

U.S. Virgin Islands

October 2008 Tourism Indicators

Bureau of Economic Research

January 2009

1050 Norre Gade No. 5, Suite 301, St. Thomas, VI Tel: (340) 714-1700 Fax: (340) 776-7953

Visitor Arrivals Plunged 39.4 Percent in October 2008

The Territory saw its biggest drop in visitor arrivals for the year in October 2008, Total visitors plummet 39.4 percent or 67,801 fewer visitors when compared to October 2007. There were 78,362 cruise-ship passengers this month compared to 130,043 last October. The number of cruise-ship calls fell to 28 from 48 October of last year. Air arrivals, which totaled 26,072 this October, decrease by 38.2 percent from 42,192 last October.

Arrivals by Districts

The St. Thomas/St. John district received 19,861 air visitors, a 41.1 percent decline from last year. St. Croix district welcomed 6,211 from 8,462 last year. The St. Thomas/St. John district received 124,427 cruise passengers, a 12.7 percent decrease over October 2007. There were no cruise ship calls to St. Croix this October or last October.

Hotel Occupancy

The Territory's hotels reported occupancy rate averaged 44.6 percent this October compared to 54.9 percent last October. The rate for St. Croix was 33.7 percent compared to 44.1 recorded one year earlier. The rate for St. Thomas and St. John was 44.6 percent compared to 54.9 percent last October. Territory-wide occupied room nights in 2008 were 64,433 compared with 78,109 for the same month last year. Total hotel room revenues for October 2008 was \$422,430 a 35.8 percent loss compared to \$658,175 collected in October 2007.

Tourism Statistics January to October 2008

For the first 10 months of the year, 1,949,021 visitors came to the Territory, a 5.9 percent decrease from the 2,070,227 visitors who came during the same period last year earlier. There were 567,748 air visitors year-to-date compared to 575,172 year-to-date last year, a marginal 1.3 year-on-year decline. A total of 1,381,273 cruise passengers visited in 2008, in comparison to the 1,495,054 passengers who visited during the same period in 2007. There were a total of 531 cruise ship calls, about 7.2 percent fewer calls than the 572 calls a year ago.

The St. Thomas/St. John district year-to-date air arrivals were flat, totaling 467,218 compared to 465,723 last year. The district of St. Croix hosted 100,530 air visitors, an 8.1 percent decrease from 109,450. Cruise passenger arrivals fell by 7.6 percent to 1,381,273 in the St. Thomas/St. John district. St. Croix received 1,876 cruise passengers compared to the 6,833 in 2007.

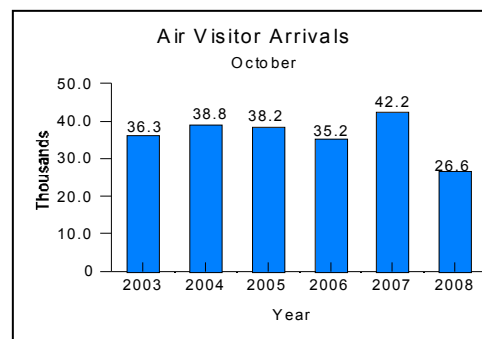
The Territory's hotel occupancy rate from January to October averaged 61.0 percent. The year-to-date hotel guest registrations were 668,795 or a 2.5 percent gain over the 652,582 last year. Hotels in the St. Thomas/St. John district reported a 4.8 percent increase or 27,265 more guests than last year, while St. Croix hotels reported some 11,052 fewer guests than last year. Guest Registrations were up from the following regions: The U.S. (6.3 percent), Europe (4.9 percent), Central America (39.5 percent), Canada (38.6 percent), and South America (14.1 percent). On the other hand, hotel guest decreased for Local Residents (9.3), Other West Indies (31.7 percent), Puerto Rico (3.7 percent), and Other Areas by (75.2 percent). The drop in Other Areas represents better reporting and recording by hotels.



Tourism Statistics for October 2008

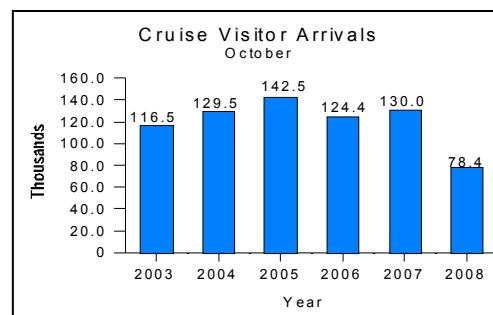
PASSENGER ARRIVALS

	Oct 08	Sep 08	Oct 07	08 CY Jan-Oct	07 CY Jan-Oct	% Ch. 08/07
Air Visitors	26,072	24,400	42,192	568,283	575,173	-1.2
St. Thomas and St. John	19,861	19,201	33,730	467,753	465,723	0.4
St. Croix	6,211	5,199	8,462	100,530	109,450	-8.1
Cruise Ship Visitors	78,362	65,377	130,043	1,381,273	1,495,054	-7.6
St. Thomas and St. John	78,362	65,377	130,043	1,379,397	1,494,860	-7.7
St. Croix	0	0	0	1,876	6,833	-
Cruise Ship Calls	28	21	48	531	572	-7.2
St. Thomas and St. John	28	21	48	530	571	-7.2
St. Croix	0	0	0	1	5	-80.0



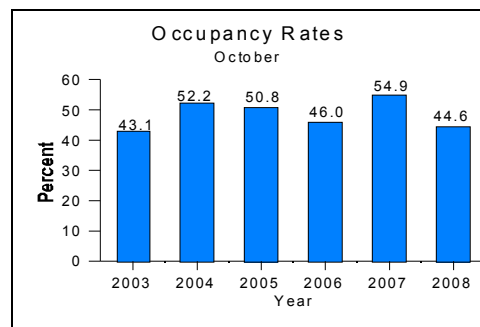
HOTEL REGISTRATION

	Oct 08	Sep 08	Oct 07	08 CY Jan-Oct	07 CY Jan-Oct	% Ch. 08/07
Total	49,277	33,310	47,143	668,795	652,582	2.5
Residents	6,499	5,166	6,881	63,616	70,118	-9.3
Non Residents	42,778	28,144	40,262	605,179	582,464	3.9
United States	38,427	25,252	35,893	556,621	523,431	6.3
Puerto Rico	1,704	1,368	1,472	17,582	18,263	-3.7
Other West Indies	507	340	1,271	6,198	9,080	-31.7
Canada	677	463	336	7,113	5,132	38.6
Europe	1,101	489	928	12,989	12,383	4.9
Central America	35	23	73	494	354	39.5
South America	52	42	97	981	860	14.1
Other Areas	275	167	192	3,217	12,961	-75.2
Average Stay (nights)	4.1	4.2	4.4	4.3	4.4	-2.3



HOTEL ACCOMMODATIONS

	Oct 08	Sep 08	Oct 07	08 CY Jan-Oct	07 CY Jan-Oct	% Ch. 08/07
Total Tourist Rooms Available	4,850	4,850	4,743	4,853	4,760	2.0
Occupied Room Nights	64,433	50,676	78,109	882,235	924,635	-4.6
Available Room Nights	144,421	137,558	142,259	1,446,864	1,420,242	1.9
Occupancy Rate (%)	44.6	36.8	54.9	61.0	65.1	-
St. Thomas and St. John	48.6	39.6	60.0	65.8	68.4	-
St. Croix	33.7	29.4	40.1	47.0	55.2	-



Note: CY = Calendar Year.

% Ch. 08/07 = 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.