



USVI Tourism Indicator

TOTAL VISITOR ARRIVALS CHOPPED BY 14.3 PERCENT IN MAY

This Issue May 2012:

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Visitor Arrivals Data P.2

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MAY HIGHLIGHTS

- A total of 153,211 visitors came to the Territory this May compared to 178,776 last May.
- Air arrivals to the St. Thomas/St. John district increased by 48,802 or 27.1 percent compared to 38,393 recorded in May 2011.
- Total hotel room revenue for May 2012 was \$2,154,156, a 25.5 percent increase from \$1,715,873 collected in May 2011.
- The Territory's hotel occupancy rate for the five months averaged 55.3 percent compared to a 59.1 percent reported for the same period one year ago. There were 340,529 guests staying at local hotels during this period.

VISITOR ARRIVALS MAY 2012

The month of May saw a 14.3 percent drop in visitor arrivals when compared to May last year. A total of 153,211 visitors came to the Territory this May compared to 178,776 last May. Air visitor arrivals for fifth straight month grew by 25.5 percent to 61,701 from 49,153 a year ago. On the other hand, cruise passengers declined by 29.4 percent to 91,510 passengers versus 129,623 passengers last May. The number of cruise ship calls fell to 24 from 40 in May 2011.

ARRIVALS BY DISTRICT

Air arrivals to the St. Thomas/St. John district increased by 48,802 or 27.1 percent compared to 38,393 recorded in May 2011. St. Croix district received 12,899 air passengers from 10,760 last year. All 91,510 cruise ship passengers came to the St. Thomas/St. John district shores

HOTEL OCCUPANCY

The Territory's hotels reported occupancy rate was 43.3percent. The rate for St. Croix was 34.8 percent compared to 36.6 percent recorded one year earlier. The rate for St. Thomas and St. John was 46.0 percent compared to 56.0 percent in May 2011. Total hotel room revenue for May 2012 was \$2,154,156, a 25.5 percent increase from \$1,715,873 collected in May 2011.

TOURISM STATISTICS JANUARY TO MAY 2012

A total of 1,399,196 visitors arrived in the Territory during the first five months of 2012, about 2.4 percent more than the 1,366,726 visitors last year. There were 362,131 air visitors, a healthy 13.8 percent increase over the 318,316 air visitors who came during the same period in 2011. Air arrivals to the St. Thomas/St. John District grew by 11.9 percent when compare to a year earlier. The St. Croix District recorded a strong 19.9 percent increase, or 2,139 more air visitors than last year.

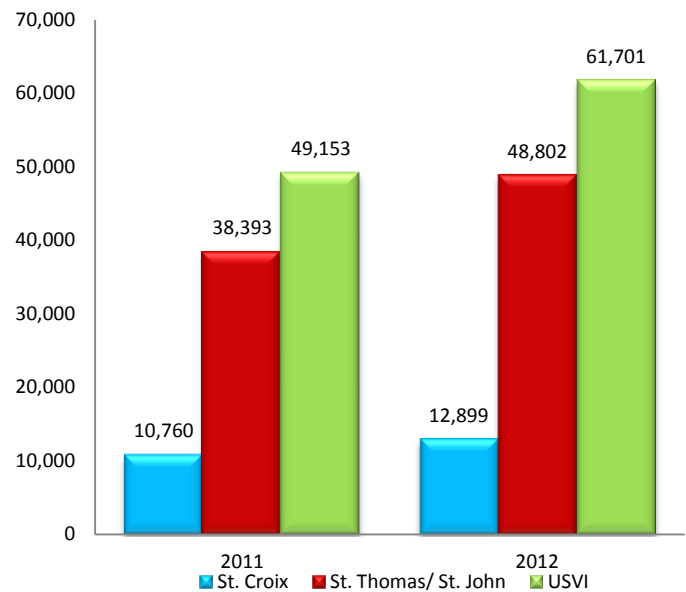
A total of 1,037,065 cruise passengers visited the Territory during this period, down by 1.1 percent from 2011. There was a total of 387 cruise ship calls, about 1.5 percent fewer calls than a year earlier.

The Territory's hotel occupancy rate for the five months averaged 55.3 percent compared to a 59.1 percent reported for the same period one year ago. There were 340,529 guests staying at local hotels during this period. Guest registrations decreased for the following regions: United States (4.2 percent), Central America (12.7 percent), Local Residents (18.2 percent), Other West Indies (24.4 percent), and Other Areas (47.0 percent). On the other hand, hotel guests increase for South America (55.2 percent), Canada (1.6 percent), Puerto Rico (3.8 percent), and Europe (107.1 percent).

AIR VISITOR ARRIVALS, MAY 2011 – MAY 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	59,940	14.9	11,304	14,208	25.7	63,449	74,148	16.9
May	38,393	48,802	27.1	10,760	12,899	19.9	49,153	61,701	25.5
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	-	-

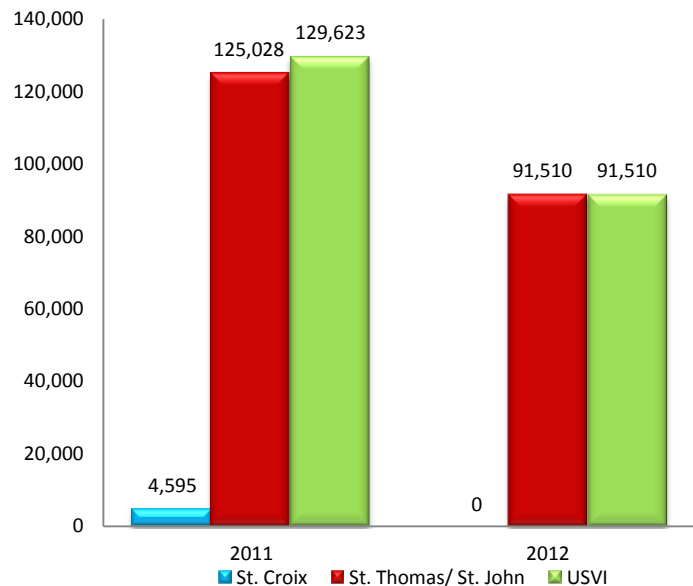
AIR VISITOR ARRIVALS



CRUISE PASSENGER ARRIVALS, MAY 2011 – MAY 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	188,647	8.5	19,639	16,787	-14.5	184,445	205,434	11.4
May	125,028	91,510	-26.8	4,595	0	-	129,623	91,510	-29.4
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	-	-

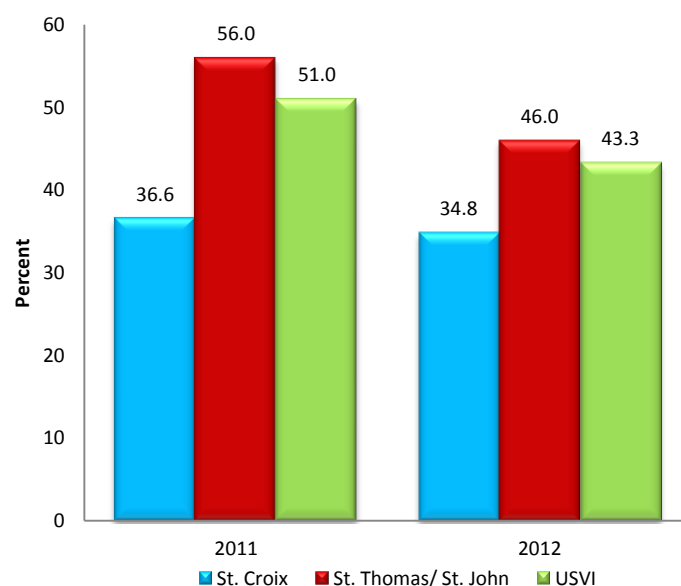
CRUISE PASSENGER ARRIVALS



HOTEL OCCUPANCY RATES, MAY 2011 – MAY 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	64.8	0.7
March	71.4	57.2	-14.1	50.6	55.1	4.5	66.3	55.9	-9.6
April	61.9	57.3	-4.5	41.2	41.7	0.5	56.9	53.6	-3.3
May	56.0	46.0	-10.0	36.6	34.8	-1.9	51.0	43.3	-7.7
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 May Occupancy Report

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

All Visitor Accommodations	May Only		May Year-to-date		Small Hotels	May Only		May Year-to-date	
	2011	2012	2011	2012		2011	2012	2011	2012
USVI					USVI				
Occupancy Rate (%)	51.0	43.3	59.1	55.3	Occupancy Rate (%)	47.8	49.4	57.3	57.2
Room Nights Occupied	74,666	65,994	443,368	415,810	Room Nights Occupied	12,487	12,689	72,894	72,069
Room Nights Available	146,444	152,491	749,799	751,305	Room Nights Available	26,102	25,699	127,142	125,888
Ave. Guest stay in Nights	5.8	5.4	5.2	4.7	Ave. Guest stay in Nights	3.8	4.1	3.9	4.1
St. Thomas/ St. John					St. Thomas/ St. John				
Occupancy Rate (%)	56.0	46.0	63.0	57.4	Occupancy Rate (%)	55.3	60.6	61.5	63.4
Room Nights Occupied	60,799	53,299	356,139	326,067	Room Nights Occupied	7,848	8,360	42,547	42,802
Room Nights Available	108,593	115,971	565,158	568,332	Room Nights Available	14,198	13,795	69,158	67,520
Ave. Guest stay in Nights	6.7	6.1	5.5	4.7	Ave. Guest stay in Nights	4.7	5.2	4.4	4.6
St. Croix					St. Croix				
Occupancy Rate (%)	36.6	34.8	47.2	49.0	Occupancy Rate (%)	39.0	36.4	52.3	50.1
Room Nights Occupied	13,867	12,695	87,229	89,743	Room Nights Occupied	4,639	4,329	30,346	29,267
Room Nights Available	37,851	36,520	184,641	182,973	Room Nights Available	11,904	11,904	57,984	58,368
Ave. Guest stay in Nights	3.7	3.6	4.2	4.4	Ave. Guest stay in Nights	2.9	2.9	3.4	3.6
Large Hotels					Condominiums/Other				
USVI					USVI				
Occupancy Rate (%)	55.8	42.3	61.7	55.6	Occupancy Rate (%)	41.5	41.3	53.7	53.2
Room Nights Occupied	47,666	39,396	278,808	253,873	Room Nights Occupied	14,513	13,909	91,666	89,868
Room Nights Available	85,405	93,093	452,055	456,456	Room Nights Available	34,937	33,699	170,602	168,961
Ave. Guest stay in Nights	6.4	5.5	5.2	4.3	Ave. Guest stay in Nights	6.6	6.7	6.7	6.8
St. Thomas/ St. John					St. Thomas/ St. John				
Occupancy Rate (%)	61.0	44.2	65.7	57.1	Occupancy Rate (%)	43.1	43.3	55.9	54.9
Room Nights Occupied	41,834	33,728	243,306	213,733	Room Nights Occupied	11,117	11,211	70,285	69,532
Room Nights Available	68,603	76,291	370,213	374,072	Room Nights Available	25,792	25,885	125,787	126,740
Ave. Guest stay in Nights	1.5	1.5	5.4	4.3	Ave. Guest stay in Nights	25,792	25,885	6.8	7.0
St. Croix					St. Croix				
Occupancy Rate (%)	34.7	33.7	43.4	48.7	Occupancy Rate (%)	37.1	34.5	47.7	48.2
Room Nights Occupied	5,832	5,668	35,502	40,140	Room Nights Occupied	3,396	2,698	21,381	20,336
Room Nights Available	16,802	16,802	81,842	82,384	Room Nights Available	9,145	7,814	44,815	42,221
Ave. Guest stay in Nights	3.5	3.7	4.2	4.4	Ave. Guest stay in Nights	6.1	5.3	6.5	6.2

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.

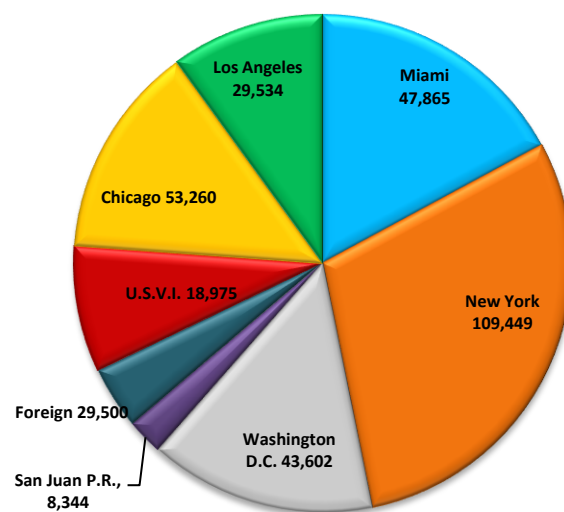
Room nights occupied is the estimated sum, across all units for all establishments reporting or not, of the number of nights each unit was occupied during a given period.

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.

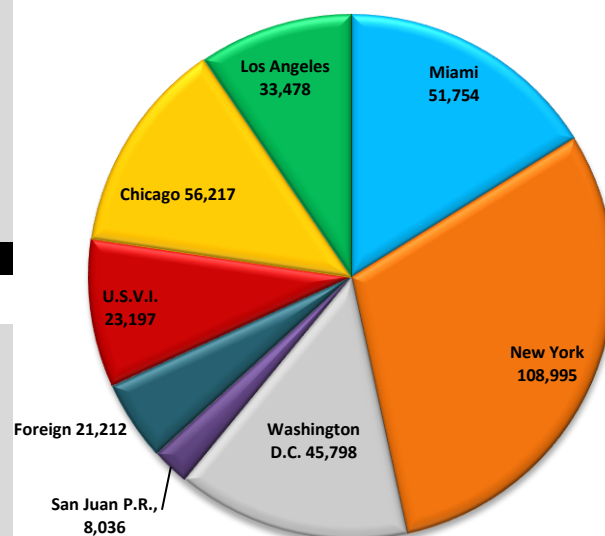
**TABLE 2: ESTIMATED HOTEL GUESTS BY AREA OF ORIGIN
TOTALS AND ORIGIN DISTRIBUTION BY ISLAND; MAY 2011 AND 2012**

Area of Origin	May Only		May Year-to-Date			
			Total		Percent Distribution	
	2011	2012	2011	2012	2011	2012
USVI HOTEL GUESTS FROM:						
U.S. Mainland	47,430	41,589	296,242	283,710	85.0	83.3
Puerto Rico	1,656	1,871	8,036	8,344	2.3	2.5
U.S.V.I.	4,891	4,207	23,197	18,975	6.7	5.6
Other West Indies	757	685	4,118	3,315	1.2	1.0
Canada	465	477	4,356	4,427	1.2	1.3
Europe	844	721	9,020	18,680	2.6	5.5
Central America	21	76	306	267	0.1	0.1
South America	98	259	982	1,524	0.3	0.4
Other Areas	394	162	2,430	1,287	0.7	0.4
TOTAL	56,556	50,047	348,688	340,529	100.0	100.0
ST. THOMAS/ST. JOHN HOTEL GUESTS FROM:						
U.S. Mainland	41,230	36,421	260,964	256,018	87.4	88.3
Puerto Rico	1,132	1,131	5,127	4,344	1.7	1.5
U.S.V.I.	3,615	2,931	15,812	12,345	5.3	4.3
Other West Indies	668	490	3,768	2,368	1.3	0.8
Canada	403	421	3,952	4,026	1.3	1.4
Europe	655	344	7,037	9,366	2.4	3.2
Central America	17	42	276	133	0.1	0.0
South America	84	125	910	730	0.3	0.3
Other Areas	175	97	841	731	0.3	0.3
TOTAL	47,979	42,002	298,687	290,061	100.0	100.0
ST. CROIX HOTEL GUESTS FROM:						
U.S. Mainland	6,201	5,168	35,278	27,693	70.6	54.9
Puerto Rico	524	740	2,909	4,000	5.8	7.9
U.S.V.I.	1,276	1,276	7,385	6,630	14.8	13.1
Other West Indies	89	194	350	947	0.7	1.9
Canada	62	56	404	401	0.8	0.8
Europe	189	377	1,984	9,314	4.0	18.5
Central America	4	35	30	134	0.1	0.3
South America	14	134	72	794	0.1	1.6
Other Areas	219	65	1,589	557	3.2	1.1
TOTAL	8,578	8,045	50,001	50,468	100.0	100.0

**Fig. 5: USVI Hotel Guests By Origin
May 2012 Year To Date Total: 340,529**



**Fig. 6: USVI Hotel Guests By Origin
May 2011 Year To Date Total: 348,688**



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

Sales Region of Origin	May Year-to-Date					
	May Only		Total		Percent Distribution	
	2011	2012	2011	2012	2011	2012
USVI HOTEL GUESTS FROM:						
Chicago	7,603	6,158	56,217	53,260	18.5	18.2
Los Angeles	7,144	6,615	33,478	29,534	11.0	10.1
Miami	11,401	9,960	51,754	47,865	17.0	16.4
New York City	13,159	11,299	108,995	109,449	35.8	37.5
Washington D.C.	8,123	7,558	45,798	43,602	15.1	14.9
San Juan, P.R.	1,656	1,871	8,036	8,344	2.6	2.9
TOTAL	49,086	43,459	304,278	292,054	100.0	100.0

ST. THOMAS/ST. JOHN HOTEL GUESTS FROM:

Chicago	6,482	5,389	50,064	48,949	18.8	18.8
Los Angeles	6,185	5,855	28,307	25,539	10.6	9.8
Miami	9,711	8,394	41,928	40,386	15.8	15.5
New York City	11,755	10,155	99,772	102,134	37.5	39.2
Washington D.C.	7,096	6,628	40,894	39,009	15.4	15.0
San Juan, P.R.	1,132	1,131	5,127	4,344	1.9	1.7
TOTAL	42,362	37,552	266,091	260,362	100.0	100.0

ST. CROIX HOTEL GUESTS FROM:

Chicago	1,120	769	6,154	4,311	16.1	13.6
Los Angeles	959	760	5,171	3,994	13.5	12.6
Miami	1,690	1,566	9,826	7,480	25.7	23.6
New York City	1,405	1,143	9,223	7,315	24.2	23.1
Washington D.C.	1,027	930	4,904	4,592	12.8	14.5
San Juan, P.R.	524	740	2,909	4,000	7.6	12.6
TOTAL	6,724	5,908	38,187	31,692	100.0	100.0

**TABLE 4: VISITOR ACCOMMODATIONS & ROOM NIGHTS AVAILABLE
TOTAL NUMBER AND PERCENT REPORTING TO BER BY ISLAND;
MAY 2011 AND 2012**

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

USVI

Total Number	101	99	163,246	169,293
Percent Submitting:				
Complete Report (%)	94.1	90.9	98.6	89.3
Partial Report (%)	2.0	7.1	0.8	10.5
No Report (%)	4.0	2.0	0.6	0.2

ST. THOMAS/ST. JOHN

Total Number	73	71	125,395	132,773
Percent Submitting:				
Complete Report (%)	93.2	90.1	98.5	86.8
Partial Report (%)	2.7	8.5	1.0	13.2
No Report (%)	4.1	1.4	0.4	0.0

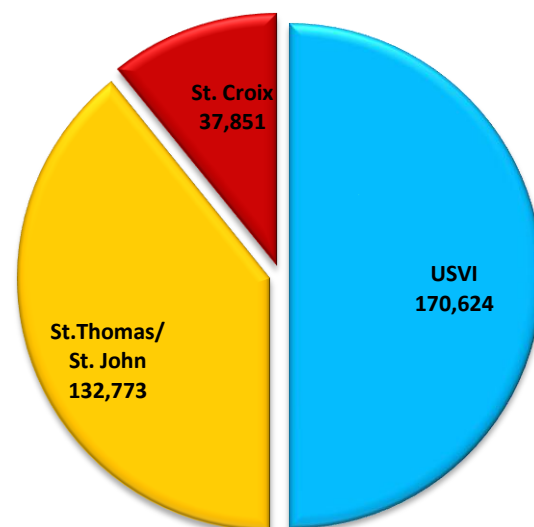
ST. CROIX

Total Number	28	28	37,851	36,520
Percent Submitting:				
Complete Report (%)	96.4	92.9	99.0	98.2
Partial Report (%)	0.0	3.6	0.0	0.8
No Report (%)	3.6	3.6	1.0	1.0

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.

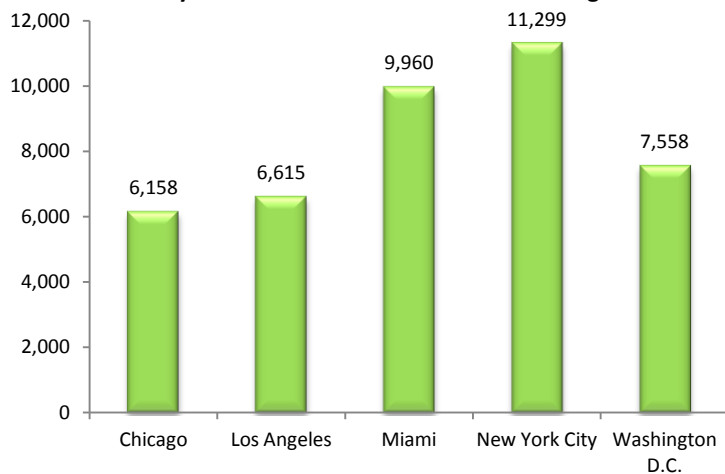
Year-to-date data are tabulated for the period beginning in January of a given year and ending in the listed month of the same year.

**Room Nights Available,
May only 2012**


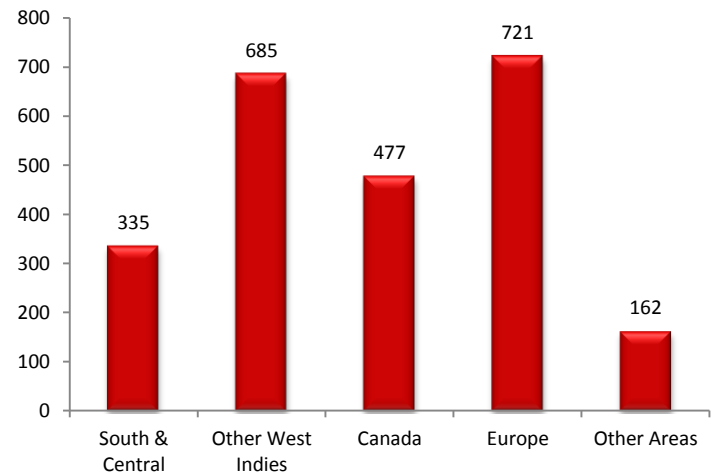
ESTIMATED HOTEL GUESTS BY AREA OF ORIGIN

Area of Origin									May 2012					May YTD
	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Total 2012
U.S. Mainland	47,430	49,679	51,276	46,572	28,418	35,429	46,452	62,176	65,379	63,563	65,353	47,954	41,589	283,710
Chicago	7,603	6,957	6,659	6,238	3,748	5,847	6,381	10,963	13,720	12,159	11,915	9,322	6,158	53,260
Los Angeles	7,144	6,779	6,790	4,949	2,986	4,870	8,123	8,268	5,136	6,172	5,380	6,248	6,615	29,534
Miami	11,401	13,860	14,238	11,979	9,175	10,045	8,926	10,887	8,954	9,793	11,675	7,513	9,960	47,865
New York City	13,159	12,488	13,447	13,460	7,043	8,309	15,742	21,827	28,860	26,615	25,113	17,607	11,299	109,449
Washington D.C.	8,123	9,595	10,142	9,947	5,466	6,357	7,280	10,230	8,708	8,823	11,270	7,263	7,558	43,602
Puerto Rico	1,656	1,734	2,066	1,335	1,262	1,379	1,423	1,621	1,618	1,520	1,500	1,839	1,871	8,344
U.S.V.I.	4,891	5,128	5,321	5,073	3,602	3,928	3,858	4,388	3,441	3,665	3,553	4,120	4,207	18,975
Other West Indies	757	589	973	765	491	673	478	800	491	602	745	794	685	3,315
Canada	465	232	222	228	259	257	479	868	944	944	1,041	1,025	477	4,427
Europe	844	888	1,453	865	430	2,154	4,026	3,575	5,125	5,191	5,198	2,457	721	18,680
Central America	21	22	52	28	42	30	37	65	41	75	30	46	76	267
South America	98	77	149	33	32	98	77	164	420	342	246	258	259	1,524
Other Areas	394	407	473	331	199	273	407	435	442	266	161	258	162	1,287
TOTAL	56,556	58,756	61,984	55,229	34,736	44,221	57,236	73,962	77,900	76,166	77,827	58,753	50,047	340,529

May 2012 Hotel Guests from U.S. Sales Regions



May 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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