

USVI Tourism Indicator

TOTAL VISITORS ARRIVALS FELL BY 6.4 PERCENT IN OCTOBER 2012

This Issue October 2012:

- Visitor Overview P.1
- Visitor Arrivals Data P.2
- Estimated Guests by Origin P.4

OCTOBER HIGHLIGHTS

- In October, there was a 6.4 percent decline in total visitors which numbered 135,654 compared to 144,865 in October of 2011.
- The St. Thomas and St. John district experienced a decline of 12.9 percent in air visitors to 26,329 from 30,233 last October.
- The Territory's reported hotel occupancy rate for this month averaged 38.1 percent compared to 44.5 percent for the corresponding month in 2011.
- A total of 2,071,254 visitors arrived in the Territory during the ten months of 2012, a 1.8 percent decline or 37,211 fewer visitors than the corresponding period in 2011.
- The hotel occupancy rate averaged 44.5 percent for this period. There were 574,959 registered hotel guests. Local resident guests declined by 9.3 percent, while guests from Puerto Rico increased 2.1

VISITOR ARRIVALS OCTOBER 2012

In October, there was a 6.4 percent decline in total visitors which numbered 135,654 compared to 144,865 in October of 2011. The number of air visitors fell by 12.4 percent to 34,919 from 39,869 in October 2011. Cruise passenger arrivals fell 4.1 percent to 100,735 from 104,996 a year earlier.

ARRIVALS BY DISTRICT

The St. Thomas and St. John district experienced a decline of 12.9 percent in air visitors to 26,329 from 30,233 last October. For the second time this year, the St. Croix district posted a decline in air visitor arrivals. The district of St. Croix posted a 10.9 percent decrease in air visitors from 9,636 to 8,590. The St. Thomas and St. John district received 98,642 cruise passengers or 1.9 percent less than last year. St. Croix hosted 2,093 cruise passengers this month. Overall, 29 cruise ship calls were recorded for October 2012 compared to the 32 port calls made in October 2011.

HOTEL OCCUPANCY

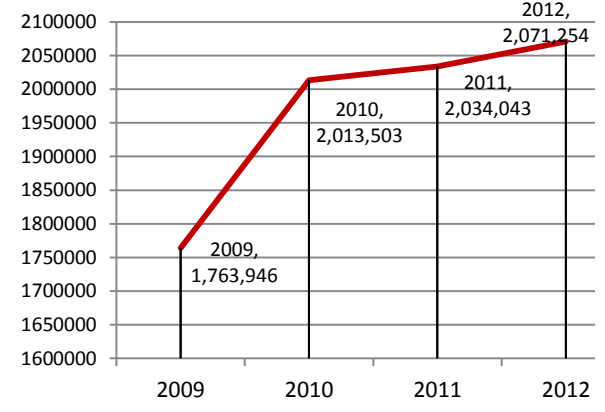
The Territory's reported hotel occupancy rate for this month averaged 33.7 percent compared to 39.0 percent for the corresponding month in 2011. The rate for St. Croix was 36.5 percent compared to 32.6 last October. The rate for St. Thomas and St. John was 34.0 percent compared to 34.8 percent a year ago. A total of \$805,555 was collected in hotel room revenues this October compared to \$446,469 in October 2011, reflecting a strong gain of 80.4 percent in revenue for October 2012.

TOURISM STATISTICS JANUARY TO OCTOBER 2012

A total of 2,071,254 visitors arrived in the Territory during the ten months of 2012, a 1.8 percent decline or 37,211 fewer visitors than the corresponding period in 2011. There were 613,517 air visitors or 10.5 percent more than the 555,273 air visitors for the same ten-month period in 2011. October 2012 year-to-date cruise passengers arrivals were 1,475,737 versus 1,553,192 one year earlier. There were 501 cruise ship calls during this period, 5.8 percent less than last year.

The hotel occupancy rate averaged 47.5 percent for this period. There were 574,959 registered hotel guests. Local resident guests declined by 9.3 percent, while guests from Puerto Rico increased 2.1 percent. Guests from Other Areas and Other West Indies increased by 51.7 percent and 13.3 percent, respectively. In addition, guests from Central and South America grew by 21.5 percent and 55.1 percent. Conversely, guests from Europe increased by 55.1 percent, and Canadian guests grew by 1.5 percent.

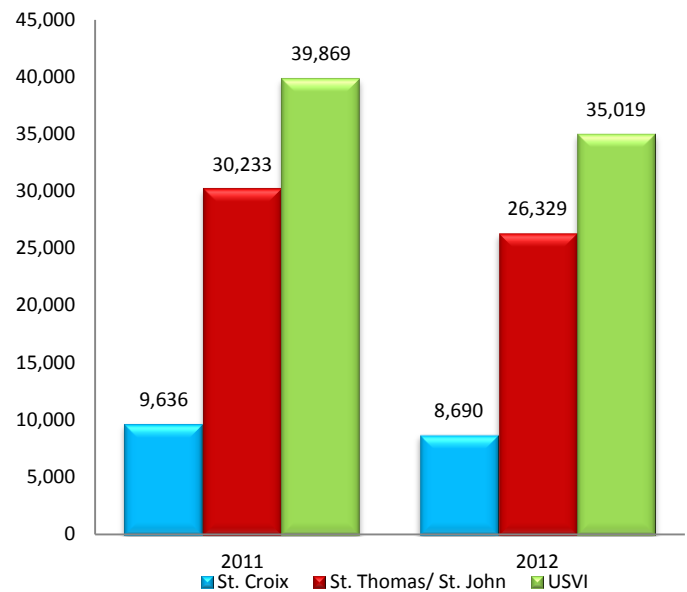
October YTD Total Visitor Arrivals 2009-2012



AIR VISITOR ARRIVALS, OCTOBER 2011 – OCTOBER 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 | 52,596 | 16.5 | 11,539 | 13,608 | 17.9 | 56,699 | 66,204 | 16.8 |
| July | 50,874 | 54,838 | 7.8 | 14,239 | 14,250 | 0.1 | 65,113 | 69,088 | 6.1 |
| August | 36,365 | 38,533 | 6.0 | 11,095 | 10,974 | -1.1 | 47,460 | 49,507 | 4.3 |
| September | 20,645 | 24,163 | 17.0 | 7,170 | 7,371 | 2.8 | 27,816 | 31,535 | 13.4 |
| October | 30,233 | 26,329 | -12.9 | 9,636 | 8,690 | -9.8 | 39,869 | 35,019 | -12.2 |
| 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 | 161,338 | 18.9 | 33,603 | 40,715 | 21.2 | 169,301 | 202,053 | 19.3 |
| Third | 107,884 | 117,522 | 8.9 | 32,504 | 32,583 | 0.2 | 140,389 | 150,106 | 6.9 |
| Fourth | 123,807 | - | - | 39,750 | - | - | 163,558 | - | - |
| Total: | 531,907 | - | - | 147,054 | - | - | 678,961 | - | - |

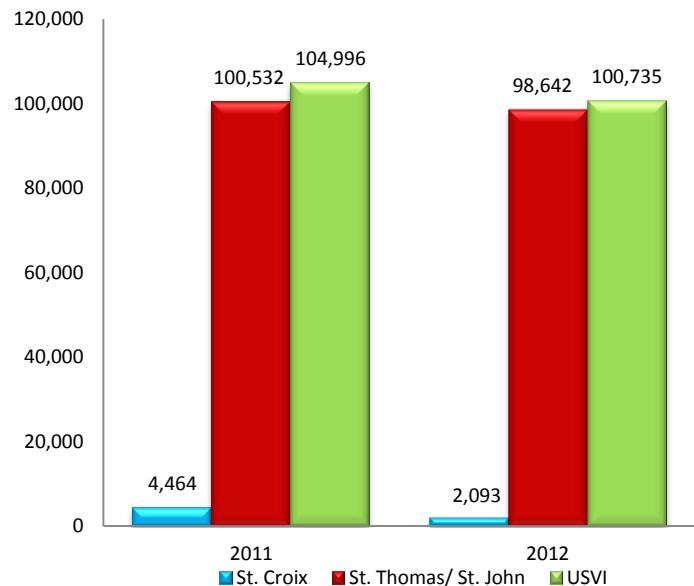
AIR VISITOR ARRIVALS



CRUISE PASSENGER ARRIVALS, OCTOBER 2011 – OCTOBER 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 | 81,966 | -16.4 | 4,900 | 0 | - | 102,921 | 81,966 | -20.4 |
| July | 102,870 | 96,790 | -5.9 | 4,925 | 0 | - | 107,795 | 96,790 | -10.2 |
| August | 104,491 | 89,692 | -14.2 | 4,843 | 0 | - | 109,334 | 89,692 | -18.0 |
| September | 75,411 | 69,489 | -7.9 | 4,325 | 0 | - | 79,736 | 69,489 | -12.9 |
| October | 100,532 | 98,642 | -1.9 | 4,464 | 2,093 | -53.1 | 104,996 | 100,735 | -4.1 |
| 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 | 362,123 | -8.8 | 29,134 | 16,787 | -42.4 | 416,989 | 378,910 | -9.1 |
| Third | 282,772 | 255,971 | -9.5 | 14,093 | 0 | - | 296,865 | 255,971 | -13.8 |
| Fourth | 518,882 | - | - | 41,913 | - | - | 560,795 | - | - |
| Total: | 1,887,096 | - | - | 158,186 | - | - | 2,008,991 | - | - |

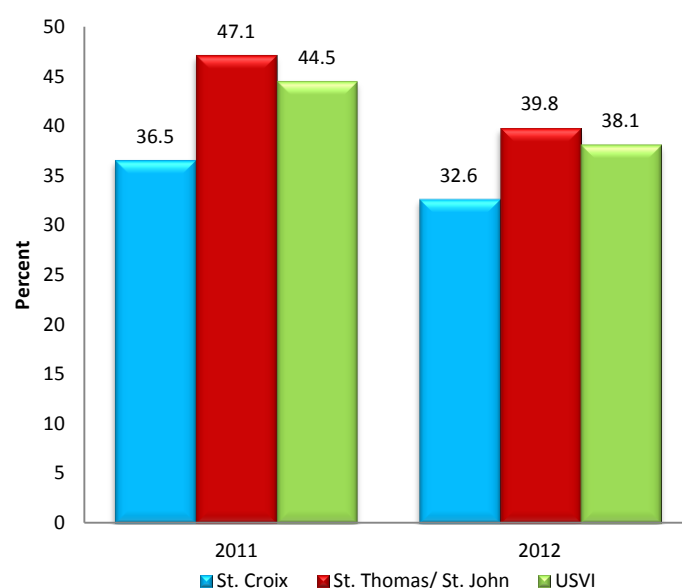
CRUISE PASSENGER ARRIVALS



HOTEL OCCUPANCY RATES, OCTOBER 2011 – OCTOBER 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 | 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 | 45.7 | -5.9 | 40.4 | 34.7 | -5.7 | 48.7 | 43.1 | -5.7 |
| July | 53.2 | 52.5 | -0.7 | 47.5 | 36.5 | -11.1 | 51.7 | 48.7 | -3.0 |
| August | 44.2 | 44.0 | -0.1 | 40.1 | 31.9 | -8.2 | 43.1 | 41.2 | -1.9 |
| September | 33.7 | 30.5 | -3.2 | 35.9 | 24.7 | -11.3 | 34.3 | 29.2 | -5.1 |
| October | 47.1 | 39.8 | -7.3 | 36.5 | 32.6 | -3.9 | 44.5 | 38.1 | -6.4 |
| November | 46.7 | - | - | 52.7 | - | - | 48.2 | - | - |
| December | 59.4 | - | - | 52.1 | - | - | 57.6 | - | - |
| Quarter: | | | | | | | | | |
| First | 65.6 | 61.3 | -4.4 | 52.9 | 56.1 | 3.2 | 62.5 | 60.2 | -2.5 |
| Second | 56.6 | 49.6 | -7.0 | 39.4 | 37.0 | -2.4 | 52.3 | 46.6 | -5.7 |
| Third | 43.8 | 42.5 | -1.3 | 41.2 | 31.5 | -9.7 | 43.2 | 39.9 | -3.2 |
| Fourth | 51.1 | - | - | 47.0 | - | - | 50.1 | - | - |
| Total: | 60.6 | - | - | 45.8 | - | - | 57.0 | - | - |

HOTEL OCCUPANCY RATES



U.S. Virgin Island's October Occupancy Report

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

| All Visitor Accommodations | October Only | | October Year-to-date | | Small Hotels | October Only | | October Year-to-date | | | |
|-----------------------------|--------------|---------|----------------------|-----------|-----------------------------|---------------------------|--------|----------------------|---------|---------|---------|
| | 2011 | 2012 | 2011 | 2012 | | 2011 | 2012 | 2011 | 2012 | | |
| USVI | | | | | USVI | | | | | | |
| Occupancy Rate (%) | 44.5 | 38.1 | 51.9 | 48.0 | Occupancy Rate (%) | 74.3 | 70.0 | 53.7 | 53.5 | | |
| Room Nights Occupied | 68,553 | 59,409 | 768,057 | 726,961 | Room Nights Occupied | 19,394 | 17,984 | 136,652 | 135,294 | | |
| Room Nights Available | 154,132 | 155,963 | 1,479,100 | 1,515,900 | Room Nights Available | 26,102 | 25,699 | 254,626 | 252,725 | | |
| Ave. Guest stay in Nights | 4.3 | 4.3 | 5.2 | 4.9 | Ave. Guest stay in Nights | 6.1 | 7.2 | 4.1 | 4.4 | | |
| St. Thomas/ St. John | | | | | St. Thomas/ St. John | | | | | | |
| Occupancy Rate (%) | 47.1 | 39.8 | 54.7 | 50.2 | Occupancy Rate (%) | 100.0 | 100.0 | 59.1 | 62.5 | | |
| Room Nights Occupied | 54,738 | 47,520 | 605,866 | 578,799 | Room Nights Occupied | 14,198 | 13,795 | 81,508 | 84,732 | | |
| Room Nights Available | 116,281 | 119,443 | 1,107,646 | 1,152,683 | Room Nights Available | 14,198 | 13,795 | 137,890 | 135,605 | | |
| Ave. Guest stay in Nights | 4.4 | 4.4 | 5.6 | 5.2 | Ave. Guest stay in Nights | 9.9 | 10.8 | 4.8 | 5.1 | | |
| St. Croix | | | | | St. Croix | | | | | | |
| Occupancy Rate (%) | 36.5 | 32.6 | 43.7 | 40.8 | Occupancy Rate (%) | 43.7 | 35.2 | 47.2 | 43.2 | | |
| Room Nights Occupied | 13,815 | 11,889 | 162,191 | 148,162 | Room Nights Occupied | 5,196 | 4,189 | 55,144 | 50,562 | | |
| Room Nights Available | 37,851 | 36,520 | 371,454 | 363,217 | Room Nights Available | 11,904 | 11,904 | 116,736 | 117,120 | | |
| Ave. Guest stay in Nights | 3.8 | 4.0 | 4.2 | 4.2 | Ave. Guest stay in Nights | 2.9 | 3.4 | 3.4 | 3.5 | | |
| Large Hotels | | | | | Condominiums/Other | | | | | | |
| | | 2011 | 2012 | 2011 | 2012 | | | 2011 | 2012 | 2011 | 2012 |
| USVI | | | | | USVI | | | | | | |
| Occupancy Rate (%) | | 42.7 | 35.0 | 54.7 | 48.4 | Occupancy Rate (%) | | 26.8 | 23.3 | 43.6 | 42.7 |
| Room Nights Occupied | | 39,783 | 33,144 | 481,752 | 446,207 | Room Nights Occupied | | 9,376 | 8,281 | 149,653 | 145,460 |
| Room Nights Available | | 93,093 | 94,767 | 881,258 | 922,557 | Room Nights Available | | 34,937 | 35,497 | 343,216 | 340,618 |
| Ave. Guest stay in Nights | | 3.4 | 3.3 | 5.2 | 4.7 | Ave. Guest stay in Nights | | 7.7 | 8.1 | 6.8 | 7.1 |
| St. Thomas/ St. John | | | | | St. Thomas/ St. John | | | | | | |
| Occupancy Rate (%) | | 44.6 | 34.7 | 57.3 | 50.2 | Occupancy Rate (%) | | 25.3 | 24.0 | 44.8 | 43.8 |
| Room Nights Occupied | | 34,013 | 27,088 | 410,859 | 380,325 | Room Nights Occupied | | 6,527 | 6,637 | 113,499 | 113,742 |
| Room Nights Available | | 76,291 | 77,965 | 716,490 | 757,247 | Room Nights Available | | 25,792 | 27,683 | 253,266 | 259,831 |
| Ave. Guest stay in Nights | | 1.5 | 1.6 | 5.4 | 4.8 | Ave. Guest stay in Nights | | 8.7 | 11.1 | 7.0 | 7.6 |
| St. Croix | | | | | St. Croix | | | | | | |
| Occupancy Rate (%) | | 34.3 | 36.0 | 43.0 | 39.9 | Occupancy Rate (%) | | 31.2 | 21.0 | 40.2 | 39.3 |
| Room Nights Occupied | | 5,770 | 6,056 | 70,893 | 65,882 | Room Nights Occupied | | 2,849 | 1,644 | 36,154 | 31,718 |
| Room Nights Available | | 16,802 | 16,802 | 164,768 | 165,310 | Room Nights Available | | 9,145 | 7,814 | 89,950 | 80,787 |
| Ave. Guest stay in Nights | | 4.2 | 4.5 | 4.3 | 4.2 | Ave. Guest stay in Nights | | 6.1 | 3.9 | 6.2 | 5.8 |

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 one 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. Room is synonymous to unit. Room is generally used in reference to hotels; units are most associated with condominiums.

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.

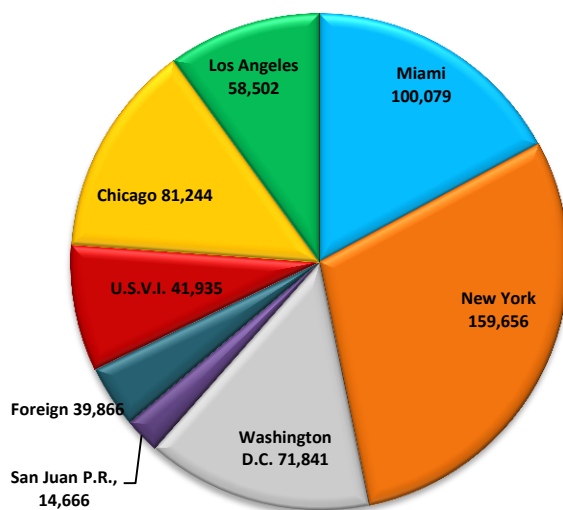
Room nights occupied is the estimated sum, across all units for all establishments reporting or not, of the number of nights each unit was occupied during a given period.

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.

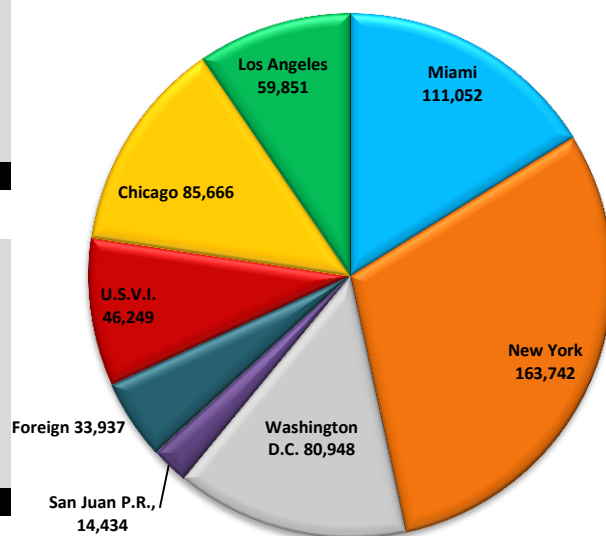
**TABLE 2: ESTIMATED HOTEL GUESTS BY AREA OF ORIGIN
TOTALS AND ORIGIN DISTRIBUTION BY ISLAND; OCTOBER 2011 AND 2012**

| Area of Origin | October Only | | October Year-to-Date | | | |
|---|---------------|---------------|----------------------|----------------|----------------------|--------------|
| | | | Total | | Percent Distribution | |
| | 2011 | 2012 | 2011 | 2012 | 2011 | 2012 |
| USVI HOTEL GUESTS FROM: | | | | | | |
| U.S. Mainland | 35,429 | 34,460 | 507,616 | 477,015 | 84.1 | 83.0 |
| Puerto Rico | 1,379 | 1,477 | 15,812 | 16,142 | 2.6 | 2.8 |
| U.S.V.I. | 3,928 | 4,497 | 46,249 | 41,935 | 7.7 | 7.3 |
| Other West Indies | 673 | 666 | 7,609 | 6,600 | 1.3 | 1.1 |
| Canada | 257 | 215 | 5,554 | 5,635 | 0.9 | 1.0 |
| Europe | 2,154 | 1,249 | 14,810 | 22,968 | 2.5 | 4.0 |
| Central America | 30 | 60 | 480 | 583 | 0.1 | 0.1 |
| South America | 98 | 52 | 1,371 | 2,092 | 0.2 | 0.4 |
| Other Areas | 273 | 204 | 4,114 | 1,989 | 0.7 | 0.3 |
| TOTAL | 44,221 | 42,879 | 603,614 | 574,959 | 100.0 | 100.0 |
| ST. THOMAS/ST. JOHN HOTEL GUESTS FROM: | | | | | | |
| U.S. Mainland | 31,490 | 30,320 | 443,964 | 428,144 | 86.9 | 87.2 |
| Puerto Rico | 633 | 866 | 9,378 | 9,257 | 1.8 | 1.9 |
| U.S.V.I. | 2,583 | 3,223 | 31,798 | 28,882 | 6.2 | 5.9 |
| Other West Indies | 566 | 585 | 6,836 | 5,044 | 1.3 | 1.0 |
| Canada | 220 | 176 | 5,000 | 4,976 | 1.0 | 1.0 |
| Europe | 1,050 | 607 | 10,759 | 11,813 | 2.1 | 2.4 |
| Central America | 23 | 21 | 418 | 269 | 0.1 | 0.1 |
| South America | 96 | 27 | 1,251 | 1,091 | 0.2 | 0.2 |
| Other Areas | 104 | 127 | 1,538 | 1,291 | 0.3 | 0.3 |
| TOTAL | 36,765 | 35,951 | 510,943 | 490,768 | 100.0 | 100.0 |
| ST. CROIX HOTEL GUESTS FROM: | | | | | | |
| U.S. Mainland | 3,939 | 4,140 | 63,652 | 48,871 | 68.7 | 58.0 |
| Puerto Rico | 746 | 611 | 6,434 | 6,885 | 6.9 | 8.2 |
| U.S.V.I. | 1,345 | 1,274 | 14,451 | 13,053 | 15.6 | 15.5 |
| Other West Indies | 107 | 81 | 772 | 1,556 | 0.8 | 1.8 |
| Canada | 37 | 39 | 554 | 659 | 0.6 | 0.8 |
| Europe | 1,104 | 642 | 4,051 | 11,155 | 4.4 | 13.2 |
| Central America | 7 | 39 | 62 | 314 | 0.1 | 0.4 |
| South America | 2 | 25 | 120 | 1,001 | 0.1 | 1.2 |
| Other Areas | 170 | 77 | 2,575 | 697 | 2.8 | 0.8 |
| TOTAL | 7,457 | 6,928 | 92,672 | 84,190 | 100.0 | 100.0 |

**Fig. 5: USVI Hotel Guests By Origin
October 2012 Year To Date Total: 532,079**



**Fig. 6: USVI Hotel Guests By Origin
October 2011 Year To Date Total: 559,393**



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

| Sales Region of Origin | October Year-to-Date | | | | | |
|--------------------------------|----------------------|---------------|----------------|----------------|----------------------|--------------|
| | October Only | | Total | | Percent Distribution | |
| | 2011 | 2012 | 2011 | 2012 | 2011 | 2012 |
| USVI HOTEL GUESTS FROM: | | | | | | |
| Chicago | 5,847 | 5,708 | 85,666 | 81,244 | 16.4 | 16.5 |
| Los Angeles | 4,870 | 5,725 | 59,851 | 58,502 | 11.4 | 11.9 |
| Miami | 10,045 | 8,438 | 111,052 | 100,079 | 21.2 | 20.3 |
| New York City | 8,309 | 8,897 | 163,742 | 159,656 | 31.3 | 32.4 |
| Washington D.C. | 6,357 | 5,692 | 87,306 | 77,534 | 16.7 | 15.7 |
| San Juan, P.R. | 1,379 | 1,477 | 15,812 | 16,142 | 3.0 | 3.3 |
| TOTAL | 36,808 | 35,937 | 523,429 | 493,157 | 100.0 | 100.0 |

| | | | | | | |
|---|---------------|---------------|----------------|----------------|--------------|--------------|
| ST. THOMAS/ST. JOHN HOTEL GUESTS FROM: | | | | | | |
| Chicago | 5,350 | 5,156 | 75,850 | 74,045 | 16.7 | 16.9 |
| Los Angeles | 4,446 | 5,037 | 51,201 | 51,297 | 11.3 | 11.7 |
| Miami | 8,565 | 7,147 | 91,716 | 85,823 | 20.2 | 19.6 |
| New York City | 7,430 | 7,993 | 147,931 | 147,472 | 32.6 | 33.7 |
| Washington D.C. | 5,700 | 4,988 | 77,266 | 69,507 | 17.0 | 15.9 |
| San Juan, P.R. | 633 | 866 | 9,378 | 9,257 | 2.1 | 2.1 |
| TOTAL | 32,123 | 31,186 | 453,342 | 437,402 | 100.0 | 100.0 |

| | | | | | | |
|-------------------------------------|--------------|--------------|---------------|---------------|--------------|--------------|
| ST. CROIX HOTEL GUESTS FROM: | | | | | | |
| Chicago | 497 | 552 | 9,815 | 7,199 | 14.0 | 12.9 |
| Los Angeles | 424 | 688 | 8,650 | 7,205 | 12.3 | 12.9 |
| Miami | 1,481 | 1,291 | 19,336 | 14,256 | 27.6 | 25.6 |
| New York City | 880 | 905 | 15,811 | 12,184 | 22.6 | 21.9 |
| Washington D.C. | 657 | 704 | 10,039 | 8,026 | 14.3 | 14.4 |
| San Juan, P.R. | 746 | 611 | 6,434 | 6,885 | 9.2 | 12.3 |
| TOTAL | 4,685 | 4,751 | 70,087 | 55,756 | 100.0 | 100.0 |

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

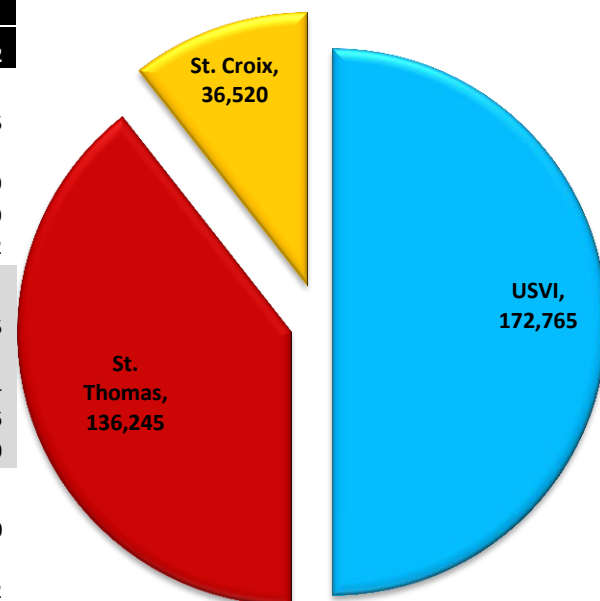
| District | Visitor Accommodations October Only | | Room Nights Available October Only | |
|----------------------------|--|------|---------------------------------------|---------|
| | 2011 | 2012 | 2011 | 2012 |
| USVI | | | | |
| Total Number | 100 | 98 | 170,934 | 172,765 |
| Percent Submitting: | | | | |
| Complete Report (%) | 94.0 | 90.8 | 98.3 | 92.9 |
| Partial Report (%) | 4.0 | 7.1 | 1.0 | 6.9 |
| No Report (%) | 2.0 | 2.0 | 0.2 | 0.2 |
| ST. THOMAS/ST. JOHN | | | | |
| Total Number | 72 | 70 | 133,083 | 136,245 |
| Percent Submitting: | | | | |
| Complete Report (%) | 94.4 | 90.0 | 98.7 | 91.4 |
| Partial Report (%) | 4.2 | 8.6 | 1.3 | 8.6 |
| No Report (%) | 1.4 | 1.4 | 0.0 | 0.0 |
| ST. CROIX | | | | |
| Total Number | 28 | 28 | 37,851 | 36,520 |
| Percent Submitting: | | | | |
| Complete Report (%) | 92.9 | 92.9 | 97.2 | 98.2 |
| Partial Report (%) | 3.6 | 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.

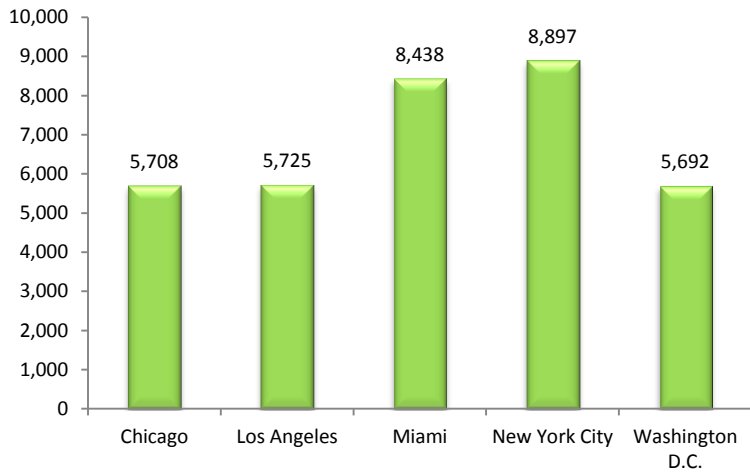
Room Nights Available,
October only 2012



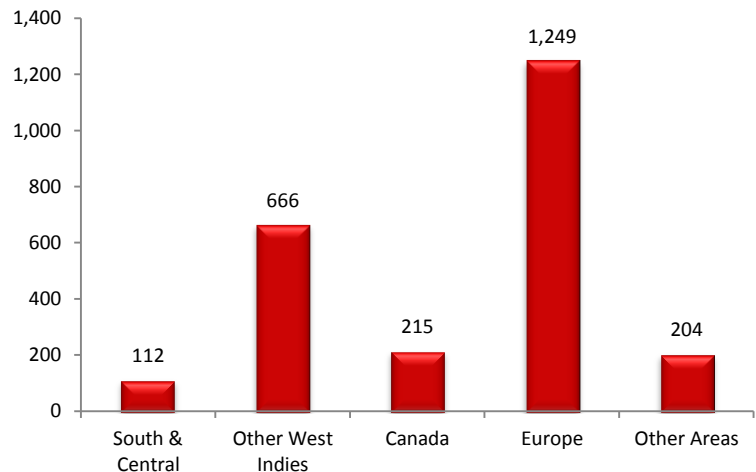
ESTIMATED HOTEL GUESTS BY AREA OF ORIGIN

| Area of Origin | 2011 | | | | | 2012 | | | | | | | | Oct YTD |
|--------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|
| | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sept | Oct | Total 2012 |
| U.S. Mainland | 35,429 | 46,452 | 62,176 | 65,488 | 63,435 | 66,019 | 48,457 | 41,589 | 44,063 | 49,677 | 40,204 | 23,804 | 34,460 | 477,015 |
| Chicago | 5,847 | 6,381 | 10,963 | 13,736 | 12,145 | 12,105 | 9,411 | 6,158 | 6,566 | 6,837 | 5,184 | 3,421 | 5,708 | 81,244 |
| Los Angeles | 4,870 | 8,123 | 8,268 | 5,191 | 6,155 | 5,476 | 6,290 | 6,615 | 6,078 | 6,525 | 5,844 | 4,620 | 5,725 | 58,502 |
| Miami | 10,045 | 8,926 | 10,887 | 8,968 | 9,763 | 11,747 | 7,616 | 9,960 | 12,749 | 13,710 | 10,440 | 6,752 | 8,438 | 100,079 |
| New York City | 8,309 | 15,742 | 21,827 | 28,865 | 26,569 | 25,310 | 17,822 | 11,299 | 10,692 | 13,226 | 11,825 | 5,182 | 8,897 | 159,656 |
| Washington D.C. | 6,357 | 7,280 | 10,230 | 8,728 | 8,802 | 11,381 | 7,319 | 7,558 | 7,977 | 9,379 | 6,911 | 3,828 | 5,692 | 77,534 |
| Puerto Rico | 1,379 | 1,423 | 1,621 | 1,618 | 1,516 | 1,507 | 1,873 | 1,871 | 1,594 | 2,032 | 1,394 | 1,261 | 1,477 | 16,142 |
| U.S.V.I. | 3,928 | 3,858 | 4,388 | 3,443 | 3,654 | 3,600 | 4,210 | 4,207 | 5,186 | 5,284 | 4,383 | 3,484 | 4,497 | 41,935 |
| Other West Indies | 673 | 478 | 800 | 486 | 600 | 746 | 806 | 685 | 789 | 735 | 654 | 432 | 666 | 6,600 |
| Canada | 257 | 479 | 868 | 974 | 939 | 1,061 | 1,034 | 477 | 208 | 242 | 332 | 148 | 215 | 5,635 |
| Europe | 2,154 | 4,026 | 3,575 | 5,177 | 5,179 | 5,241 | 2,457 | 721 | 432 | 1,224 | 1,033 | 263 | 1,249 | 22,968 |
| Central America | 30 | 37 | 65 | 51 | 74 | 30 | 46 | 76 | 45 | 93 | 55 | 48 | 60 | 583 |
| South America | 98 | 77 | 164 | 375 | 341 | 246 | 258 | 259 | 250 | 170 | 88 | 54 | 52 | 2,092 |
| Other Areas | 273 | 407 | 435 | 224 | 265 | 161 | 258 | 162 | 177 | 190 | 188 | 162 | 204 | 1,989 |
| TOTAL | 44,221 | 57,236 | 73,962 | 77,835 | 76,003 | 78,609 | 59,400 | 50,047 | 52,743 | 59,647 | 48,330 | 23,804 | 42,879 | 574,959 |

October 2012 Hotel Guests from U.S. Sales Regions



October 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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