

U.S. Virgin Islands Annual Tourism Indicators

BUREAU OF ECONOMIC RESEARCH - OFFICE OF THE GOVERNOR

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	1990	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	Annual Percent Change	
													5-Year	1-Year
VISITOR ARRIVALS (thousands unless noted otherwise)														
Total visitors	1,811.5	1,921.4	1,741.3	1,778.7	2,128.0	2,138.9	1,964.3	2,395.8	2,497.4	2,336.6	2,392.6	2,619.7	6.3	9.5
Tourists	462.5	540.5	454.0	372.6	392.9	422.3	483.8	545.9	527.2	520.2	537.9	543.6	2.5	1.1
Excursionists	1,349.0	1,380.9	1,287.3	1,406.1	1,735.1	1,716.6	1,480.5	1,849.9	1,970.2	1,816.4	1,854.4	2,076.1	7.5	12.0
Air excursionists	229.4	138.0	116.0	89.7	116.2	101.1	76.9	81.5	78.8	77.7	82.9	111.4	8.5	34.3
Cruise passengers	1,119.6	1,242.9	1,171.3	1,316.4	1,619.0	1,615.5	1,403.6	1,768.4	1,891.4	1,738.7	1,773.9	1,964.7	7.5	10.8
Air visitors - tourists & excursionists	691.9	678.5	570.0	462.3	508.8	523.4	560.7	627.8	606.0	598.0	620.8	655.0	3.3	5.5
Number of cruise ships	1,142	1,045	904	917	987	953	795	1,014	976	845	888	924	3.9	4.1
St. Thomas/St. John:														
Air visitors - tourists & excursionists	510.5	535.3	433.4	310.3	368.0	388.2	428.2	480.8	469.6	471.2	505.9	524.2	4.3	3.6
Cruise passengers	1,117.2	1,226.6	1,066.5	1,308.2	1,560.2	1,547.1	1,363.3	1,719.8	1,790.5	1,671.3	1,751.9	1,960.9	8.1	11.9
Number of cruise ships	1,140	993	807	902	941	902	776	949	909	812	878	922	4.1	5.0
St. Croix:														
Air visitors - tourists & excursionists	181.4	143.2	136.6	152.0	140.8	135.2	132.4	147.0	136.4	126.8	114.9	130.8	0.2	13.8
Cruise passengers	13.1	53.5	229.8	88.2	178.0	154.3	164.6	232.4	237.4	120.5	23.0	25.0	-15.7	8.4
Number of cruise ships	14	108	188	109	107	96	89	139	138	71	25	11	-22.8	-56.0
VISITOR EXPENDITURES (millions of dollars)														
Total expenditures	697.0	924.0	822.3	781.0	894.0	940.6	955.0	1,205.9	1,234.1	1,195.4	1,256.5	1,356.0	7.7	7.9
Tourists	498.8	621.1	534.7	446.3	487.0	532.7	540.9	725.9	722.1	723.5	765.4	789.8	8.6	3.2
Excursionists	198.2	302.8	287.6	334.7	407.0	407.9	414.1	480.0	512.0	471.9	491.1	566.3	6.8	15.3
Day-trip by air	30.6	31.3	23.0	17.4	23.6	21.1	21.4	18.2	18.6	18.5	20.3	27.6	6.5	36.3
Cruise passengers	167.6	271.5	264.6	317.2	383.4	386.8	392.7	461.8	493.4	453.4	470.8	538.6	6.9	14.4
SELECTED TOURISM-RELATED EMPLOYMENT (number of jobs)[a]														
Total tourism-related employment	8,640	9,680	8,980	7,150	8,000	8,480	8,420	8,660	9,020	8,910	-	-	-	-
Hotels and other lodging places	3,460	4,250	3,910	2,580	3,380	3,820	3,930	3,980	4,060	3,930	4,020	4,260	1.7	-18.6
Gift shops	2,370	2,400	2,210	2,080	2,080	2,090	1,970	2,010	2,110	2,130	-	-	-	-
Eating and drinking places	2,380	2,420	2,290	1,990	2,050	2,090	2,010	2,100	2,290	2,300	2,230	2,360	3.3	-17.5
Transportation by air	430	610	570	500	490	480	510	570	560	550	-	-	-	-
SELECTED TOURISM-RELATED IMPORTS (millions of dollars) [b]														
Total tourism-related imports	141.0	143.3	232.6	215.2	257.4	222.0	244.9	209.9	235.9	231.5	54.5	115.4	6.3	111.7
Alcoholic beverages	31.8	31.1	29.7	28.6	29.2	22.7	21.9	20.5	26.4	24.6	11.2	15.7	0.3	40.2
Cameras	3.8	2.3	2.4	1.4	1.9	3.4	1.1	2.5	1.6	1.3	0.3	6.5	412.5	2066.7
China	2.9	3.0	2.4	1.9	2.2	2.1	1.5	0.6	0.9	0.5	0.3	0.9	21.1	200.0
Crystal	3.1	3.2	2.6	2.5	2.8	2.8	3.0	0.4	0.5	0.7	0.2	0.4	1.4	100.0
Jewelry	72.1	81.5	168.7	158.6	174.7	151.1	181.2	157.5	179.5	170.6	25.2	69.6	17.4	176.2
Leather goods	4.2	5.4	4.1	2.4	2.7	4.7	1.0	0.3	2.1	0.5	2.1	2.1	154.8	0.0
Linen	2.2	1.7	1.1	1.1	1.7	1.5	1.1	1.1	1.3	1.3	4.5	1.9	41.3	-57.8
Perfume	9.7	6.6	4.5	4.9	5.4	3.8	4.0	4.8	5.0	4.5	2.9	4.7	8.1	62.1
Watches	11.3	8.7	17.1	13.9	20.7	29.9	30.1	22.2	18.6	27.5	7.8	13.6	1.6	74.4

Notes:

U.S.V.I. Bureau of Economic Research (BER) is the source for all data except the following: [a] U.S.V.I. Bureau of Labor Statistics; [b] Foreign Trade Division, U.S. Bureau of the Census; [c] St. Thomas/St. John - Jan Komives, St. Croix - "UPDATE", Central Listing Service. [-] denotes data not available. Additional detail regarding methodology and definitions is available from BER upon request. Some figures may not add due to rounding. All data subject to revision.

	1990	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	Annual Percent Change	
													5-Year	1-Year
HOTELS AND OTHER TOURIST ACCOMODATIONS														
Total rooms or units	4,520	5,461	5,154	4,087	4,401	4,930	4,851	5,008	5,053	5,138	5,045	4,959	0.5	-1.7
Number of hotels	60	59	57	48	52	51	48	49	48	47	46	48	0.0	3.1
Hotel rooms	3,487	4,301	4,083	3,162	3,383	3,877	3,826	3,947	3,987	4,036	3,985	3,906	0.4	-2.0
Condominium and other units	1,033	1,160	1,071	925	1,018	1,053	1,025	1,061	1,066	1,102	1,059	1,053	0.6	-0.6
Occupancy rate (percent)	62.5	57.4	59.0	51.6	53.3	50.8	55.7	57.7	56.2	56.6	57.2	61.3	-	-
St. Thomas/St. John:														
Total rooms or units	3,582	4,193	3,898	2,878	3,238	3,864	3,773	3,793	3,840	3,940	3,864	3,787	0.1	-2.0
Number of hotels	41	37	34	27	31	33	30	30	30	30	29	31	0.8	4.8
Hotel rooms	2,808	3,365	3,168	2,297	2,560	3,121	3,060	3,058	3,099	3,168	3,119	3,034	-0.2	-2.7
Condominium and other units	774	827	730	581	678	742	713	735	741	773	745	753	1.1	1.1
Occupancy rate (percent)	62.3	62.0	63.3	52.4	55.4	52.4	57.7	60.6	59.3	60.9	62.3	65.2	-	-
St. Croix:														
Total rooms or units	938	1,268	1,257	1,209	1,162	1,066	1,078	1,215	1,213	1,197	1,180	1,172	1.8	-0.7
Number of hotels	18	23	22	21	21	19	18	19	18	17	17	17	-1.2	0.0
Hotel rooms	679	936	916	865	823	755	766	889	888	868	866	872	2.8	0.7
Condominium and other units	259	332	341	344	339	311	312	326	325	329	314	299	-0.7	-4.6
Occupancy rate (percent)	63.3	41.6	45.8	49.8	47.3	45.3	48.6	48.6	46.0	42.8	40.5	49.2	-	-
HOTEL GUESTS BY ORIGIN (total number and percent shares of total)														
Total hotel guests (no.)	398,210	462,189	394,905	268,397	430,163	541,247	534,341	652,823	652,444	657,409	691,362	673,420	5.1	-2.6
U.S.V.I. residents (percent)	7.1	6.4	8.6	16.8	10.5	9.1	8.2	7.0	7.9	10.0	9.8	10.3	-	-
Non-residents (percent)	94.0	94.8	94.7	92.9	93.9	95.1	95.3	96.3	96.9	96.6	96.6	96.3	-	-
U.S. mainland sales regions														
Chicago	13.3	13.5	12.1	9.9	11.7	12.7	12.8	12.4	12.3	11.6	11.9	11.8	-	-
Los Angeles	9.2	8.7	8.4	8.5	9.5	8.7	8.8	9.1	8.4	8.1	8.7	10.2	-	-
Miami	16.3	15.5	15.6	17.0	17.3	15.8	15.3	13.5	14.1	12.9	13.3	14.0	-	-
New York City	31.8	30.3	29.5	21.9	25.3	30.0	30.0	30.4	32.9	28.8	28.1	29.5	-	-
Washington, D.C.	9.9	10.1	10.1	9.3	10.1	10.4	11.1	10.7	10.7	9.5	9.8	11.9	-	-
Puerto Rico	6.0	5.2	5.3	7.1	6.1	4.9	4.7	3.7	3.1	3.4	3.4	3.7	-	-
Other West Indies	0.8	0.9	1.0	1.9	1.4	1.3	1.4	1.2	0.9	0.8	0.7	1.0	-	-
Canada	0.8	0.7	0.8	0.9	1.0	1.2	0.9	0.7	0.6	0.7	0.7	0.8	-	-
Europe	2.2	3.1	3.1	4.2	3.5	2.8	3.6	1.9	1.3	0.9	1.1	2.3	-	-
Central or South America	0.8	1.2	0.9	0.9	0.9	0.8	0.5	0.3	0.3	0.2	0.2	0.4	-	-
Other areas	1.8	4.3	4.5	1.7	2.6	2.3	2.7	9.0	7.6	13.1	12.2	4.1	-	-
REAL ESTATE [c]														
Number of homes sold	455	224	226	461	347	357	379	401	398	421	505	587	9.4	16.2
Average home sales price (\$)	175,734	209,763	209,119	180,178	223,341	236,540	241,996	276,061	282,417	324,939	437,026	406,079	11.8	-7.1
Number of condominium sales	276	184	155	186	220	222	260	303	293	369	485	551	16.8	13.6
Average condominium sales price (\$)	168,778	148,365	121,556	122,052	105,433	100,658	132,986	119,503	121,026	126,376	139,203	304,938	25.0	119.1
St. Thomas/St. John:														
Number of homes sold	157	136	115	274	198	199	205	209	218	224	249	304	8.5	22.1
Average home sales price (\$)	236,048	242,901	258,680	194,213	259,230	274,942	267,117	317,285	365,879	408,219	546,488	509,879	14.6	-6.7
Number of condominium sales	169	144	89	105	128	139	142	158	168	218	295	318	18.1	7.8
Average condominium sales price (\$)	171,341	158,999	139,960	121,646	114,495	112,186	159,522	112,732	117,210	133,435	144,333	184,498	4.9	27.8
St. Croix:														
Number of homes sold	298	88	111	187	149	158	174	192	180	197	256	283	10.8	10.5
Average home sales price (\$)	143,957	158,549	157,772	159,614	175,649	188,172	212,399	231,187	181,335	230,244	330,557	302,278	9.9	-8.6
Number of condominium sales	107	40	66	81	92	83	118	145	125	151	188	233	15.7	23.9
Average condominium sales price (\$)	164,731	110,082	96,739	122,578	92,826	81,353	101,053	126,880	126,155	116,186	132,633	120,440	4.4	-9.2