

US VIRGIN ISLANDS

Visitor Arrival Summary

The United States Virgin Islands hosted some 655.0 thousand tourists and same-day visitors in 2004, an increase of 5.5 percent when compared to 2003. Tourist arrivals, which accounted for 83.0 percent or 543.6 thousands arrivals, increased by 1.1. While the number of same-day visitors grew by 34.4 percent from 82.9 thousand in 2003 to 111.4 thousand in 2004.

- ◆ Non-resident hotel registration is used as a proxy to study the trends in the main tourism markets in this destination. In 2004, some 86.6 percent of the registrations were from the United States. These registrations was an increase of 6.1 percent when compared to the performance of 2003. Reported hotel registrations of Europeans rose by 104.1 percent but accounted for only 2.6 percent of the total. The second largest market for this destination is the Caribbean with a market share of 5.2 percent. From this market, 9.1 percent more person were entertained than in the previous year. Canada and Latin America also did much better in 2004 than in 2003.
- ◆ The US Virgin Islands registered an increase in cruise passenger arrivals of 10.8 percent to reach 1,964.7 thousand. There was an associated 4.2 percent rise in cruise ship calls with 925 calls being made in 2004.

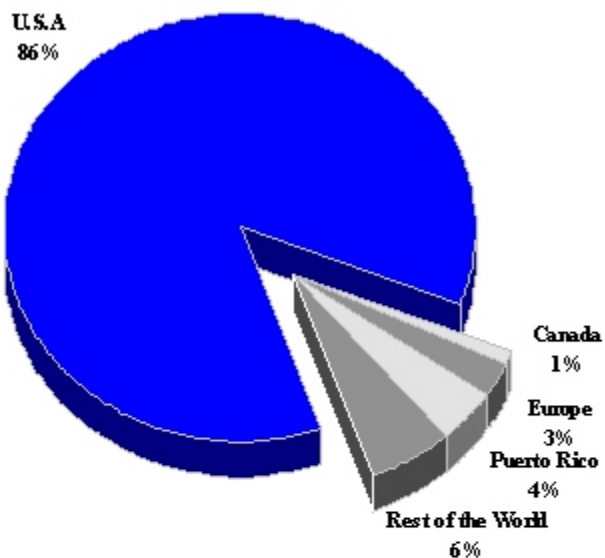
TOURISM HIGHLIGHTS FOR 2004

VISITOR ARRIVALS			
Tourist Arrivals ✈	658,638	Cruise Passengers	1,964,689
➔ <i>Summer</i>	61.6%	➔ <i>Summer</i>	57.0%
➔ <i>Winter</i>	38.4%	➔ <i>Winter</i>	43.0%
Same Day Visitors	111,400	Cruise Calls	925
TOURISM AND OTHER RELATED ECONOMIC STATISTICS			
Total Expenditure (<i>US\$ millions</i>)	\$1,365.9	Consumer Price Index (<i>% ch. 2004/'03</i>)	2.6%
Cruise Expenditure (<i>US\$ millions</i>)	\$538.6		
ACCOMMODATION STATISTICS			
Total Hotel Rooms	4,983	St. Thomas/St. John - Hotel Rooms	3,811
Room Occupancy Rate	61.3%	Occupancy Rate	65.2%
ACCOMMODATION STATISTICS (<i>continued</i>)		SOCIO - ECONOMIC STATISTICS	
St. Croix - Hotel Rooms	1,172	Land Area (<i>square kilometers</i>)	342
Occupancy Rate	49.2%	Population (<i>thousand mid year 2004</i>)	111.5

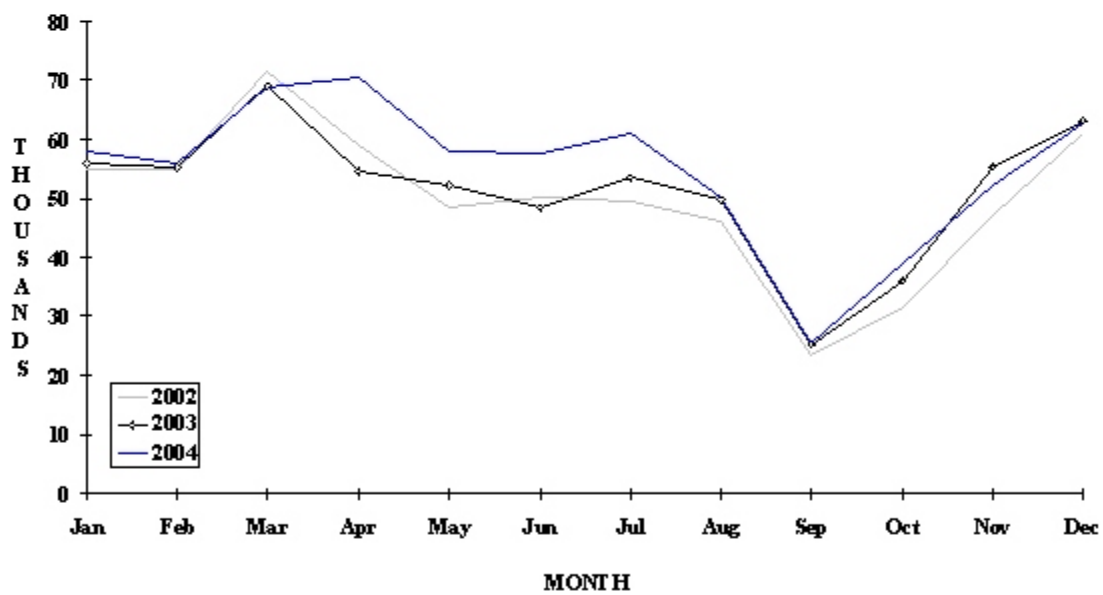
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HOTEL REGISTRATIONS BY MAIN MARKET

2004



MONTHLY TOURIST ARRIVALS



VISITOR AIR ARRIVALS BY CATEGORY

Category	2000	2001	2002	2003	2004
Tourists	545900	527200	520200	537900	543600
Same-day visitors*	81500	78800	77700	82900	111400
TOTAL	627400	606000	597900	620800	655000

St Thomas\St John 481392 469423 472900 505900 526400

* Excluding Cruise Passengers

NON-RESIDENT HOTEL REGISTRATIONS**

Country of Residence	2000	2001	2002	2003	2004	% Share 2004
United States	494810	507428	471738	496168	526587	86.6
Canada	4373	4022	4372	4822	5259	0.9
Europe	12451	8708	6144	7749	15813	2.6
Puerto Rico	24324	21212	21859	23792	24662	4.1
Other Caribbean	7714	5909	5034	4996	6771	1.1
Latin America	2239	2025	1322	1491	2548	0.4
Rest of World	61431	48133	85216	84377	26484	4.4
TOTAL	607342	597437	595685	623395	608124	100.0

** Totals vary according to the number of hotels responding to the survey; the reader should be wary of year-to-year comparisons.

VISITOR AIR ARRIVALS BY MONTH***

Month	2000	2001	2002	2003	2004	% Change 2004/03
January	51798	59092	55024	56241	57924	3.0
February	58586	59928	54974	55399	55754	0.6
March	67877	69949	71470	69197	68590	-0.9
April	62562	63754	58839	54704	70415	28.7
May	56565	53520	48433	52459	58041	10.6
June	52010	54433	50318	48578	57612	18.6
July	54059	52380	49543	53668	60956	13.6
August	48575	50883	46161	49954	50059	0.2
September	30575	19529	23435	25350	25631	1.1
October	34171	28482	31684	36344	38808	6.8
November	51475	43451	47169	55518	52166	-6.0
December	59900	54245	60863	63402	62682	-1.1
TOTAL	628153	609646	597913	620814	658638	6.1

*** Excluding resident arrivals and inter-island traffic but including excursionists

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CRUISE PASSENGER ARRIVALS

Month	2000	2001	2002	2003	% Change	
					2004	2004/03
January	186380	238104	237767	203182	223648	10.1
February	184229	224101	198263	181901	205257	12.8
March	207685	239774	219810	193414	230497	19.2
April	188484	216064	161235	182605	185792	1.7
May	94893	91919	103064	106055	118496	11.7
June	75923	91261	88152	92844	126643	36.4
July	78718	102578	101672	103017	123695	20.1
August	70014	101599	98079	96733	109498	13.2
September	76805	63191	74788	87661	72764	-17.0
October	128738	126555	110793	116450	129480	11.2
November	232741	176811	145473	191191	199627	4.4
December	243792	219432	199607	218695	239292	9.4
TOTAL	1768402	1891389	1738703	1773748	1964689	10.8
Number of Calls	1014	976	845	888	925	

TOURIST ACCOMMODATION

Type of Accommodation	2000	2001	2002	2003	2004
Hotel (rooms)	3934	3981	3991	3985	3930
Condo/Villa Units	1063	1067	1101	1059	1053
TOTAL	4997	5048	5092	5044	4983
St Thomas/St. John	3789	3835	3899	3864	3811
St Croix	1208	1213	1193	1180	1172

Source: Bureau of Economic Analysis, USVI Department of Commerce