

# U.S. Virgin Islands Annual Tourism Indicators

BUREAU OF ECONOMIC RESEARCH - OFFICE OF THE GOVERNOR

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	1990	2000	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	Annual Percent Change	
														5-Year	1-Year
<b>VISITOR ARRIVALS (thousands unless noted otherwise)</b>															
Total visitors	1,811.5	2,395.8	2,336.6	2,392.6	2,619.7	2,601.9	2,570.7	2,606.2	2,435.2	2,245.0	2,548.7	2,687.9	2,642.1	-3.7	-1.7
Tourists	462.5	545.9	520.2	537.9	566.8	593.8	570.6	587.1	574.2	562.6	589.8	531.9	580.3	-1.4	9.1
Excursionists	1,349.0	1,849.9	1,816.4	1,854.4	2,052.9	2,008.1	2,000.1	2,019.1	1,861.0	1,682.4	1,958.9	2,156.0	2,061.8	-4.3	-4.4
Air excursionists	229.4	81.5	77.7	82.9	88.2	95.6	96.6	101.2	104.0	100.1	100.0	147.0	157.3	9.9	7.0
Cruise passengers	1,119.6	1,768.4	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	2,009.0	1,904.5	-5.1	-5.2
Air visitors - tourists & excursionists	691.9	627.6	598.0	620.8	655.0	689.4	667.2	688.3	678.1	662.8	689.7	677.1	737.6	0.2	8.9
Number of cruise ships	1,142	1,014	845	888	924	818	782	752	687	621	680	698	667	-5.9	-4.4
St. Thomas/St. John:															
Air visitors - tourists & excursionists	510.5	480.6	471.2	505.9	524.2	544.8	533.4	558.4	558.4	532.5	542.0	530.9	580.3	-0.4	9.3
Cruise passengers	1,117.2	1,719.8	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	1,887.1	1,790.6	-6.8	-5.1
Number of cruise ships	1,140	949	812	878	922	814	776	750	685	593	631	643	616	-7.6	-4.2
St. Croix:															
Air visitors - tourists & excursionists	181.4	147.0	126.8	114.9	130.8	144.5	133.8	129.9	119.7	130.3	147.8	146.3	157.3	3.3	7.5
Cruise passengers	13.1	232.4	120.5	23.0	25.0	54.5	35.2	7.1	2.5	105.1	149.4	158.2	117.2	-	-25.9
Number of cruise ships	14	139	71	25	11	48	25	6	2	48	67	72	54	-	-25.0
<b>VISITOR EXPENDITURES (millions of dollars)</b>															
Total expenditures	697.0	1,205.9	1,195.4	1,256.5	1,356.0	1,431.6	1,467.6	1,512.6	1,157.1	1,021.3	1,012.5	-	-	-	-
Tourists	498.8	725.9	723.5	765.4	789.8	863.8	883.2	929.8	-	687.4	678.2	-	-	-	-
Excursionists	198.2	480.0	471.9	491.1	566.3	567.8	584.3	582.9	470.7	333.9	334.3	-	-	-	-
Day-trip by air	30.6	18.2	18.5	20.3	27.6	27.2	25.6	27.7	29.7	28.6	28.0	-	-	-	-
Cruise passengers	167.6	461.8	453.4	470.8	538.6	540.6	558.8	555.2	441.0	305.3	306.3	-	-	-	-
<b>SELECTED TOURISM-RELATED EMPLOYMENT (number of jobs)[a]</b>															
Total tourism-related employment	8,640	8,660	8,910	8,379	8,723	8,695	8,593	8,778	8,683	8,038	8,301	8,469	8,293	-3.2	-2.1
Hotels and other lodging places	3,460	3,980	3,930	4,020	4,260	4,052	4,015	4,001	3,991	3,581	3,587	3,549	3,605	-4.1	1.6
Gift shops	2,370	2,010	2,130	1,603	1,590	1,662	1,561	1,583	1,479	1,370	1,381	1,351	1,326	-5.1	-1.9
Eating and drinking places	2,380	2,100	2,300	2,256	2,360	2,455	2,511	2,523	2,547	2,493	2,793	2,959	2,787	-0.6	-5.8
Transportation by air	430	570	550	500	513	526	506	528	521	491	443	493	459	-1.7	-6.9
Scenic and Sightseeing Transportation								143	145	103	97	117	116	-7.4	-0.9
<b>SELECTED TOURISM-RELATED IMPORTS (millions of dollars) [b]</b>															
Total tourism-related imports	141.0	209.9	231.5	248.7	202.3	597.2	561.3	421.0	438.2	305.7	349.8	361.0	365.1	-10.4	1.1
Alcoholic beverages	31.8	20.5	24.6	24.2	30.3	33.5	31.7	40.6	28.3	29.9	30.9	34.2	33.3	-2.2	-2.6
Cameras	3.8	2.5	1.3	3.2	5.7	5.3	5.3	1.7	0.7	1.1	1.8	1.8	0.8	0.0	-55.6
China	2.9	0.6	0.5	0.4	0.7	0.7	1.1	0.8	0.7	0.6	1.0	1.0	1.6	3.8	60.0
Crystal	3.1	0.4	0.7	0.8	0.4	0.4	0.5	0.1	0.5	0.2	0.2	0.1	0.3	86.0	200.0
Jewelry	72.1	157.5	170.6	192.7	135.6	511.0	480.9	339.4	374.8	242.4	274.2	278.2	283.0	-11.4	1.7
Leather goods	4.2	0.3	0.5	1.0	1.2	2.2	3.7	3.5	2.8	2.8	1.8	2.5	3.1	8.6	24.0
Linen	2.2	1.1	1.3	1.5	2.0	1.5	1.4	0.8	1.5	1.6	1.5	2.1	1.5	22.5	-28.6
Perfume	9.7	4.8	4.5	4.1	4.9	4.3	3.0	5.1	4.0	3.4	4.1	3.9	3.2	-14.9	-17.9
Watches	11.3	22.2	27.5	20.8	21.5	38.3	33.7	29.0	24.9	23.7	34.3	37.2	38.3	-2.5	3.0

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	2000	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	Annual Percent Change	
														5-Year	1-Year
<b>HOTELS AND OTHER TOURIST ACCOMODATIONS</b>															
Total rooms or units	4,520	5,008	5,138	5,045	4,959	4,761	4,812	4,757	4,857	4,948	5,008	4,889	5,030	1.3	2.9
Number of hotels	60	49	47	46	48	47	47	46	47	46	47	47	46	-0.7	-2.5
Hotel rooms	3,487	3,947	4,036	3,985	3,906	3,687	3,739	3,678	3,782	3,809	3,878	3,759	3,874	0.9	3.0
Condominium and other units	1,033	1,061	1,102	1,059	1,053	1,075	1,073	1,079	1,075	1,139	1,131	1,130	1,157	2.8	2.4
Occupancy rate (percent)	62.5	57.7	56.6	57.2	61.3	63.8	60.1	64.4	60.0	54.8	57.1	51.6	47.8	-	-
St. Thomas/St. John:															
Total rooms or units	3,582	3,793	3,940	3,864	3,787	3,612	3,650	3,580	3,669	3,749	3,799	3,667	3,809	1.4	3.9
Number of hotels	41	30	30	29	31	30	30	29	30	30	30	30	29	0.0	-3.1
Hotel rooms	2,808	3,058	3,168	3,119	3,034	2,830	2,862	2,775	2,872	2,909	2,963	2,833	2,948	1.1	4.0
Condominium and other units	774	735	773	745	753	782	788	805	797	840	836	834	862	2.6	3.3
Occupancy rate (percent)	62.3	60.6	60.9	62.3	65.2	66.1	63.0	67.7	64.6	60.2	60.7	53.8	49.9	-	-
St. Croix:															
Total rooms or units	938	1,215	1,197	1,180	1,172	1,149	1,162	1,177	1,187	1,200	1,209	1,222	1,221	0.8	-0.1
Number of hotels	18	19	17	17	17	17	17	17	17	16	17	17	17	-1.7	-1.5
Hotel rooms	679	889	868	866	872	856	877	903	910	900	915	926	926	0.0	0.0
Condominium and other units	259	326	329	314	299	293	285	275	278	300	295	296	295	3.4	-0.3
Occupancy rate (percent)	63.3	48.6	42.8	40.5	49.2	56.7	51.2	54.2	46.2	38.6	45.8	45.1	41.4	-	-
<b>HOTEL GUESTS BY ORIGIN (total number and percent shares of total)</b>															
Total hotel guests (no.)	398,210	653,300	663,727	691,362	664,844	698,602	804,356	750,861	817,649	866,881	816,103	734,813	700,964	1.3	-4.6
U.S.V.I. residents (percent)	7.1	7.0	10.1	9.8	10.4	11.5	12.7	10.9	9.4	9.1	8.2	7.4	7.2	-	-
Non-residents (percent)	92.9	93.0	89.8	90.2	89.6	88.5	87.3	89.1	90.6	90.9	91.8	92.6	92.8	-	-
U.S. mainland sales regions	80.6	76.1	70.8	71.8	77.2	76.2	75.4	80.3	83.3	83.7	85.4	83.8	82.7	-	-
Chicago	13.3	12.4	11.7	11.9	12.0	11.4	11.7	12.5	12.8	13.2	13.9	14.0	14.2	-	-
Los Angeles	9.2	9.1	8.1	8.7	10.3	7.8	7.7	8.9	9.8	9.5	10.0	10.4	10.3	-	-
Miami	16.3	13.5	12.9	13.3	14.1	15.5	15.4	17.4	16.5	16.1	17.1	17.8	17.0	-	-
New York City	31.8	30.4	28.7	28.1	29.7	29.6	28.8	29.5	31.5	30.5	29.7	27.4	27.6	-	-
Washington, D.C.	9.9	10.7	9.5	9.8	11.2	11.9	11.9	12.2	12.6	14.4	14.7	14.3	13.7	-	-
Puerto Rico	6.0	3.7	3.4	3.4	3.7	3.1	3.1	2.7	2.6	2.3	2.3	2.6	2.7	-	-
Other West Indies	0.8	1.2	0.8	0.7	1.0	1.1	1.4	1.4	0.9	1.2	1.0	1.2	1.1	-	-
Canada	0.8	0.7	0.7	0.7	0.8	0.8	0.7	0.8	1.1	1.2	0.8	0.9	1.0	-	-
Europe	2.2	1.9	1.0	1.1	2.4	2.7	1.9	2.0	1.9	1.9	1.8	3.0	4.4	-	-
Central or South America	0.8	0.3	0.2	0.2	0.4	0.4	0.2	0.2	0.2	0.2	0.1	0.3	0.5	-	-
Other areas	1.8	9.0	13.0	12.2	4.1	4.3	4.6	1.7	0.5	0.4	0.3	0.7	0.4	-	-
<b>REAL ESTATE [c]</b>															
Number of homes sold	455	401	421	505	587	511	482	454	335	298	278	272	252	-11.6	-7.4
Average home sales price (\$)	175,734	276,061	324,939	437,026	409,792	468,460	492,607	524,726	462,687	456,295	474,728	533,862	440,808	-3.9	-17.4
Number of condominium sales	276	303	369	485	551	538	479	298	266	152	253	162	336	-5.0	107.4
Average condominium sales price (\$)	168,778	119,503	126,376	139,203	157,410	194,029	213,210	279,368	273,784	251,832	227,708	202,852	247,630	-1.4	22.1
St. Thomas/St. John:															
Number of homes sold	157	209	224	249	304	244	194	174	148	126	120	138	146	-4.8	5.8
Average home sales price (\$)	236,048	317,285	408,219	546,488	509,879	649,655	677,683	782,938	560,006	591,904	588,214	684,213	476,745	-6.2	-30.3
Number of condominium sales	169	158	218	295	318	277	240	184	158	92	190	99	297	10.9	200.0
Average condominium sales price (\$)	171,341	112,732	133,435	144,333	184,498	234,233	260,142	294,969	311,654	263,059	244,013	198,075	259,862	-2.6	31.2
St. Croix:															
Number of homes sold	298	192	197	256	283	267	288	280	187	172	158	134	106	-17.1	-20.9
Average home sales price (\$)	143,957	231,187	230,244	330,557	302,278	302,874	367,938	364,266	385,665	356,954	388,536	379,024	391,310	-1.6	3.2
Number of condominium sales	107	145	151	188	233	261	239	114	108	60	63	63	39	-26.4	-38.1
Average condominium sales price (\$)	164,731	126,880	116,186	132,633	120,440	151,361	166,081	246,346	218,382	234,619	178,533	210,361	154,485	-1.0	-26.6