

**DRAFT**

# U.S. Virgin Islands Annual Tourism Indicators

BUREAU OF ECONOMIC RESEARCH - OFFICE OF THE GOVERNOR

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|   | 1980    | 1990    | 1998    | 1999    | 2000    | 2001    | 2002    | 2003    | 2004      | 2005      | 2006    | 2007    | 2008    | Annual Percent Change |        |
|---|---------|---------|---------|---------|---------|---------|---------|---------|-----------|-----------|---------|---------|---------|-----------------------|--------|
|   |         |         |         |         |         |         |         |         |           |           |         |         |         | 5-Year                | 1-Year |
| <b>VISITOR ARRIVALS (thousands unless noted otherwise)</b>        |         |         |         |         |         |         |         |         |           |           |         |         |         |                       |        |
| Total visitors  | 1,217.4 | 1,811.5 | 2,138.9 | 1,964.3 | 2,395.8 | 2,497.4 | 2,336.6 | 2,392.6 | 2,619.693 | 2,601.914 | 2,574.3 | 2,611.3 | 2,440.4 | 0.5                   | -6.5   |
| Tourists  | 380.0   | 462.5   | 422.3   | 483.8   | 545.9   | 527.2   | 520.2   | 537.9   | 543.6     | 582.1     | 570.0   | 581.4   | 585.9   | 1.8                   | 0.8    |
| Excursionists   | 837.4   | 1,349.0 | 1,716.6 | 1,480.5 | 1,849.9 | 1,970.2 | 1,816.4 | 1,854.4 | 2,076.1   | 2,019.8   | 2,004.3 | 2,029.9 | 1,854.4 | 0.2                   | -8.6   |
| Air excursionists   | 145.9   | 229.4   | 101.1   | 76.9    | 81.5    | 78.8    | 77.7    | 82.9    | 111.4     | 107.3     | 100.8   | 112.0   | 97.4    | 4.5                   | -13.1  |
| Cruise passengers   | 691.5   | 1,119.6 | 1,615.5 | 1,403.6 | 1,768.4 | 1,891.4 | 1,738.7 | 1,773.9 | 1,964.7   | 1,912.5   | 1,903.5 | 1,917.9 | 1,757.1 | 0.0                   | -8.4   |
| Air visitors - tourists & excursionists                           | 525.9   | 691.9   | 523.4   | 560.7   | 627.8   | 606.0   | 598.0   | 620.8   | 655.0     | 689.4     | 670.7   | 693.4   | 683.3   | 2.0                   | -1.5   |
| Number of cruise ships  | 883     | 1,142   | 953     | 795     | 1,014   | 976     | 845     | 888     | 924       | 818       | 782     | 752     | 687     | -4.9                  | -8.6   |
| St. Thomas/St. John:  |         |         |         |         |         |         |         |         |           |           |         |         |         |                       |        |
| Air visitors - tourists & excursionists                           | 392.7   | 510.5   | 388.2   | 428.2   | 480.8   | 469.6   | 471.2   | 505.9   | 524.2     | 544.8     | 535.5   | 561.3   | 561.4   | 2.1                   | 0.0    |
| Cruise passengers   | 635.1   | 1,117.2 | 1,547.1 | 1,363.3 | 1,719.8 | 1,790.5 | 1,671.3 | 1,751.9 | 1,960.9   | 1,910.2   | 1,901.3 | 1,917.4 | 1,754.6 | 0.2                   | -8.5   |
| Number of cruise ships  | 821     | 1,140   | 902     | 776     | 949     | 909     | 812     | 878     | 922       | 814       | 776     | 750     | 685     | -4.7                  | -8.7   |
| St. Croix:  |         |         |         |         |         |         |         |         |           |           |         |         |         |                       |        |
| Air visitors - tourists & excursionists                           | 133.2   | 181.4   | 135.2   | 132.4   | 147.0   | 136.4   | 126.8   | 114.9   | 130.8     | 144.5     | 135.3   | 132.1   | 121.9   | 1.6                   | -7.7   |
| Cruise passengers   | 56.4    | 13.1    | 154.3   | 164.6   | 232.4   | 237.4   | 120.5   | 23.0    | 25.0      | 54.5      | 35.2    | 7.1     | 2.5     | -10.7                 | -64.9  |
| Number of cruise ships  | 62      | 14      | 96      | 89      | 139     | 138     | 71      | 25      | 11        | 48        | 25      | 6       | 2       | 18.0                  | -66.7  |
| <b>VISITOR EXPENDITURES (millions of dollars)</b>                 |         |         |         |         |         |         |         |         |           |           |         |         |         |                       |        |
| Total expenditures  | 293.5   | 697.0   | 940.6   | 955.0   | 1,205.9 | 1,234.1 | 1,195.4 | 1,256.5 | 1,356.0   | 1,446.2   | 1,461.9 | 1,433.8 | 1,491.8 | -                     | -      |
| Tourists  | 221.9   | 498.8   | 532.7   | 540.9   | 725.9   | 722.1   | 723.5   | 765.4   | 789.8     | 872.3     | 881.0   | 826.0   | 882.0   | -                     | -      |
| Excursionists   | 71.6    | 198.2   | 407.9   | 414.1   | 480.0   | 512.0   | 471.9   | 491.1   | 566.3     | 573.9     | 580.9   | 607.9   | 609.8   | -                     | -      |
| Day-trip by air   | 13.5    | 30.6    | 21.1    | 21.4    | 18.2    | 18.6    | 18.5    | 20.3    | 27.6      | 27.3      | 26.6    | 49.9    | 40.2    | -                     | -      |
| Cruise passengers   | 58.1    | 167.6   | 386.8   | 392.7   | 461.8   | 493.4   | 453.4   | 470.8   | 538.6     | 546.5     | 554.3   | 558.0   | 569.6   | -                     | -      |
| <b>SELECTED TOURISM-RELATED EMPLOYMENT (number of jobs)[a]</b>    |         |         |         |         |         |         |         |         |           |           |         |         |         |                       |        |
| Total tourism-related employment                                  | 7,200   | 8,640   | 8,480   | 8,420   | 8,660   | 9,020   | 8,910   | 8,379   | 8,723     | 8,695     | 8,593   | 8,773   | -       | -                     | -      |
| Hotels and other lodging places                                   | 3,040   | 3,460   | 3,820   | 3,930   | 3,980   | 4,060   | 3,930   | 4,020   | 4,260     | 4,052     | 4,015   | 4,122   | -       | -                     | -      |
| Gift shops  | 1,960   | 2,370   | 2,090   | 1,970   | 2,010   | 2,110   | 2,130   | 1,603   | 1,590     | 1,662     | 1,561   | 1,583   | -       | -                     | -      |
| Eating and drinking places  | 1,550   | 2,380   | 2,090   | 2,010   | 2,100   | 2,290   | 2,300   | 2,256   | 2,360     | 2,455     | 2,511   | 2,540   | -       | -                     | -      |
| Transportation by air   | 650     | 430     | 480     | 510     | 570     | 560     | 550     | 500     | 513       | 526       | 506     | 528     | -       | -                     | -      |
| <b>SELECTED TOURISM-RELATED IMPORTS (millions of dollars) [b]</b> |         |         |         |         |         |         |         |         |           |           |         |         |         |                       |        |
| Total tourism-related imports                                     | 78.0    | 141.0   | 222.0   | 244.9   | 209.9   | 235.9   | 231.5   | 248.7   | 202.3     | 597.2     | 561.3   | 421.0   | 438.2   | 29.9                  | 4.1    |
| Alcoholic beverages   | 27.5    | 31.8    | 22.7    | 21.9    | 20.5    | 26.4    | 24.6    | 24.2    | 30.3      | 33.5      | 31.7    | 40.6    | 28.3    | 5.6                   | -30.3  |
| Cameras   | 3.1     | 3.8     | 3.4     | 1.1     | 2.5     | 1.6     | 1.3     | 3.2     | 5.7       | 5.3       | 5.3     | 1.7     | 0.7     | -11.1                 | -58.8  |
| China   | 4.9     | 2.9     | 2.1     | 1.5     | 0.6     | 0.9     | 0.5     | 0.4     | 0.7       | 0.7       | 1.1     | 0.8     | 0.7     | 18.5                  | -12.5  |
| Crystal   | 2.0     | 3.1     | 2.8     | 3.0     | 0.4     | 0.5     | 0.7     | 0.8     | 0.4       | 0.4       | 0.5     | 0.1     | 0.5     | 59.0                  | 400.0  |
| Jewelry   | 17.7    | 72.1    | 151.1   | 181.2   | 157.5   | 179.5   | 170.6   | 192.7   | 135.6     | 511.0     | 480.9   | 339.4   | 374.8   | 44.5                  | 10.4   |
| Leather goods   | 0.9     | 4.2     | 4.7     | 1.0     | 0.3     | 2.1     | 0.5     | 1.0     | 1.2       | 2.2       | 3.7     | 3.5     | 2.8     | 29.2                  | -20.0  |
| Linen   | 5.3     | 2.2     | 1.5     | 1.1     | 1.1     | 1.3     | 1.3     | 1.5     | 2.0       | 1.5       | 1.4     | 0.8     | 1.5     | 9.3                   | 87.5   |
| Perfume   | 5.7     | 9.7     | 3.8     | 4.0     | 4.8     | 5.0     | 4.5     | 4.1     | 4.9       | 4.3       | 3.0     | 5.1     | 4.0     | 5.1                   | -21.6  |
| Watches   | 10.9    | 11.3    | 29.9    | 30.1    | 22.2    | 18.6    | 27.5    | 20.8    | 21.5      | 38.3      | 33.7    | 29.0    | 24.9    | 8.3                   | -14.1  |

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.

| <b>DRAFT</b>                                  | 1980    | 1990    | 1998    | 1999    | 2000    | 2001    | 2002    | 2003    | 2004    | 2005    | 2006    | 2007    | 2008    | Annual Percent Change |        |
|---|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-----------------------|--------|
|   |         |         |         |         |         |         |         |         |         |         |         |         |         | 5-Year                | 1-Year |
| <b>HOTELS AND OTHER TOURIST ACCOMODATIONS</b> |         |         |         |         |         |         |         |         |         |         |         |         |         |                       |        |
| Total rooms or units                          | 5,102   | 4,520   | 4,930   | 4,851   | 5,008   | 5,053   | 5,138   | 5,045   | 4,959   | 4,761   | 4,812   | 4,757   | 4,857   | -0.7                  | 2.1    |
| Number of hotels                              | 65      | 60      | 51      | 48      | 49      | 48      | 47      | 46      | 48      | 47      | 47      | 46      | 47      | 0.2                   | 1.8    |
| Hotel rooms                                   | 3,457   | 3,487   | 3,877   | 3,826   | 3,947   | 3,987   | 4,036   | 3,985   | 3,906   | 3,687   | 3,739   | 3,678   | 3,782   | -1.0                  | 2.8    |
| Condominium and other units                   | 1,645   | 1,033   | 1,053   | 1,025   | 1,061   | 1,066   | 1,102   | 1,059   | 1,053   | 1,075   | 1,073   | 1,079   | 1,075   | 0.3                   | -0.4   |
| Occupancy rate (percent)                      | 64.2    | 62.5    | 50.8    | 55.7    | 57.7    | 56.2    | 56.6    | 57.2    | 61.3    | 63.8    | 60.1    | 64.4    | 60.0    | -                     | -      |
| St. Thomas/St. John:                          |         |         |         |         |         |         |         |         |         |         |         |         |         |                       |        |
| Total rooms or units                          | 3,485   | 3,582   | 3,864   | 3,773   | 3,793   | 3,840   | 3,940   | 3,864   | 3,787   | 3,612   | 3,650   | 3,580   | 3,669   | -1.0                  | 2.5    |
| Number of hotels                              | 30      | 41      | 33      | 30      | 30      | 30      | 30      | 29      | 31      | 30      | 30      | 29      | 30      | 0.4                   | 3.2    |
| Hotel rooms                                   | 2,415   | 2,808   | 3,121   | 3,060   | 3,058   | 3,099   | 3,168   | 3,119   | 3,034   | 2,830   | 2,862   | 2,775   | 2,872   | -1.6                  | 3.5    |
| Condominium and other units                   | 1,070   | 774     | 742     | 713     | 735     | 741     | 773     | 745     | 753     | 782     | 788     | 805     | 797     | 1.4                   | -1.0   |
| Occupancy rate (percent)                      | 67.6    | 62.3    | 52.4    | 57.7    | 60.6    | 59.3    | 60.9    | 62.3    | 65.2    | 66.1    | 63.0    | 67.7    | 64.6    | -                     | -      |
| St. Croix:                                    |         |         |         |         |         |         |         |         |         |         |         |         |         |                       |        |
| Total rooms or units                          | 1,617   | 938     | 1,066   | 1,078   | 1,215   | 1,213   | 1,197   | 1,180   | 1,172   | 1,149   | 1,162   | 1,177   | 1,187   | 0.1                   | 0.8    |
| Number of hotels                              | 35      | 18      | 19      | 18      | 19      | 18      | 17      | 17      | 17      | 17      | 17      | 17      | 17      | -0.1                  | -0.5   |
| Hotel rooms                                   | 1,043   | 679     | 755     | 766     | 889     | 888     | 868     | 866     | 872     | 856     | 877     | 903     | 910     | 1.0                   | 0.8    |
| Condominium and other units                   | 575     | 259     | 311     | 312     | 326     | 325     | 329     | 314     | 299     | 293     | 285     | 275     | 278     | -2.4                  | 1.1    |
| Occupancy rate (percent)                      | 53.6    | 63.3    | 45.3    | 48.6    | 48.6    | 46.0    | 42.8    | 40.5    | 49.2    | 56.7    | 51.2    | 54.2    | 46.2    | -                     | -      |
| <b>HOTELS AND OTHER TOURIST ACCOMODATIONS</b> |         |         |         |         |         |         |         |         |         |         |         |         |         |                       |        |
| Total hotel guests (no.)                      | 263,522 | 398,210 | 541,247 | 534,341 | 652,823 | 652,444 | 663,629 | 691,362 | 660,977 | 698,091 | 803,560 | 750,127 | 817,036 | 3.7                   | 8.9    |
| U.S.V.I. residents (percent)                  | 5.1     | 7.1     | 9.1     | 8.2     | 7.0     | 7.9     | 10.1    | 9.8     | 10.5    | 11.5    | 12.8    | 10.9    | 9.4     | -                     | -      |
| Non-residents (percent)                       | 94.9    | 92.9    | 90.9    | 91.8    | 93.0    | 92.1    | 89.8    | 90.2    | 89.5    | 88.5    | 87.2    | 89.1    | 90.6    | -                     | -      |
| U.S. mainland sales regions                   | 74.4    | 80.6    | 77.6    | 78.0    | 76.1    | 78.4    | 70.8    | 71.8    | 77.1    | 76.2    | 75.4    | 80.3    | 83.3    | -                     | -      |
| Chicago                                       | 13.0    | 13.3    | 12.7    | 12.8    | 12.4    | 12.3    | 11.6    | 11.9    | 11.9    | 11.3    | 11.6    | 12.4    | 12.8    | -                     | -      |
| Los Angeles                                   | 12.0    | 9.2     | 8.7     | 8.8     | 9.1     | 8.4     | 8.1     | 8.7     | 10.4    | 7.8     | 7.7     | 8.9     | 9.8     | -                     | -      |
| Miami   | 10.9    | 16.3    | 15.8    | 15.3    | 13.5    | 14.1    | 12.9    | 13.3    | 14.2    | 15.5    | 15.4    | 17.4    | 16.5    | -                     | -      |
| New York City                                 | 29.5    | 31.8    | 30.0    | 30.0    | 30.4    | 32.9    | 28.7    | 28.1    | 29.8    | 29.6    | 28.9    | 29.5    | 31.6    | -                     | -      |
| Washington, D.C.                              | 9.1     | 9.9     | 10.4    | 11.1    | 10.7    | 10.7    | 9.5     | 9.8     | 10.7    | 11.9    | 11.9    | 12.2    | 12.6    | -                     | -      |
| Puerto Rico                                   | 10.5    | 6.0     | 4.9     | 4.7     | 3.7     | 3.1     | 3.4     | 3.4     | 3.7     | 3.1     | 3.1     | 2.8     | 2.6     | -                     | -      |
| Other West Indies                             | 1.3     | 0.8     | 1.3     | 1.4     | 1.2     | 0.9     | 0.8     | 0.7     | 1.0     | 1.1     | 1.4     | 1.4     | 0.9     | -                     | -      |
| Canada  | 1.3     | 0.8     | 1.2     | 0.9     | 0.7     | 0.6     | 0.7     | 0.7     | 0.8     | 0.8     | 0.7     | 0.8     | 1.1     | -                     | -      |
| Europe  | 5.2     | 2.2     | 2.8     | 3.6     | 1.9     | 1.3     | 1.0     | 1.1     | 2.4     | 2.7     | 1.9     | 2.0     | 1.9     | -                     | -      |
| Central or South America                      | 1.7     | 0.8     | 0.8     | 0.5     | 0.3     | 0.3     | 0.2     | 0.2     | 0.4     | 0.4     | 0.2     | 0.2     | 0.2     | -                     | -      |
| Other areas                                   | 0.4     | 1.8     | 2.3     | 2.7     | 9.0     | 7.6     | 13.0    | 12.2    | 4.1     | 4.3     | 4.6     | 1.7     | 0.5     | -                     | -      |
| <b>REAL ESTATE [c]</b>                        |         |         |         |         |         |         |         |         |         |         |         |         |         |                       |        |
| Number of homes sold                          | 317     | 455     | 357     | 379     | 401     | 398     | 421     | 505     | 587     | 511     | 480     | 454     | 335     | -6.9                  | -26.2  |
| Average home sales price (\$)                 | 96,189  | 175,734 | 236,540 | 241,996 | 276,061 | 282,417 | 324,939 | 437,026 | 409,792 | 468,460 | 494,660 | 525,048 | 462,687 | 1.6                   | -11.9  |
| Number of condominium sales                   | 375     | 276     | 222     | 260     | 303     | 293     | 369     | 485     | 551     | 538     | 479     | 298     | 266     | -9.6                  | -10.7  |
| Average condominium sales price (\$)          | 92,006  | 168,778 | 100,658 | 132,986 | 119,503 | 121,026 | 126,376 | 139,203 | 157,410 | 194,029 | 213,210 | 279,368 | 273,784 | 15.1                  | -2.0   |
| St. Thomas/St. John:                          |         |         |         |         |         |         |         |         |         |         |         |         |         |                       |        |
| Number of homes sold                          | 128     | 157     | 199     | 205     | 209     | 218     | 224     | 249     | 304     | 244     | 192     | 174     | 148     | -8.7                  | -14.9  |
| Average home sales price (\$)                 | 115,547 | 236,048 | 274,942 | 267,117 | 317,285 | 365,879 | 408,219 | 546,488 | 509,879 | 649,655 | 684,742 | 782,938 | 506,006 | 1.0                   | -35.4  |
| Number of condominium sales                   | 264     | 169     | 139     | 142     | 158     | 168     | 218     | 295     | 318     | 277     | 240     | 184     | 158     | -11.2                 | -14.1  |
| Average condominium sales price (\$)          | 103,056 | 171,341 | 112,186 | 159,522 | 112,732 | 117,210 | 133,435 | 144,333 | 184,498 | 234,233 | 260,142 | 294,969 | 311,654 | 17.0                  | 5.7    |
| St. Croix:                                    |         |         |         |         |         |         |         |         |         |         |         |         |         |                       |        |
| Number of homes sold                          | 189     | 298     | 158     | 174     | 192     | 180     | 197     | 256     | 283     | 267     | 288     | 280     | 187     | -4.6                  | -33.2  |
| Average home sales price (\$)                 | 83,079  | 143,957 | 188,172 | 212,399 | 231,187 | 181,335 | 230,244 | 330,557 | 302,278 | 302,874 | 367,938 | 364,266 | 385,665 | 3.6                   | 5.9    |
| Number of condominium sales                   | 111     | 107     | 83      | 118     | 145     | 125     | 151     | 188     | 233     | 261     | 239     | 114     | 108     | -6.0                  | -5.3   |
| Average condominium sales price (\$)          | 65,725  | 164,731 | 81,353  | 101,053 | 126,880 | 126,155 | 116,186 | 132,633 | 120,440 | 151,361 | 166,081 | 246,346 | 218,382 | 12.6                  | -11.4  |