

U.S. Virgin Islands Annual Tourism Indicators

BUREAU OF ECONOMIC RESEARCH - OFFICE OF THE GOVERNOR

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	1980	1990	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	Annual Percent Change	
														5-Year	1-Year
VISITOR ARRIVALS (thousands unless noted otherwise)															
Total visitors	1,217.4	1,811.5	2,395.8	2,497.4	2,336.6	2,392.6	2,619.7	2,601.9	2,570.7	2,606.2	2,435.2	2,246.5	2,550.5	-0.1	13.5
Tourists	380.0	462.5	545.9	527.2	520.2	537.9	566.8	593.8	570.6	587.1	574.2	562.6	589.8	-0.1	4.8
Excursionists	837.4	1,349.0	1,849.9	1,970.2	1,816.4	1,854.4	2,052.9	2,008.1	2,000.1	2,019.1	1,861.0	1,683.9	1,960.7	-0.1	16.4
Air excursionists	145.9	229.4	81.5	78.8	77.7	82.9	88.2	95.6	96.6	101.2	104.0	101.6	101.8	1.3	0.2
Cruise passengers	691.5	1,119.6	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	1,582.3	1,858.9	-0.1	17.5
Air visitors - tourists & excursionists	525.9	691.9	627.8	606.0	598.0	620.8	655.0	689.4	667.2	688.3	678.1	664.2	691.6	0.1	4.1
Number of cruise ships	883	1,142	1,014	976	845	888	924	818	782	752	687	621	680	-3.4	9.5
St. Thomas/St. John:															
Air visitors - tourists & excursionists	392.7	510.5	480.8	469.6	471.2	505.9	524.2	544.8	533.4	558.4	558.4	533.3	543.0	0.0	1.8
Cruise passengers	635.1	1,117.2	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	1,507.6	1,751.3	-1.2	16.2
Number of cruise ships	821	1,140	949	909	812	878	922	814	776	750	685	593	631	-4.7	6.4
St. Croix:															
Air visitors - tourists & excursionists	133.2	181.4	147.0	136.4	126.8	114.9	130.8	144.5	133.8	129.9	119.7	130.9	148.6	0.9	13.5
Cruise passengers	56.4	13.1	232.4	237.4	120.5	23.0	25.0	54.5	35.2	7.1	2.5	105.1	149.4	789.8	42.2
Number of cruise ships	62	14	139	138	71	25	11	48	25	6	2	48	67	429.8	39.6
VISITOR EXPENDITURES (millions of dollars)															
Total expenditures	293.5	697.0	1,205.9	1,234.1	1,195.4	1,256.5	1,356.0	1,431.6	1,467.6	1,512.6	1,157.1	1,021.3	-	-	-
Tourists	221.9	498.8	725.9	722.1	723.5	765.4	789.8	863.8	883.2	929.8	-	687.4	-	-	-
Excursionists	71.6	198.2	480.0	512.0	471.9	491.1	566.3	567.8	584.3	582.9	470.7	333.9	-	-	-
Day-trip by air	13.5	30.6	18.2	18.6	18.5	20.3	27.6	27.2	25.6	27.7	29.7	28.6	-	-	-
Cruise passengers	58.1	167.6	461.8	493.4	453.4	470.8	538.6	540.6	558.8	555.2	441.0	305.3	-	-	-
SELECTED TOURISM-RELATED EMPLOYMENT (number of jobs)[a]															
Total tourism-related employment	7,200	8,640	8,660	9,020	8,910	8,379	8,723	8,695	8,593	8,778	8,683	8,038	8,316	-0.8	3.5
Hotels and other lodging places	3,040	3,460	3,980	4,060	3,930	4,020	4,260	4,052	4,015	4,001	3,991	3,581	3,592	-2.3	0.3
Gift shops	1,960	2,370	2,010	2,110	2,130	1,603	1,590	1,662	1,561	1,583	1,479	1,370	1,381	-3.6	0.8
Eating and drinking places	1,550	2,380	2,100	2,290	2,300	2,256	2,360	2,455	2,511	2,523	2,547	2,493	2,803	2.8	12.4
Transportation by air	650	430	570	560	550	500	513	526	506	528	521	491	443	-3.3	-9.8
Scenic and Sightseeing Transportation										143	145	103	97	-	-5.8
SELECTED TOURISM-RELATED IMPORTS (millions of dollars) [b]															
Total tourism-related imports	78.0	141.0	209.9	235.9	231.5	248.7	202.3	597.2	561.3	421.0	438.2	305.7	349.8	-8.5	14.4
Alcoholic beverages	27.5	31.8	20.5	26.4	24.6	24.2	30.3	33.5	31.7	40.6	28.3	29.9	30.9	0.3	3.3
Cameras	3.1	3.8	2.5	1.6	1.3	3.2	5.7	5.3	5.3	1.7	0.7	1.1	1.8	-1.2	63.6
China	4.9	2.9	0.6	0.9	0.5	0.4	0.7	0.7	1.1	0.8	0.7	0.6	1.0	14.0	66.7
Crystal	2.0	3.1	0.4	0.5	0.7	0.8	0.4	0.4	0.5	0.1	0.5	0.2	0.2	57.0	0.0
Jewelry	17.7	72.1	157.5	179.5	170.6	192.7	135.6	511.0	480.9	339.4	374.8	242.4	274.2	-9.4	13.1
Leather goods	0.9	4.2	0.3	2.1	0.5	1.0	1.2	2.2	3.7	3.5	2.8	2.8	1.8	1.4	-35.7
Linen	5.3	2.2	1.1	1.3	1.3	1.5	2.0	1.5	1.4	0.8	1.5	1.6	1.5	7.7	-6.3
Perfume	5.7	9.7	4.8	5.0	4.5	4.1	4.9	4.3	3.0	5.1	4.0	3.4	4.1	4.8	20.6
Watches	10.9	11.3	22.2	18.6	27.5	20.8	21.5	38.3	33.7	29.0	24.9	23.7	34.3	0.0	44.7

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.

	1980	1990	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	Annual Percent Change	
														5-Year	1-Year
HOTELS AND OTHER TOURIST ACCOMODATIONS															
Total rooms or units	5,102	4,520	5,008	5,053	5,138	5,045	4,959	4,761	4,812	4,757	4,857	4,948	5,008	1.0	1.2
Number of hotels	65	60	49	48	47	46	48	47	47	46	47	46	47	-0.3	1.1
Hotel rooms	3,457	3,487	3,947	3,987	4,036	3,985	3,906	3,687	3,739	3,678	3,782	3,809	3,878	1.0	1.8
Condominium and other units	1,645	1,033	1,061	1,066	1,102	1,059	1,053	1,075	1,073	1,079	1,075	1,139	1,131	1.1	-0.7
Occupancy rate (percent)	64.2	62.5	57.7	56.2	56.6	57.2	61.3	63.8	60.1	64.4	60.0	54.8	57.1	-	-
St. Thomas/St. John:															
Total rooms or units	3,485	3,582	3,793	3,840	3,940	3,864	3,787	3,612	3,650	3,580	3,669	3,749	3,799	1.0	1.3
Number of hotels	30	41	30	30	30	29	31	30	30	29	30	30	30	-0.1	0.0
Hotel rooms	2,415	2,808	3,058	3,099	3,168	3,119	3,034	2,830	2,862	2,775	2,872	2,909	2,963	0.9	1.9
Condominium and other units	1,070	774	735	741	773	745	753	782	788	805	797	840	836	1.4	-0.4
Occupancy rate (percent)	67.6	62.3	60.6	59.3	60.9	62.3	65.2	66.1	63.0	67.7	64.6	60.2	60.7	-	-
St. Croix:															
Total rooms or units	1,617	938	1,215	1,213	1,197	1,180	1,172	1,149	1,162	1,177	1,187	1,200	1,209	1.0	0.8
Number of hotels	35	18	19	18	17	17	17	17	17	17	17	16	17	-0.6	3.1
Hotel rooms	1,043	679	889	888	868	866	872	856	877	903	910	900	915	1.3	1.6
Condominium and other units	575	259	326	325	329	314	299	293	285	275	278	300	295	0.2	-1.6
Occupancy rate (percent)	53.6	63.3	48.6	46.0	42.8	40.5	49.2	56.7	51.2	54.2	46.2	38.6	45.8	-	-
HOTEL GUESTS BY ORIGIN (total number and percent shares of total)															
Total hotel guests (no.)	263,522	398,210	653,300	653,024	663,727	691,362	664,844	698,602	804,356	750,861	817,649	866,881	816,103	3.5	-5.9
U.S.V.I. residents (percent)	5.1	7.1	7.0	7.9	10.1	9.8	10.4	11.5	12.7	10.9	9.4	9.1	8.2	-	-
Non-residents (percent)	94.9	92.9	93.0	92.1	89.8	90.2	89.6	88.5	87.3	89.1	90.6	90.9	91.8	-	-
U.S. mainland sales regions															
Chicago	13.0	13.3	12.4	12.4	11.7	11.9	12.0	11.4	11.7	12.5	12.8	13.2	13.9	-	-
Los Angeles	12.0	9.2	9.1	8.4	8.1	8.7	10.3	7.8	7.7	8.9	9.8	9.5	10.0	-	-
Miami	10.9	16.3	13.5	14.0	12.9	13.3	14.1	15.5	15.4	17.4	16.5	16.1	17.1	-	-
New York City	29.5	31.8	30.4	32.9	28.7	28.1	29.7	29.6	28.8	29.5	31.5	30.5	29.7	-	-
Washington, D.C.	9.1	9.9	10.7	10.7	9.5	9.8	11.2	11.9	11.9	12.2	12.6	14.4	14.7	-	-
Puerto Rico	10.5	6.0	3.7	3.1	3.4	3.4	3.7	3.1	3.1	2.7	2.6	2.3	2.3	-	-
Other West Indies	1.3	0.8	1.2	0.9	0.8	0.7	1.0	1.1	1.4	1.4	0.9	1.2	1.0	-	-
Canada	1.3	0.8	0.7	0.6	0.7	0.7	0.8	0.8	0.7	0.8	1.1	1.2	0.8	-	-
Europe	5.2	2.2	1.9	1.3	1.0	1.1	2.4	2.7	1.9	2.0	1.9	1.9	1.8	-	-
Central or South America	1.7	0.8	0.3	0.3	0.2	0.2	0.4	0.4	0.2	0.2	0.2	0.2	0.1	-	-
Other areas	0.4	1.8	9.0	7.6	13.0	12.2	4.1	4.3	4.6	1.7	0.5	0.4	0.3	-	-
REAL ESTATE [c]															
Number of homes sold	317	455	401	398	421	505	587	511	482	454	335	298	278	-11.1	-6.7
Average home sales price (\$)	96,189	175,734	276,061	282,417	324,939	437,026	409,792	468,460	492,607	524,726	462,687	456,295	474,728	0.5	4.0
Number of condominium sales	375	276	303	293	369	485	551	538	479	298	266	152	253	-7.2	66.4
Average condominium sales price (\$)	92,006	168,778	119,503	121,026	126,376	139,203	157,410	194,029	213,210	279,368	273,784	251,832	227,708	4.3	-9.6
St. Thomas/St. John:															
Number of homes sold	128	157	209	218	224	249	304	244	194	174	148	126	120	-13.1	-4.8
Average home sales price (\$)	115,547	236,048	317,285	365,879	408,219	546,488	509,879	649,655	677,683	782,938	560,006	591,904	588,214	-0.7	-0.6
Number of condominium sales	264	169	158	168	218	295	318	277	240	184	158	92	190	2.8	106.5
Average condominium sales price (\$)	103,056	171,341	112,732	117,210	133,435	144,333	184,498	234,233	260,142	294,969	311,654	263,059	244,013	1.5	-7.2
St. Croix:															
Number of homes sold	189	298	192	180	197	256	283	267	288	280	187	172	158	-8.9	-8.1
Average home sales price (\$)	83,079	143,957	231,187	181,335	230,244	330,557	302,278	302,874	367,938	364,266	385,665	356,954	388,536	5.6	8.8
Number of condominium sales	111	107	145	125	151	188	233	261	239	114	108	60	63	-21.1	5.0
Average condominium sales price (\$)	65,725	164,731	126,880	126,155	116,186	132,633	120,440	151,361	166,081	246,346	218,382	234,619	178,533	6.0	-23.9