

#### This Issue September 2012:

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#### **SEPTEMBER HIGHLIGHTS**

- A total of 106,024 visitors came to the Territory, some 6,528 fewer visitors than September one year ago.
- The St. Thomas/St. John district received 24,163 air visitors, a 17.0 percent increase from 20,645 visitors recorded one year ago.
- The hotel rate for St. Croix was 24.7 percent compared to 35.9 percent last year.
   The rate for St. Thomas and St. John was 30.5 percent, 3.2 percentage points lower than the 33.7 percent reported one year earlier.
- The first nine months of this year brought 1,953,630 visitors to the Territory, less than one percent decline when compared to the same period in 2012.
- The Territory's hotel
   Occupancy rate from
   January to September
   averaged 49.1 percent.

#### **VISITOR ARRIVALS SEPTEMBER 2012**

A total of 106,024 visitors came to the Territory, some 6,528 fewer visitors than September one year ago. There were 69,489 cruise ship passengers this month compared to 79,736 last September—a 12.9 percent decline. The number of cruise ship calls fell to 18 from 23 September last year. Air arrivals, which totaled 31,535 this September, rose by 13.4 percent when compared to last September.

#### **ARRIVALS BY DISTRICT**

The St. Thomas/St. John district received 24,163 air visitors, a 17.0 percent increase from 20,645 visitors recorded one year ago. Conversely, the district of St. Croix experienced an uptick in air arrivals, posting a 2.8 percent increase in air visitors from 7,170 to 7,371. The St. Thomas/St. John district received 69,489 cruise passengers, a 7.9 percent decrease from September 2011 total of 75,411. There were no cruise ship calls to St. Croix this September.

#### **HOTEL OCCUPANCY**

The Territory's hotels reported occupancy rate averaged 29.2 percent this September compared to 34.3 percent recorded one year ago. The rate for St. Croix was 24.7 percent compared to 35.9 percent last year. The Hotel Occupancy rate for St. Thomas and St. John was 30.5 percent, 3.2 percentage points lower than the 33.7 percent reported one year earlier. Occupied room nights were 44,002, compared to 48,385 for the same period in 2011. A total of \$1,134,348 was collected in hotel room revenues, a loss of 4.1 percent this September compared to \$1,182,450 collected in September 2011.

#### **TOURISM STATISTICS JANUARY TO SEPTEMBER 2012**

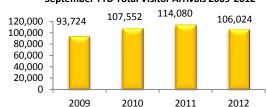
The first nine months of this year brought 1,953,630 visitors to the Territory, less than one percent decline when compared to the same period in 2012. There were 578,628 air visitors compared to 515,404 a year ago, an increase of 12.0 percent. A total of 1,375,002 cruise passengers visited, in comparison to the 1,448,196 cruise passengers for the corresponding period last year. There was a total of 472 cruise ship calls, 5.6 percent fewer calls than a year ago.

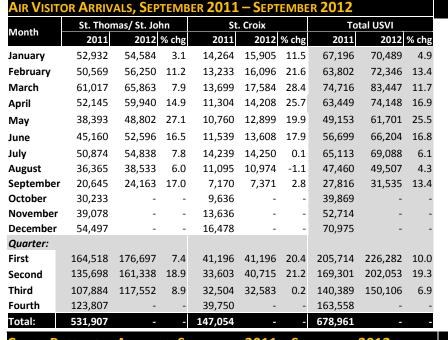
September 2012 year-to-date air and cruise ship visitors to the St. Thomas/St. John district totaled 455,714 and 1,300,079, respectively. Air arrivals grew 12.3 percent while cruise passengers declined 5.0 percent. St. Croix had 7,371 air visitors, or a 2.8 percent increase and 78,170 cruise passengers compared to the 116,273 in 2011.

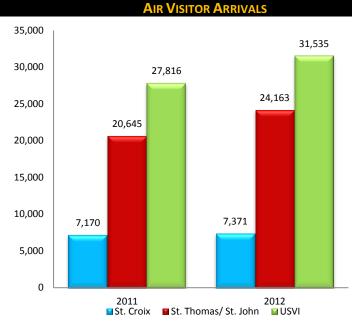
The Territory's hotel occupancy rate from January to September averaged 49.1 percent. A total 532,079 guests were reported to have stayed at hotels and condominiums compared to 559,393 last year.

Guest Registrations were also up from the following regions: Puerto Rico (1.6 percent), Canada (2.3 percent), Central America, (16.0 percent), South America (60.4 percent), and Europe (71.6 percent). On the other hand, hotel guests decreased from Other West Indies (14.4 percent), Local Residents and Other Areas by (11.5 percent) and (53.5 percent), respectively.

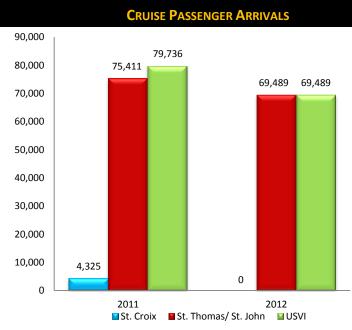
#### September YTD Total Visitor Arrivals 2009-2012

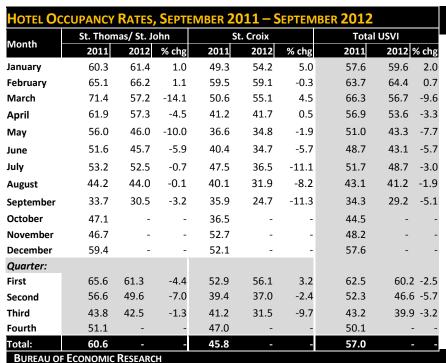


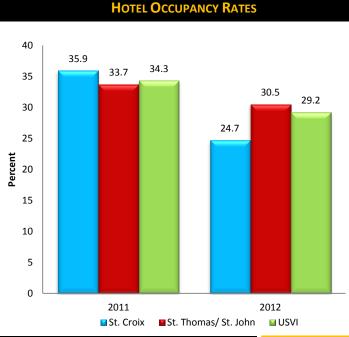




| Cruise Passenger Arrivals, September 2011 – September 2012 |           |              |       |         |          |       |            |               |  |  |  |
|--|-----------|--------------|-------|---------|----------|-------|------------|---------------|--|--|--|
| Month  | St. Thom  | as/ St. John | ı     | S       | t. Croix |       | Total USVI |               |  |  |  |
| MOHUI  | 2011      | 2012         | % chg | 2011    | 2012     | % chg | 2011       | 2012 % chք    |  |  |  |
| 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   | -            | -     | 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   | 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  | -             |  |  |  |







# OCCUPANCY REDOFT

| TABLE 1: ESTIMATED ROOM OCCUPANCY BY ISLAND AND TYPE OF VISITOR ACCOMMODATIONS |                |         |                           |           |                           |                |        |                           |         |  |  |
|--|----------------|---------|---------------------------|-----------|---------------------------|----------------|--------|---------------------------|---------|--|--|
| All Visitor Accommodations   | September Only |         | September<br>Year-to-date |           | Small Hotels              | September Only |        | September<br>Year-to-date |         |  |  |
|  | 2011           | 2012    | 2011                      | 2012      |                           | 2011           | 2012   | 2011                      | 2012    |  |  |
| USVI   |                |         |                           |           | USVI                      |                |        |                           |         |  |  |
| Occupancy Rate (%)   | 34.3           | 29.2    | 52.8                      | 49.1      | Occupancy Rate (%)        | 38.1           | 38.6   | 51.3                      | 51.7    |  |  |
| Room Nights Occupied   | 48,385         | 44,002  | 699,504                   | 667,553   | Room Nights Occupied      | 9,367          | 9,599  | 117,258                   | 117,310 |  |  |
| Room Nights Available  | 141,060        | 150,932 | 1,324,968                 | 1,359,937 | Room Nights Available     | 24,600         | 24,870 | 228,524                   | 227,026 |  |  |
| Ave. Guest stay in Nights  | 5.7            | 5.6     | 5.3                       | 5.0       | Ave. Guest stay in Nights | 4.0            | 4.2    | 3.9                       | 4.1     |  |  |
|  |                |         |                           |           |                           |                |        |                           |         |  |  |
| St. Thomas/ St. John   |                |         |                           |           | St. Thomas/ St. John      |                |        |                           |         |  |  |
| Occupancy Rate (%)   | 33.7           | 30.5    | 55.6                      | 51.4      | Occupancy Rate (%)        | 36.0           | 45.8   | 54.4                      | 58.2    |  |  |
| Room Nights Occupied   | 35,224         | 35,282  | 551,128                   | 531,279   | Room Nights Occupied      | 4,715          | 6,112  | 67,310                    | 70,937  |  |  |
| Room Nights Available  | 104,430        | 115,590 | 991,365                   | 1,033,240 | Room Nights Available     | 13,080         | 13,350 | 123,692                   | 121,810 |  |  |
| Ave. Guest stay in Nights  | 6.5            | 6.4     | 5.7                       | 5.3       | Ave. Guest stay in Nights | 4.4            | 4.7    | 4.3                       | 4.6     |  |  |
|  |                |         |                           |           |                           |                |        |                           |         |  |  |
| St. Croix  |                |         |                           |           | St. Croix                 |                |        |                           |         |  |  |
| Occupancy Rate (%)   | 35.9           | 24.7    | 44.5                      | 41.7      | Occupancy Rate (%)        | 40.4           | 30.3   | 47.6                      | 44.1    |  |  |
| Room Nights Occupied   | 13,161         | 8,720   | 148,376                   | 136,273   | Room Nights Occupied      | 4,652          | 3,487  | 49,948                    | 46,373  |  |  |
| Room Nights Available  | 36,630         | 35,342  | 333,603                   | 326,697   | Room Nights Available     | 11,520         | 11,520 | 104,832                   | 105,216 |  |  |
| Ave. Guest stay in Nights  | 4.2            | 3.6     | 4.2                       | 4.2       | Ave. Guest stay in Nights | 3.7            | 3.4    | 3.4                       | 3.5     |  |  |

| Large Hotels              | 2011   | 2012   | 2011    | 2012    |
|---------------------------|--------|--------|---------|---------|
| USVI                      |        |        |         |         |
| Occupancy Rate (%)        | 36.8   | 29.2   | 56.1    | 49.9    |
| Room Nights Occupied      | 30,421 | 26,767 | 441,969 | 413,063 |
| Room Nights Available     | 82,650 | 91,710 | 788,165 | 827,790 |
| Ave. Guest stay in Nights | 5.9    | 5.6    | 5.5     | 4.8     |
|                           |        |        |         |         |
| St. Thomas/ St. John      |        |        |         |         |
| Occupancy Rate (%)        | 36.9   | 30.8   | 58.9    | 52.0    |
| Room Nights Occupied      | 24,469 | 23,276 | 376,846 | 353,237 |
| Room Nights Available     | 66,390 | 75,450 | 640,199 | 679,282 |
| Ave. Guest stay in Nights | 1.5    | 1.5    | 5.8     | 5.0     |
|                           |        |        |         |         |
| St. Croix                 |        |        |         |         |
| Occupancy Rate (%)        | 36.6   | 21.5   | 44.0    | 40.3    |
| Room Nights Occupied      | 5,952  | 3,491  | 65,123  | 59,826  |
| Room Nights Available     | 16,260 | 16,260 | 147,966 | 148,508 |
| Ave Guest stay in Nights  | 4.3    | 3.4    | 4.3     | 4.1     |

| Condominiums/Other        | 2011   | 2012   | 2011    | 2012    |
|---------------------------|--------|--------|---------|---------|
| USVI                      |        |        |         |         |
| Occupancy Rate (%)        | 25.4   | 22.2   | 45.5    | 45.0    |
| Room Nights Occupied      | 8,597  | 7,636  | 140,277 | 137,179 |
| Room Nights Available     | 33,810 | 34,352 | 308,279 | 305,121 |
| Ave. Guest stay in Nights | 8.6    | 9.2    | 6.8     | 7.0     |
|                           |        |        |         |         |
| St. Thomas/ St. John      |        |        |         |         |
| Occupancy Rate (%)        | 24.2   | 22.0   | 47.0    | 46.1    |
| Room Nights Occupied      | 6,040  | 5,894  | 106,972 | 107,105 |
| Room Nights Available     | 24,960 | 26,790 | 227,474 | 232,148 |
| Ave. Guest stay in Nights | 11.1   | 12.7   | 7.0     | 7.4     |
|                           |        |        |         |         |
| St. Croix                 |        |        |         |         |
| Occupancy Rate (%)        | 28.9   | 23.0   | 41.2    | 41.2    |
| Room Nights Occupied      | 2,557  | 1,742  | 33,305  | 30,074  |
| Room Nights Available     | 8,850  | 7,562  | 80,805  | 72,973  |
| Ave. Guest stay in Nights | 5.6    | 4.8    | 6.3     | 5.9     |
| , 0                       |        |        |         |         |

#### **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.

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#### 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.

TABLE 2: ESTIMATED HOTEL GUESTS BY AREA OF ORIGIN

**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.

TOTALS AND ORIGIN DISTRIBUTION BY ISLAND; SEPTEMBER 2011 AND 2012 September Year-to-Date **September Only** Percent **Area of Origin** Total Distribution 2011 2012 2011 2012 2011 **USVI HOTEL GUESTS FROM:** 472,187 442,555 84.4 83.2 28,418 23,804 U.S. Mainland 1,262 1,261 14,434 14,666 2.6 2.8 Puerto Rico 3,602 3,484 42,321 37,438 7.6 7.0 U.S.V.I. 1.2 491 432 6,936 5,934 1.1 Other West Indies 259 148 5,296 5,420 2.3 1.0 Canada 430 263 12,656 21,719 0.9 4.1 Europe 42 48 451 523 0.1 0.1 Central America 32 54 1,272 2,040 0.2 0.4 South America 199 162 3.840 1,785 0.7 0.3 Other Areas 29,654 559,393 34,736 532,079 100.0 100.0 **TOTAL** ST. THOMAS/ST. JOHN HOTEL GUESTS FROM: 397,824 87.0 25,431 20,551 412,474 87.5 U.S. Mainland 665 825 8,745 8,392 1.8 1.8 Puerto Rico 2,320 2,388 29,215 25,659 6.2 5.6 USVI 347 422 6,270 4,459 13 1.0 Other West Indies 241 107 4,780 4,800 1.0 1.1 Canada 9,709 330 99 11,206 2.0 2.5 Europe 38 9 396 248 0.1 0.1 Central America 30 31 1,064 0.2 0.2 1,155 South America 101 88 1.435 0.3 0.3 1.165 Other Areas 29,578 24,445 474,178 454,817 100.00 100.0 **TOTAL** ST. CROIX HOTEL GUESTS FROM: 2,987 3,253 59,713 44,731 70.1 57.9 U.S. Mainland 6,274 6.7 8.1 597 436 5,688 Puerto Rico 1,282 1.095 13,106 11,779 15.4 15.2 U.S.V.I. 69 84 665 1,475 0.8 1.9 Other West Indies 18 41 516 620 0.6 0.8 Canada

100

4

2

98

5,157

Europe

TOTAL

Central America

South America

Other Areas

164

39

23

74

5,209

2,947

55

118

2,405

85,215

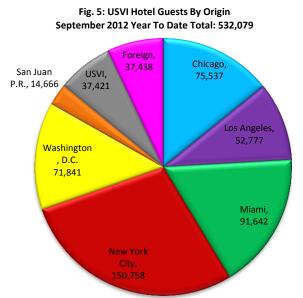
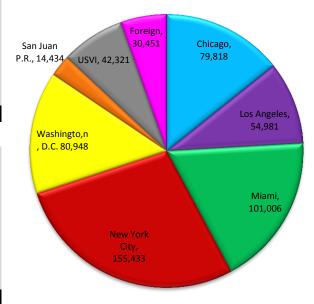


Fig. 6: USVI Hotel Guests By Origin September 2011 Year To Date: 559,393



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10,513

275

975

620

77,262

3.5

0.1

0.1

2.8

100.0

13.6

0.4

1.3

0.8

100.0

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

|                               |           |                | September Year-to-Date |         |                      |       |  |  |  |
|-------------------------------|-----------|----------------|------------------------|---------|----------------------|-------|--|--|--|
| Sales Region of Origin        | Septeml   | September Only |                        | al      | Percent Distribution |       |  |  |  |
|                               | 2011      | 2012           | 2011                   | 2012    | 2011                 | 2012  |  |  |  |
| USVI HOTEL GUESTS FROM:       |           |                |                        |         |                      |       |  |  |  |
| Chicago                       | 3,748     | 3,421          | 79,818                 | 75,537  | 16.4                 | 16.5  |  |  |  |
| Los Angeles                   | 2,986     | 4,620          | 54,981                 | 52,777  | 11.3                 | 11.5  |  |  |  |
| Miami                         | 9,175     | 6,752          | 101,006                | 91,642  | 20.8                 | 20.0  |  |  |  |
| New York City                 | 7,043     | 5,182          | 155,433                | 150,758 | 31.9                 | 33.0  |  |  |  |
| Washington D.C.               | 5,466     | 3,828          | 80,948                 | 71,841  | 16.6                 | 15.7  |  |  |  |
| San Juan, P.R.                | 1,262     | 1,261          | 14,434                 | 14,666  | 3.0                  | 3.2   |  |  |  |
| TOTAL                         | 29,680    | 25,064         | 486,621                | 457,220 | 100.0                | 100.0 |  |  |  |
| ST. THOMAS/ST. JOHN HOTEL GUE | STS FROM: |                |                        |         |                      |       |  |  |  |
| Chicago                       | 3,495     | 2,917          | 70,500                 | 68,889  | 16.7                 | 17.0  |  |  |  |
| Los Angeles                   | 2,719     | 4,101          | 46,755                 | 46,260  | 11.1                 | 11.4  |  |  |  |
| Miami                         | 7,658     | 5,756          | 83,151                 | 78,677  | 19.7                 | 19.4  |  |  |  |
| New York City                 | 6,502     | 4,447          | 140,501                | 139,479 | 33.4                 | 34.3  |  |  |  |
| Washington D.C.               | 5,060     | 3,330          | 71,566                 | 64,519  | 17.0                 | 15.9  |  |  |  |
| San Juan, P.R.                | 665       | 825            | 8,745                  | 8,392   | 2.1                  | 2.1   |  |  |  |
| TOTAL                         | 26,096    | 21,376         | 421,219                | 406,216 | 100.0                | 100.0 |  |  |  |
| ST. CROIX HOTEL GUESTS FROM:  |           |                |                        |         |                      |       |  |  |  |
| Chicago                       | 253       | 504            | 9,318                  | 6,647   | 14.2                 | 13.0  |  |  |  |
| Los Angeles                   | 270       | 519            | 8,227                  | 6,517   | 12.6                 | 12.8  |  |  |  |
| Miami                         | 1,517     | 996            | 17,855                 | 12,965  | 27.3                 | 25.4  |  |  |  |
| New York City                 | 541       | 735            | 14,932                 | 11,279  | 22.8                 | 22.1  |  |  |  |
| Washington D.C.               | 406       | 498            | 9,382                  | 7,322   | 14.3                 | 14.4  |  |  |  |
| San Juan, P.R.                | 597       | 436            | 5,688                  | 6,274   | 8.7                  | 12.3  |  |  |  |
| TOTAL                         | 3,584     | 3,689          | 65,402                 | 51,005  | 100.0                | 100.0 |  |  |  |

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.

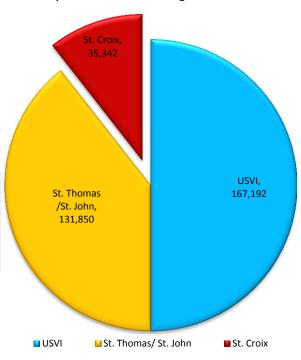
# Table 4: Visitor Accommodations & Room Nights Available Total Number and Percent Reporting To BER by Island; September 2011 and 2012

| District                         | Visitor Accom<br>Septembe |      | Room Nights Available<br>September Only |         |  |  |
|----------------------------------|---------------------------|------|---|---------|--|--|
|                                  | 2011                      | 2012 | 2011                                    | 2012    |  |  |
| USVI                             |                           |      |   |         |  |  |
| Total Number                     | 99                        | 98   | 157,320                                 | 167,192 |  |  |
| Percent Submitting:              |                           |      |   |         |  |  |
| Complete Report (%)              | 94.9                      | 93.9 | 98.7                                    | 93.5    |  |  |
| Partial Report (%)               | 3.0                       | 4.1  | 1.1                                     | 6.3     |  |  |
| No Report (%)                    | 2.0                       | 2.0  | 0.2                                     | 0.2     |  |  |
| ST. THOMAS/ST. JOHN              |                           |      |   |         |  |  |
| Total Number Percent Submitting: | 71                        | 70   | 120,690                                 | 131,850 |  |  |
| Complete Report (%)              | 94.4                      | 94.3 | 98.6                                    | 92.2    |  |  |
| Partial Report (%)               | 4.2                       | 4.3  | 1.4                                     | 7.8     |  |  |
| No Report (%)                    | 1.4                       | 1.4  | 0.0                                     | 0.0     |  |  |
| ST. CROIX                        |                           |      |   |         |  |  |
| Total Number Percent Submitting: | 28                        | 28   | 36,630                                  | 35,342  |  |  |
| Complete Report (%)              | 96.4                      | 92.9 | 99.0                                    | 98.2    |  |  |
| Partial Report (%)               | 0.0                       | 3.6  | 0.0                                     | 0.8     |  |  |

3.6

No Report (%)

#### September 2012 Room Nights Available



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1.0

1.0

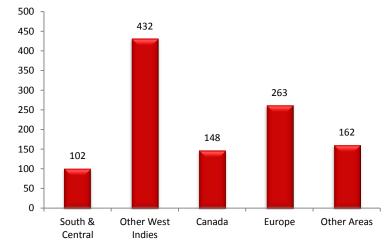
3.6

| ESTIMATED HOTEL ( | GUESTS BY | AREA O | F ORIGIN |        |        |        |        |        |        |        |        |        |        |               |
|-------------------|-----------|--------|----------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------------|
|                   |           |        | 2011     |        |        | 2012   |        |        |        |        |        |        |        | Sept YTD      |
| Area of Origin    | Sept      | Oct    | Nov      | Dec    | Jan    | Feb    | Mar    | Apr    | May    | Jun    | Jul    | Aug    | Sept   | Total<br>2012 |
| U.S. Mainland     | 28,418    | 35,429 | 46,452   | 62,176 | 65,488 | 63,435 | 66,019 | 48,457 | 41,589 | 44,063 | 49,677 | 40,204 | 23,804 | 442,55        |
| Chicago           | 3,748     | 5,847  | 6,381    | 10,963 | 13,736 | 12,145 | 12,105 | 9,411  | 6,158  | 6,566  | 6,837  | 5,184  | 3,421  | 75,537        |
| Los Angeles       | 2,986     | 4,870  | 8,123    | 8,268  | 5,191  | 6,155  | 5,476  | 6,290  | 6,615  | 6,078  | 6,525  | 5,844  | 4,620  | 52,777        |
| Miami             | 9,175     | 10,045 | 8,926    | 10,887 | 8,968  | 9,763  | 11,747 | 7,616  | 9,960  | 12,749 | 13,710 | 10,440 | 6,752  | 91,642        |
| New York City     | 7,043     | 8,309  | 15,742   | 21,827 | 28,865 | 26,569 | 25,310 | 17,822 | 11,299 | 10,692 | 13,226 | 11,825 | 5,182  | 150,758       |
| Washington D.C.   | 5,466     | 6,357  | 7,280    | 10,230 | 8,728  | 8,802  | 11,381 | 7,319  | 7,558  | 7,977  | 9,379  | 6,911  | 3,828  | 71,841        |
| Puerto Rico       | 1,262     | 1,379  | 1,423    | 1,621  | 1,618  | 1,516  | 1,507  | 1,873  | 1,871  | 1,594  | 2,032  | 1,394  | 1,261  | 14,666        |
| U.S.V.I.          | 3,602     | 3,928  | 3,858    | 4,388  | 3,443  | 3,654  | 3,600  | 4,210  | 4,207  | 5,186  | 5,284  | 4,383  | 3,484  | 37,438        |
| Other West Indies | 491       | 673    | 478      | 800    | 486    | 600    | 746    | 806    | 685    | 789    | 735    | 654    | 432    | 5,934         |
| Canada            | 259       | 257    | 479      | 868    | 974    | 939    | 1,061  | 1,034  | 477    | 208    | 242    | 332    | 148    | 5,420         |
| Europe            | 430       | 2,154  | 4,026    | 3,575  | 5,177  | 5,179  | 5,241  | 2,457  | 721    | 432    | 1,224  | 1,033  | 263    | 21,719        |
| Central America   | 42        | 30     | 37       | 65     | 51     | 74     | 30     | 46     | 76     | 45     | 93     | 55     | 48     | 523           |
| South America     | 32        | 98     | 77       | 164    | 375    | 341    | 246    | 258    | 259    | 250    | 170    | 81     | 54     | 2,040         |
| Other Areas       | 199       | 273    | 407      | 435    | 224    | 265    | 161    | 258    | 162    | 177    | 190    | 186    | 162    | 1,785         |
| TOTAL             | 34,736    | 44,221 | 57,236   | 73,962 | 77,835 | 76,003 | 78,609 | 59,400 | 50,047 | 52,743 | 59,647 | 48,243 | 29,654 | 532,079       |



#### 8,000 6,752 7,000 6,000 5,182 4,620 5,000 3.828 4,000 3,421 3,000 2,000 1,000 0 Chicago Los Angeles Miami New York City Washington

#### September 2012 Hotel Guests from Foreign Sales Regions



#### General

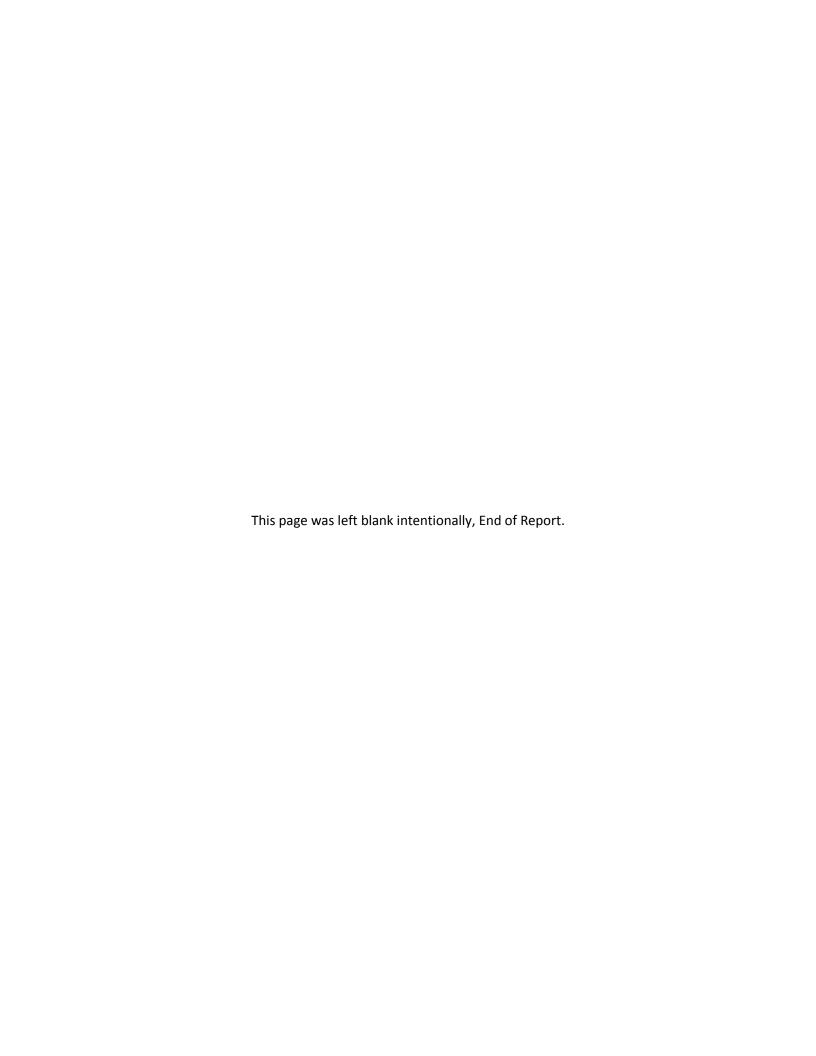
Data presented in all tables are estimates based on monthly information submitted by individual visitor accommodations. Data represent occupancy status for all U.S. Virgin Islands properties, reporting or not. Reported totals are adjusted within each accommodation category to account for properties that 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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