

# U.S. Virgin Islands Annual Tourism Indicators

BUREAU OF ECONOMIC RESEARCH - OFFICE OF THE GOVERNOR

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	1990	2000	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	Annual Percent Change	
															5-Year	1-Year
<b>VISITOR ARRIVALS (thousands unless noted otherwise)</b>																
Total visitors	1,811.5	2,395.8	2,606.2	2,435.2	2,245.0	2,686.1	2,686.1	2,640.4	2,701.6	2,814.3	2,643.0	2,573.6	1,967.3	1,937.2	-6.6	-1.5
Tourists	462.5	545.9	587.1	574.2	562.6	572.3	566.9	619.2	590.3	614.8	641.6	667.4	535.0	380.9	-7.2	-28.8
Excursionists	1,349.0	1,849.9	2,019.1	1,861.0	1,682.4	2,119.2	2,119.2	2,021.2	2,111.3	2,199.5	2,001.4	1,906.2	1,432.3	1,556.3	-6.0	8.7
Air excursionists	229.4	81.5	101.2	104.0	100.1	100.0	110.2	116.7	112.7	115.6	122.6	129.5	115.1	110.2	-0.1	-4.3
Cruise passengers	1,119.6	1,768.4	1,917.9	1,757.1	1,582.3	1,858.9	2,009.0	1,904.5	1,998.6	2,083.9	1,878.8	1,776.7	1,317.2	1,446.1	-6.3	9.8
Air visitors - tourists & excursionists	691.9	627.6	688.3	678.1	662.8	677.1	677.1	737.6	702.9	730.3	764.1	796.8	650.1	491.1	-5.9	-24.5
Number of cruise ships	1,142	1,014	752	687	621	680	698	667	626	655	609	569	427	481	-4.3	12.6
St. Thomas/St. John:																
Air visitors - tourists & excursionists	510.5	480.6	558.4	558.4	532.5	542.0	530.9	580.3	570.0	601.9	622.7	646.2	512.3	328.0	-8.8	-36.0
Cruise passengers	1,117.2	1,719.8	1,917.4	1,754.6	1,507.6	1,751.3	1,887.1	1,790.6	1,886.6	1,979.9	1,747.6	1,694.1	1,284.6	1,366.4	-7.3	6.4
Number of cruise ships	1,140	949	750	685	593	631	643	616	579	611	560	535	410	449	-5.0	9.5
St. Croix:																
Air visitors - tourists & excursionists	181.4	147.0	129.9	119.7	130.3	147.8	146.3	157.3	132.9	128.4	141.4	150.6	137.8	163.1	5.3	18.4
Cruise passengers	13.1	232.4	7.1	2.5	105.1	149.4	158.2	117.2	116.4	138.1	159.4	117.1	32.6	79.6	24.2	143.9
Number of cruise ships	14	139	6	2	48	67	72	54	49	54	58	45	17	41	20.8	141.2
<b>VISITOR EXPENDITURES (millions of dollars)</b>																
Total expenditures	697.0	1,205.9	1,512.6	1,157.1	1,021.3	1,121.6	1,121.6	1,210.4	1,168.0	1,319.0	1,324.4	1,342.9	1,202.0	1,045.6	-2.0	-13.0
Tourists	498.8	725.9	929.8	686.4	687.4	791.2	776.9	842.3	786.8	832.7	880.8	916.2	842.5	654.6	-2.6	-22.3
Excursionists	198.2	480.0	582.9	470.7	333.9	472.1	344.7	368.1	381.2	486.3	443.6	426.7	359.5	391.0	0.6	8.8
Day-trip by air	30.6	18.2	27.7	29.7	28.6	28.0	35.4	35.4	36.1	33.4	35.2	34.5	28.9	27.7	-3.4	-4.2
Cruise passengers	167.6	461.8	555.2	441.0	305.3	404.1	436.7	413.9	434.4	452.9	408.4	392.2	330.6	363.3	-4.2	9.9
<b>SELECTED TOURISM-RELATED EMPLOYMENT (number of jobs)[a]</b>																
Total tourism-related employment	8,640	8,660	8,778	8,683	8,038	8,469	8,469	8,339	8,136	8,171	8,159	8,430	7,956	-	-	-
Hotels and other lodging places	3,460	3,980	4,001	3,991	3,581	3,587	3,549	3,617	3,519	3,575	3,629	3,617	3,469	-	-	-
Gift shops	2,370	2,010	1,583	1,479	1,370	1,381	1,351	1,326	1,257	1,224	1,226	1,135	974	-	-	-
Eating and drinking places	2,380	2,100	2,523	2,547	2,493	2,793	2,959	2,821	2,784	2,809	2,765	3,170	2,996	-	-	-
Transportation by air	430	570	528	521	491	443	493	459	476	452	419	405	402	-	-	-
Scenic and Sightseeing Transportation			143	145	103	97	117	116	100	111	120	103	115	-	-	-
<b>SELECTED TOURISM-RELATED IMPORTS (millions of dollars) [b]</b>																
Total tourism-related imports	141.0	209.9	421.0	438.2	305.7	349.8	361.0	365.1	406.1	413.3	414.5	390.2	321.0	-	-	-
Alcoholic beverages	31.8	20.5	40.6	28.3	29.9	30.9	34.2	33.3	36.9	35.2	40.0	35.2	30.3	-	-	-
Cameras	3.8	2.5	1.7	0.7	1.1	1.8	1.8	0.8	0.4	0.4	0.4	0.1	0.2	-	-	-
China	2.9	0.6	0.8	0.7	0.6	1.0	1.0	1.6	1.2	1.1	0.9	1.2	1.8	-	-	-
Crystal	3.1	0.4	0.1	0.5	0.2	0.2	0.1	0.3	0.2	0.2	0.2	0.2	0.1	-	-	-
Jewelry	72.1	157.5	339.4	374.8	242.4	274.2	278.2	283.0	319.2	323.7	320.4	315.7	259.1	-	-	-
Leather goods	4.2	0.3	3.5	2.8	2.8	1.8	2.5	3.1	3.5	3.5	3.1	3.3	3.0	-	-	-
Linen	2.2	1.1	0.8	1.5	1.6	1.5	2.1	1.5	1.6	1.8	1.4	2.2	1.3	-	-	-
Perfume	9.7	4.8	5.1	4.0	3.4	4.1	3.9	3.2	2.8	5.4	7.4	6.7	6.4	-	-	-
Watches	11.3	22.2	29.0	24.9	23.7	34.3	37.2	38.3	40.3	42.0	40.7	25.6	18.8	-	-	-

**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	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	Annual Percent Change	
															5-Year	1-Year
<b>HOTELS AND OTHER TOURIST ACCOMODATIONS</b>																
Total rooms or units	4,520	5,008	4,757	4,857	4,948	5,008	4,889	5,030	5,016	4,975	5,060	4,842	4,897	2,483	-9.1	-49.3
Number of hotels	60	49	46	47	46	47	47	46	44	44	41	42	43	30	-8.2	-30.7
Hotel rooms	3,487	3,947	3,678	3,782	3,809	3,878	3,759	3,874	3,897	3,856	3,903	3,819	3,827	1,890	-9.8	-50.6
Condominium and other units	1,033	1,061	1,079	1,075	1,139	1,131	1,130	1,157	1,120	1,119	1,157	1,023	1,071	593	-6.6	-44.7
Occupancy rate (percent)	62.5	57.7	64.4	60.0	54.8	57.1	51.6	50.9	53.8	53.7	57.1	56.7	47.3	43.0	-	-
St. Thomas/St. John:																
Total rooms or units	3,582	3,793	3,580	3,669	3,749	3,799	3,667	3,809	3,796	3,755	3,843	3,688	3,730	1,661	-10.1	-55.5
Number of hotels	41	30	29	30	30	30	30	29	28	28	27	27	27	18	-7.2	-34.2
Hotel rooms	2,808	3,058	2,775	2,872	2,909	2,963	2,833	2,948	2,972	2,931	2,979	2,923	2,926	1,182	-11.5	-59.6
Condominium and other units	774	735	805	797	840	836	834	862	825	824	865	764	805	479	-5.1	-40.5
Occupancy rate (percent)	62.3	60.6	67.7	64.6	60.2	60.7	53.8	53.9	57.8	58.5	61.0	59.9	47.5	37.3	-	-
St. Croix:																
Total rooms or units	938	1,215	1,177	1,187	1,200	1,209	1,222	1,221	1,220	1,220	1,217	1,154	1,167	822	-5.8	-29.6
Number of hotels	18	19	17	17	16	17	17	17	17	16	14	15	16	12	-9.9	-24.7
Hotel rooms	679	889	903	910	900	915	926	926	925	925	925	896	901	709	-4.2	-21.4
Condominium and other units	259	326	275	278	300	295	296	295	295	295	293	259	266	113	-11.2	-57.4
Occupancy rate (percent)	63.3	48.6	54.2	46.2	38.6	45.8	45.1	41.4	41.2	39.0	44.6	46.6	46.7	54.2	-	-
<b>HOTEL GUESTS BY ORIGIN (total number and percent shares of total)</b>																
Total hotel guests (no.)	398,210	653,300	750,861	817,649	866,881	816,103	734,813	731,371	808,531	851,720	895,466	828,629	652,677	246,911	-13.6	-62.2
U.S.V.I. residents (percent)	7.1	7.0	10.9	9.4	9.1	8.2	7.4	6.9	6.6	6.2	5.4	6.9	9.7	17.6	-	-
Non-residents (percent)	92.9	93.0	89.1	90.6	90.9	91.8	92.6	93.1	93.4	93.8	94.6	93.1	90.3	82.4	-	-
U.S. mainland sales regions																
Chicago	13.3	12.4	12.5	12.8	13.2	13.9	14.0	14.1	16.2	15.7	16.0	15.5	13.1	7.2	-	-
Los Angeles	9.2	9.1	8.9	9.8	9.5	10.0	10.4	10.0	12.2	13.5	13.2	14.3	12.5	7.7	-	-
Miami	16.3	13.5	17.4	16.5	16.1	17.1	17.8	16.8	17.4	17.5	16.9	17.4	18.5	22.3	-	-
New York City	31.8	30.4	29.5	31.5	30.5	29.7	27.4	27.1	25.6	26.3	26.5	24.8	24.1	16.1	-	-
Washington, D.C.	9.9	10.7	12.2	12.6	14.4	14.7	14.3	13.4	13.2	13.6	14.9	13.0	12.5	10.2	-	-
Puerto Rico	6.0	3.7	2.7	2.6	2.3	2.3	2.6	2.6	2.0	2.2	1.8	2.3	3.6	10.4	-	-
Other West Indies	0.8	1.2	1.4	0.9	1.2	1.0	1.2	1.1	1.0	0.9	0.7	1.2	1.6	3.9	-	-
Canada	0.8	0.7	0.8	1.1	1.2	0.8	0.9	1.0	0.9	0.8	0.7	0.6	0.7	0.7	-	-
Europe	2.2	1.9	2.0	1.9	1.9	1.8	3.0	4.3	2.8	2.1	2.4	2.4	2.6	2.4	-	-
Central or South America	0.8	0.3	0.2	0.2	0.2	0.1	0.3	0.5	0.3	0.3	0.3	0.3	0.4	0.2	-	-
Other areas	1.8	9.0	1.7	0.5	0.4	0.3	0.7	2.2	1.8	1.0	1.4	1.4	0.8	1.3	-	-
<b>REAL ESTATE [c]</b>																
Number of homes sold	455	401	454	335	298	278	272	252	340	355	355	431	353	539	7.8	52.7
Average home sales price (\$)	175,734	276,061	524,726	462,687	456,295	474,728	533,862	440,808	538,369	568,295	508,811	500,791	491,574	455,350	-4.9	-7.4
Number of condominium sales	276	303	298	266	152	253	162	336	196	286	289	325	290	382	13.8	31.7
Average condominium sales price (\$)	168,778	119,503	279,368	273,784	251,832	227,708	202,852	247,630	208,205	201,990	215,142	223,237	225,480	203,622	0.3	-9.7
St. Thomas/St. John:																
Number of homes sold	157	209	174	148	126	120	138	146	194	194	180	226	162	273	5.2	68.5
Average home sales price (\$)	236,048	317,285	782,938	560,006	591,904	588,214	684,213	476,745	713,183	772,770	644,945	650,076	646,118	588,727	-6.8	-8.9
Number of condominium sales	169	158	184	158	92	190	99	297	116	146	166	187	155	161	8.0	3.9
Average condominium sales price (\$)	171,341	112,732	294,969	311,654	263,059	244,013	198,075	259,862	250,114	253,705	245,557	252,291	281,708	237,057	-1.8	-15.9
St. Croix:																
Number of homes sold	298	192	280	187	172	158	134	106	146	161	175	205	191	266	12.0	39.3
Average home sales price (\$)	143,957	231,187	364,266	385,665	356,954	388,536	379,024	391,310	306,083	321,910	368,789	336,215	350,495	318,495	5.9	-9.1
Number of condominium sales	107	145	114	108	60	63	63	39	80	140	123	138	135	221	22.4	63.7
Average condominium sales price (\$)	164,731	126,880	246,346	218,382	234,619	178,533	210,361	154,485	147,438	148,059	174,096	183,861	160,923	179,265	6.9	11.4