Los Angeles	7,204	7,417	7,144	6,779	6,790	4,949	2,986	4,870	8,123	8,268	5,136	6,172	5,380	16,688
Miami	13,184	8,495	11,401	13,860	14,238	11,979	9,175	10,045	8,926	10,887	8,954	9,793	11,675	30,423
New York City	27,883	19,307	13,159	12,488	13,447	13,460	7,043	8,309	15,742	21,827	28,860	26,615	25,113	80,589
Washington D.C.	11,569	9,394	8,123	9,595	10,142	9,947	5,466	6,357	7,280	10,230	8,708	8,823	11,270	28,802
Puerto Rico	1,539	1,683	1,656	1,734	2,066	1,335	1,262	1,379	1,423	1,621	1,618	1,520	1,500	4,637
U.S.V.I.	4,504	4,634	4,891	5,128	5,321	5,073	3,602	3,928	3,858	4,388	3,441	3,665	3,553	10,659
Other West Indies	740	1,070	757	589	973	765	491	673	478	800	491	602	745	491
Canada	1,130	800	465	232	222	228	259	257	479	868	944	944	1,041	2,929
Europe	1,783	1,880	844	888	1,453	865	430	2,154	4,026	3,575	5,125	5,191	5,198	15,515
Central America	29	52	21	22	52	28	42	30	37	65	41	75	30	145
South America	130	143	98	77	149	33	32	98	77	164	420	342	246	1,008
Other Areas	528	361	394	407	473	331	199	273	407	435	442	266	161	868
TOTAL	87,902	64,475	56,556	58,756	61,984	55,229	34,736	44,221	57,236	73,962	77,900	76,166	77,827	231,893

March 2012 Hotel Guests from U.S. Sales Regions



March 2012 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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