

# U.S. Virgin Islands

## October 2009 Tourism Indicators

Bureau of Economic Research

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### Total visitors arrivals rose by 25.7 percent in October 2009

Fueled by a 25.4 percent and a 26.2 percent gain in cruise and air visitors, respectively, total visitor arrivals increased by a strong 25.7 percent this October when compared with October 2008. There were 137,413 visitors to the Territory in October 2008 compared to 109,359 last October. The number of air visitors grew to 39,108 from 30,997 in October 2008. Cruise passengers also rose to 98,305 from 78,362 a year earlier.

### Arrivals by District

The ongoing USVI Sizzlin Sampler and St. Croix Fantastic Flight air booking promotions sponsored by the USVI Department of Tourism and its participating partners have continued to be a major contributing factor in the uptick in air visitors. The promotions' package includes credits on air travel, coupons for restaurants and attractions, and eligibility for a 4<sup>th</sup> night free hotel stay within the Territory. The St. Thomas and St. John district experienced 18.2 percent increase in air visitors in October. Air visitors totaled 29,309 compared to 24,786 in October 2008. St. Croix realized a significant 57.7 percent increase, hosting 9,799 air visitors compared to 6,211 in October the previous year. The St. Thomas and St. John district received 84,109 cruise passengers or 7.3 percent more than last year. The St. Croix district welcomed 14,196 cruise passengers. There were no cruise ship calls to St. Croix October one year ago.

### Hotel Occupancy

The Territory's reported hotel occupancy rate for October 2009 averaged 44.7 percent compared to 44.9 percent for the corresponding month in 2008. The rate for St. Croix was 37.0 percent compared to 33.6 for last October. The rate for St. Thomas and St. John was 47.4 percent compared to 48.7 percent for October 2008. A total of \$381,065 was collected in hotel room revenues this October compared to \$422,430 in October 2008, a loss of 9.8 percent.

### Tourism Statistics January to October 2009

There were a total of 1,763,946 visitors in the Territory during the first ten months of 2009, a 9.7 percent decline from the corresponding period in 2008. Cruise passenger arrivals fell by 11.9 percent to 1,217,006 from 1,381,273 one year earlier. There were 546,435 air visitors or 4.6 percent less than the 572,673 air visitors for the same period in 2008. There were 472 cruise ship calls during this period, or 11.1 percent fewer calls than last year.

The hotel occupancy rate averaged 55.0 percent for the first ten months of this year, about 5.8 percentage points lower than the corresponding period in 2008. Occupied room nights were 802,435 compared to 904,681 in 2008.

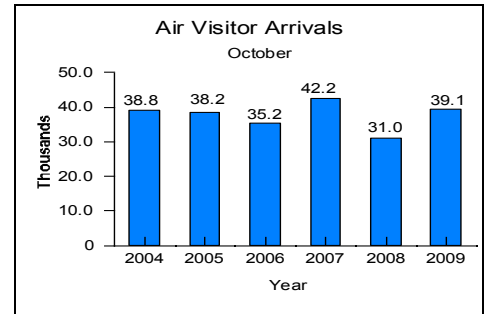
There were 721,890 registered hotel guests during this ten-month period. Guests from the United States were 8.3 percent higher than in 2008. Local resident guests increased by 5.9 percent, while guests from Europe increased 3.9 percent. Guests from Central and South America increased 12.3 percent and 16.4 percent, respectively. Canadian guests increased by 19.6 percent; however, guests from Puerto Rico declined by 7.6 percent.



## Tourism Statistics for October 2009

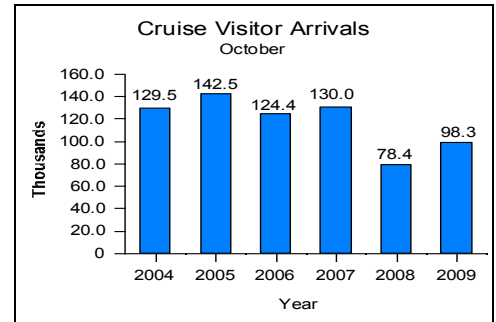
### PASSENGER ARRIVALS

	Oct 09	Sep 09	Oct 08	09 CY		08 CY % Ch.	
				Jan-Oct	Jan-Oct	09/08	09/08
Air Visitors	39,108	28,410	30,997	546,436	572,674	-4.6	
St. Thomas and St. John	29,309	20,758	24,786	440,885	472,143	-6.6	
St. Croix	9,799	7,652	6,211	105,550	100,530	5.0	
Cruise Ship Visitors	98,305	65,314	78,362	1,217,006	1,381,273	-11.9	
St. Thomas and St. John	84,109	58,769	78,362	1,163,981	1,379,397	-15.6	
St. Croix	14,196	6,545	0	66,242	1,876	-	
Cruise Ship Calls	34	21	28	472	531	-11.1	
St. Thomas and St. John	29	19	28	451	530	-14.9	
St. Croix	5	2	0	29	1	-	



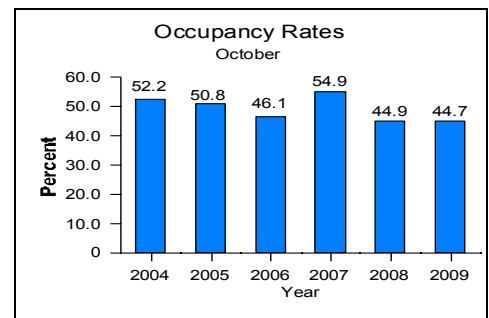
### HOTEL REGISTRATION

	Oct 09	Sep 09	Oct 08	09 CY		08 CY % Ch.	
				Jan-Oct	Jan-Oct	09/08	09/08
Total	58,720	39,809	49,277	721,890	668,795	7.9	
Residents	6,318	5,226	6,499	67,385	63,616	5.9	
Non Residents	52,402	34,583	42,778	654,505	605,179	8.2	
United States	47,118	30,918	38,427	603,085	556,621	8.3	
Puerto Rico	2,135	1,801	1,704	16,247	17,582	-7.6	
Other West Indies	1,191	556	507	8,687	6,182	40.5	
Canada	647	561	677	8,510	7,113	19.6	
Europe	1,040	499	1,101	13,497	12,989	3.9	
Central America	28	49	35	433	494	-12.3	
South America	106	34	52	820	981	-16.4	
Other Areas	138	165	275	3,287	3,217	2.2	
Average Stay (nights)	4.1	3.9	4.1	4.0	4.3	-7.0	



### HOTEL ACCOMODATIONS

	Oct 09	Sep 09	Oct 08	09 CY		08 CY % Ch.	
				Jan-Oct	Jan-Oct	09/08	09/08
Total Tourist Rooms Available	4,930	4,920	4,850	4,901	4,853	1.0	
Occupied Room Nights	64,754	47,128	68,295	802,435	904,681	-11.3	
Available Room Nights	144,739	137,160	150,252	1,458,412	1,488,023	-2.0	
Occupancy Rate (%)	44.7	34.4	44.9	55.0	60.8	-	
St. Thomas and St. John	48.7	36.2	48.7	61.0	65.4	-	
St. Croix	33.6	29.2	33.6	37.7	47.0	-	



Note: CY = Calendar Year.

% Ch. 09/08 = 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.

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