

November Tourism Indicators



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Highlights November 2011

- Visitor arrivals registered a healthy 9.9 percent increase in November when compared to the same month last year.
- Cruise passenger arrivals were especially buoyant, also increasing 9.9 percent to 214,985 this month compared to 195,548 in November 2010.
- Air arrivals grew for second straight month by 9.7 percent to 52,714 from 48,064 recorded last November
- The Territory's hotel occupancy rate for November was 48.2 percent.
- A total of 2,376,164 visitors came in the nine months of 2011 this represents a 5.3 percent gain or 118,684 more visitors than the same period in 2010.

Total visitors arrivals grew by 9.9 percent November 2011

Visitor arrivals registered a healthy 9.9 percent increase in November when compared to the same month last year. Cruise passenger arrivals were especially buoyant, also increasing 9.9 percent to 214,985 this month compared to 195,548 in November 2010. There were 76 cruise ship calls this month compared to 78 cruise calls during same period a year earlier. Air arrivals grew for second straight month by 9.7 percent to 52,714 from 48,064 recorded last November.

Arrivals by District

For third straight month, the St. Thomas and St. John district air arrivals' continues to show signs of improvement. Air visitors grew by 7.9 percent to 39,078 from 36,211 in November 2010, while the island of St. Croix experienced a 15.0 percent increase in air arrivals to 13,636 from 11,835. Six cruise ship calls to St. Croix this month brought 15,153 cruise passengers a 4.0 percent increase over a year ago. In the St. Thomas and St. John district, cruise passenger arrivals grew by 9.3 percent and totaled 199,832.

November 2011 Hotel Occupancy

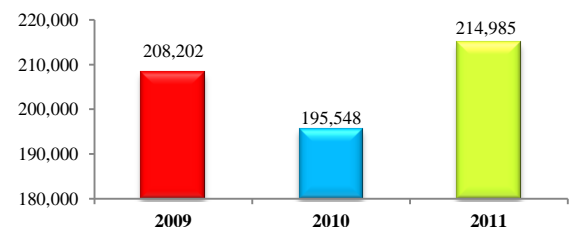
The Territory's hotel occupancy rate for November was 48.2 percent. The rate for St. Croix was 52.7 percent and 46.7 percent for St. Thomas and St. John. The hotel occupancy report was based on the reporting of approximately 94 percent hotels and accommodations establishments, with one large hotel and a few small guesthouses not reporting for the month of November. Hotel room revenues were down 7.1 percent to \$528,388 from \$568,703 in November 2010.

Tourism Statistics January to November 2011

A total of 2,376,164 visitors came in the nine months of 2011 this represents a 5.3 percent gain or 118,684 more visitors than the same period in 2010. Most of the growth came from cruise passengers arrivals which grew by 8.5 percent to 1,768,177 from 1,629,193 one year earlier. There were 607,987 air visitors or 3.2 percent less than the corresponding period in 2010. Cruise ship calls increased to 608 or 5.0 percent more than last year.

The Territory's hotel occupancy rate averaged 51.6 percent for the first eleven months of this year, 5.7 percentage points lower than one year earlier. Occupied room nights this January to November were 839,934 compared to 958,389 occupied rooms for the corresponding period in 2010. Total hotel guest registrations of 660,850, represents a loss of 11.4 percent over 2010. Guest registrations were up from the following countries when compared to the same time last year: Canada 9.2 percent, Europe 42.2 percent, Central America 82.0 percent, South America by 79.9 and Other Areas category by 69.0 percent. Guest registrations were down from the United States 12.9 percent, Local Residents 19.3 percent, and Puerto Rico 2.2 percent.

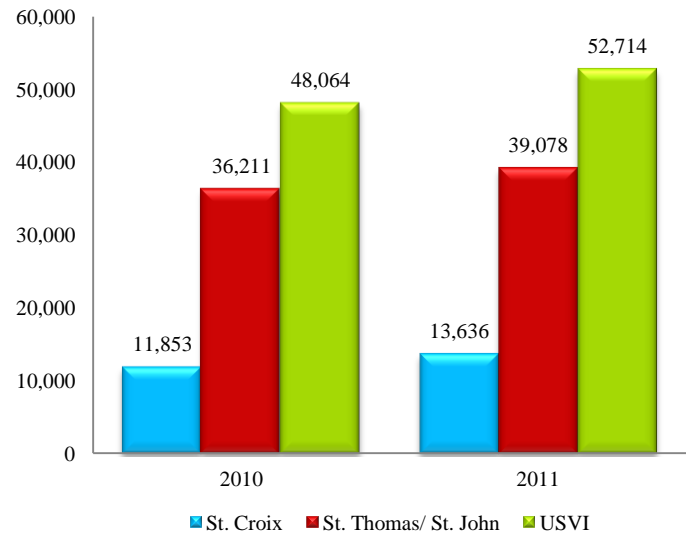
November Total Visitor Arrivals 2009- 2011



Air Visitor Arrivals, January to November 2011

	St. Thomas/ St. John			St. Croix			Total USVI		
	2010	2011	%	2010	2011	%	2010	2011	%
NOV YTD:	439,737	477,410	-3.3	134,549	130,576	-3.0	628,287	607,987	-3.2
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	52,145	-3.8	12,312	11,304	-8.2	66,526	63,449	-4.6
May	44,585	38,393	-13.9	12,731	10,760	-15.5	57,316	49,153	-14.2
June	47,180	45,160	-4.3	12,530	11,539	-7.9	59,710	56,699	-5.0
July	51,914	50,874	-2.0	13,561	14,239	5.0	65,475	65,113	-0.5
August	38,647	36,365	-5.9	12,659	11,095	-12.4	51,306	47,460	-7.5
September	20,265	20,645	1.9	7,615	7,170	-5.8	27,881	27,816	-0.2
October	28,774	30,233	5.1	9,652	9,636	-0.2	38,426	39,896	3.8
November	36,211	39,078	7.9	11,853	13,636	15.0	48,064	52,714	9.7
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	135,698	-7.0	37,573	33,603	-10.6	183,552	169,301	-7.8
Third	110,826	107,884	-2.7	33,835	32,504	-3.9	144,662	140,389	-3.0
Fourth	114,249	-	-	35,512	-	-	149,762	-	-
Total:	543,002	-	-	148,556	-	-	691,558	-	-

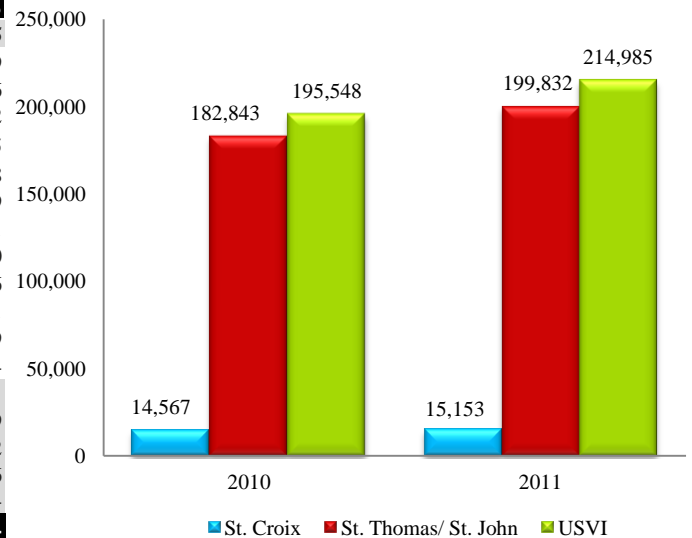
Air Visitor Arrivals, November 2011



Cruise Passenger Arrivals, January to November 2011

	St. Thomas/ St. John			St. Croix			Total USVI		
	2010	2011	%	2010	2011	%	2010	2011	%
NOV YTD:	1,537,435	1,668,578	8.5	129,874	135,890	4.6	1,629,193	1,768,177	8.5
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	173,844	11.7	15,832	19,639	24.0	166,877	184,445	10.5
May	89,551	125,028	39.6	11,338	4,595	-59.5	93,386	129,623	38.8
June	103,417	98,021	-5.2	4,818	4,900	1.7	108,235	102,921	-4.9
July	108,723	102,870	-5.4	4,835	4,925	1.9	113,558	107,795	-5.1
August	92,833	104,491	12.9	4,829	4,843	0.3	97,662	109,334	12.0
September	78,707	75,411	-4.2	4,507	4,325	-4.0	81,021	79,736	-1.6
October	109,131	100,532	-7.9	7,650	4,464	-41.6	116,781	104,996	-10.1
November	182,843	199,832	9.3	14,567	15,153	4.0	195,548	214,985	9.9
December	213,893	-	-	19,544	-	-	229,753	-	-
Quarter:									
First	616,537	688,549	11.7	61,498	73,046	18.8	656,125	734,342	11.9
Second	348,661	396,893	13.8	31,988	29,134	-8.9	368,498	416,989	13.2
Third	280,263	282,772	0.9	14,171	14,093	-0.6	292,241	296,865	1.6
Fourth	505,867	-	-	41,761	-	-	542,082	-	-
Total:	1,751,328	-	-	149,418	-	-	1,858,946	-	-

Cruise Passenger Arrivals, November 2011



Hotel Occupancy Rates, January to November 2011

	St. Thomas/ St. John			St. Croix			Total USVI		
	2010	2011	%	2010	2011	%	2010	2011	%
NOV YTD:	60.9	54.0	5.6	46.1	44.5	4.2	57.3	51.6	5.3
January	67.7	60.3	-7.4	62.3	49.3	-13.1	66.4	57.6	-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	61.9	-6.0	37.9	41.1	3.3	60.6	56.9	-3.8
May	62.6	56.0	-6.6	39.0	35.5	-3.4	56.9	50.7	-5.9
June	63.5	50.8	-12.6	39.8	39.3	-0.5	57.8	47.9	-9.1
July	65.3	53.2	-12.1	39.5	47.0	7.5	59.0	51.6	-7.3
August	54.4	44.2	-10.2	39.0	40.1	1.0	50.6	43.1	-7.5
September	38.1	33.7	-4.4	37.4	35.9	-1.5	38.0	34.3	-3.7
October	47.0	47.1	0.1	36.1	36.5	0.4	44.4	44.5	0.1
November	50.3	46.7	6.5	50.2	52.7	4.7	50.2	48.2	5.9
December	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	56.4	-8.2	38.9	38.7	-0.2	58.4	51.9	-6.2
Third	52.7	43.8	-8.9	38.7	41.2	2.6	49.3	43.2	-6.2
Fourth	51.5	-	-	43.1	-	-	49.5	-	-
Total:	60.6	-	-	45.8	-	-	57.0	-	-

Hotel Occupancy Rates, November 2011

