

U.S. Virgin Islands Annual Tourism Indicators

BUREAU OF ECONOMIC RESEARCH - OFFICE OF THE GOVERNOR

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| | 1990 | 2000 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | Annual Percent Change | |
|---|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-----------------------|--------|
| | | | | | | | | | | | | | | 5-Year | 1-Year |
| VISITOR ARRIVALS (thousands unless noted otherwise) | | | | | | | | | | | | | | | |
| Total visitors | 1,811.5 | 2,395.8 | 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 | 2,701.5 | 2,814.2 | 6.2 | 4.2 |
| Tourists | 462.5 | 545.9 | 566.8 | 593.8 | 570.6 | 587.1 | 574.2 | 562.6 | 589.8 | 531.9 | 580.3 | 570.0 | 601.9 | -2.2 | 5.6 |
| Excursionists | 1,349.0 | 1,849.9 | 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 | 2,131.5 | 2,212.3 | 8.7 | 3.8 |
| Air excursionists | 229.4 | 81.5 | 88.2 | 95.6 | 96.6 | 101.2 | 104.0 | 100.1 | 100.0 | 147.0 | 157.3 | 132.9 | 128.4 | 15.0 | -3.4 |
| Cruise passengers | 1,119.6 | 1,768.4 | 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 | 1,998.6 | 2,083.9 | 8.6 | 4.3 |
| Air visitors - tourists & excursionists | 691.9 | 627.6 | 655.0 | 689.4 | 667.2 | 688.3 | 678.1 | 662.8 | 689.7 | 677.1 | 737.6 | 702.9 | 730.3 | -0.1 | 3.9 |
| Number of cruise ships | 1,142 | 1,014 | 924 | 818 | 782 | 752 | 687 | 621 | 680 | 698 | 667 | 626 | 655 | 2.7 | 4.6 |
| St. Thomas/St. John: | | | | | | | | | | | | | | | |
| Air visitors - tourists & excursionists | 510.5 | 480.6 | 524.2 | 544.8 | 533.4 | 558.4 | 558.4 | 532.5 | 542.0 | 530.9 | 580.3 | 570.0 | 601.9 | 0.3 | 5.6 |
| Cruise passengers | 1,117.2 | 1,719.8 | 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 | 1,886.6 | 1,979.9 | 8.4 | 4.9 |
| Number of cruise ships | 1,140 | 949 | 922 | 814 | 776 | 750 | 685 | 593 | 631 | 643 | 616 | 579 | 611 | 1.9 | 5.5 |
| St. Croix: | | | | | | | | | | | | | | | |
| Air visitors - tourists & excursionists | 181.4 | 147.0 | 130.8 | 144.5 | 133.8 | 129.9 | 119.7 | 130.3 | 147.8 | 146.3 | 157.3 | 132.9 | 128.4 | -1.5 | -3.4 |
| Cruise passengers | 13.1 | 232.4 | 25.0 | 54.5 | 35.2 | 7.1 | 2.5 | 105.1 | 149.4 | 158.2 | 117.2 | 116.4 | 138.1 | 14.4 | 18.6 |
| Number of cruise ships | 14 | 139 | 11 | 48 | 25 | 6 | 2 | 48 | 67 | 72 | 54 | 54 | 49 | 9.0 | -9.3 |
| VISITOR EXPENDITURES (millions of dollars) | | | | | | | | | | | | | | | |
| Total expenditures | 697.0 | 1,205.9 | 1,356.0 | 1,431.6 | 1,467.6 | 1,512.6 | 1,157.1 | 1,021.3 | 1,012.5 | 1,085.3 | 1,152.8 | 1,232.2 | - | - | - |
| Tourists | 498.8 | 725.9 | 789.8 | 863.8 | 883.2 | 929.8 | 686.4 | 687.4 | 678.2 | 740.6 | 784.7 | 851.0 | - | - | - |
| Excursionists | 198.2 | 480.0 | 566.3 | 567.8 | 584.3 | 582.9 | 470.7 | 333.9 | 334.3 | 344.7 | 368.1 | 381.2 | - | - | - |
| Day-trip by air | 30.6 | 18.2 | 27.6 | 27.2 | 25.6 | 27.7 | 29.7 | 28.6 | 28.0 | 35.4 | 35.4 | 36.1 | - | - | - |
| Cruise passengers | 167.6 | 461.8 | 538.6 | 540.6 | 558.8 | 555.2 | 441.0 | 305.3 | 306.3 | 311.8 | 332.7 | 345.1 | - | - | - |
| SELECTED TOURISM-RELATED EMPLOYMENT (number of jobs)[a] | | | | | | | | | | | | | | | |
| Total tourism-related employment | 8,640 | 8,660 | 8,723 | 8,695 | 8,593 | 8,778 | 8,683 | 8,038 | 8,301 | 8,469 | 8,339 | 8,136 | 8,171 | 1.1 | 0.4 |
| Hotels and other lodging places | 3,460 | 3,980 | 4,260 | 4,052 | 4,015 | 4,001 | 3,991 | 3,581 | 3,587 | 3,549 | 3,617 | 3,519 | 3,575 | -0.6 | 1.6 |
| Gift shops | 2,370 | 2,010 | 1,590 | 1,662 | 1,561 | 1,583 | 1,479 | 1,370 | 1,381 | 1,351 | 1,326 | 1,257 | 1,224 | -2.3 | -2.6 |
| Eating and drinking places | 2,380 | 2,100 | 2,360 | 2,455 | 2,511 | 2,523 | 2,547 | 2,493 | 2,793 | 2,959 | 2,821 | 2,784 | 2,809 | 4.7 | 0.9 |
| Transportation by air | 430 | 570 | 513 | 526 | 506 | 528 | 521 | 491 | 443 | 493 | 459 | 476 | 452 | 2.3 | -5.0 |
| Scenic and Sightseeing Transportation | | | | | | 143 | 145 | 103 | 97 | 117 | 116 | 100 | 111 | 6.5 | 11.0 |
| SELECTED TOURISM-RELATED IMPORTS (millions of dollars) [b] | | | | | | | | | | | | | | | |
| Total tourism-related imports | 141.0 | 209.9 | 202.3 | 597.2 | 561.3 | 421.0 | 438.2 | 305.7 | 349.8 | 361.0 | 365.1 | 406.1 | 413.3 | 6.8 | 1.8 |
| Alcoholic beverages | 31.8 | 20.5 | 30.3 | 33.5 | 31.7 | 40.6 | 28.3 | 29.9 | 30.9 | 34.2 | 33.3 | 36.9 | 35.2 | 6.2 | -4.6 |
| Cameras | 3.8 | 2.5 | 5.7 | 5.3 | 5.3 | 1.7 | 0.7 | 1.1 | 1.8 | 1.8 | 0.8 | 0.4 | 0.4 | 2.7 | 0.0 |
| China | 2.9 | 0.6 | 0.7 | 0.7 | 1.1 | 0.8 | 0.7 | 0.6 | 1.0 | 1.0 | 1.6 | 1.2 | 1.1 | 6.7 | -8.3 |
| Crystal | 3.1 | 0.4 | 0.4 | 0.4 | 0.5 | 0.1 | 0.5 | 0.2 | 0.2 | 0.1 | 0.3 | 0.2 | 0.2 | -26.7 | 0.0 |
| Jewelry | 72.1 | 157.5 | 135.6 | 511.0 | 480.9 | 339.4 | 374.8 | 242.4 | 274.2 | 278.2 | 283.0 | 319.2 | 323.7 | 6.0 | 1.4 |
| Leather goods | 4.2 | 0.3 | 1.2 | 2.2 | 3.7 | 3.5 | 2.8 | 2.8 | 1.8 | 2.5 | 3.1 | 3.5 | 3.5 | 11.0 | 0.0 |
| Linen | 2.2 | 1.1 | 2.0 | 1.5 | 1.4 | 0.8 | 1.5 | 1.6 | 1.5 | 2.1 | 1.5 | 1.6 | 1.8 | 18.6 | 12.5 |
| Perfume | 9.7 | 4.8 | 4.9 | 4.3 | 3.0 | 5.1 | 4.0 | 3.4 | 4.1 | 3.9 | 3.2 | 2.8 | 5.4 | 18.2 | 92.9 |
| Watches | 11.3 | 22.2 | 21.5 | 38.3 | 33.7 | 29.0 | 24.9 | 23.7 | 34.3 | 37.2 | 38.3 | 40.3 | 42.0 | 14.2 | 4.2 |

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 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | Annual Percent Change | |
|--|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-----------------------|--------|
| | | | | | | | | | | | | | | 5-Year | 1-Year |
| HOTELS AND OTHER TOURIST ACCOMODATIONS | | | | | | | | | | | | | | | |
| Total rooms or units | 4,520 | 5,008 | 4,959 | 4,761 | 4,812 | 4,757 | 4,857 | 4,948 | 5,008 | 4,889 | 5,030 | 5,016 | 4,977 | -0.9 | -0.8 |
| Number of hotels | 60 | 49 | 48 | 47 | 47 | 46 | 47 | 46 | 47 | 47 | 46 | 44 | 44 | 0.0 | 0.2 |
| Hotel rooms | 3,487 | 3,947 | 3,906 | 3,687 | 3,739 | 3,678 | 3,782 | 3,809 | 3,878 | 3,759 | 3,874 | 3,897 | 3,856 | -1.0 | -1.1 |
| Condominium and other units | 1,033 | 1,061 | 1,053 | 1,075 | 1,073 | 1,079 | 1,075 | 1,139 | 1,131 | 1,130 | 1,157 | 1,120 | 1,122 | -0.8 | 0.2 |
| Occupancy rate (percent) | 126 | 57.7 | 61.3 | 63.8 | 60.1 | 64.4 | 60.0 | 54.8 | 57.1 | 51.6 | 50.9 | 53.8 | - | - | - |
| St. Thomas/St. John: | | | | | | | | | | | | | | | |
| Total rooms or units | 3,582 | 3,793 | 3,787 | 3,612 | 3,650 | 3,580 | 3,669 | 3,749 | 3,799 | 3,667 | 3,809 | 3,796 | 3,757 | -1.4 | -1.0 |
| Number of hotels | 41 | 30 | 31 | 30 | 30 | 29 | 30 | 30 | 30 | 30 | 29 | 28 | 28 | -1.1 | 0.3 |
| Hotel rooms | 2,808 | 3,058 | 3,034 | 2,830 | 2,862 | 2,775 | 2,872 | 2,909 | 2,963 | 2,833 | 2,948 | 2,972 | 2,931 | -1.5 | -1.4 |
| Condominium and other units | 774 | 735 | 753 | 782 | 788 | 805 | 797 | 840 | 836 | 834 | 862 | 825 | 827 | -1.0 | 0.3 |
| Occupancy rate (percent) | 62.3 | 60.6 | 65.2 | 66.1 | 63.0 | 67.7 | 64.6 | 60.2 | 60.7 | 53.8 | 53.9 | 57.8 | - | - | - |
| St. Croix: | | | | | | | | | | | | | | | |
| Total rooms or units | 938 | 1,215 | 1,172 | 1,149 | 1,162 | 1,177 | 1,187 | 1,200 | 1,209 | 1,222 | 1,221 | 1,220 | 1,220 | 0.6 | 0.0 |
| Number of hotels | 18 | 19 | 17 | 17 | 17 | 17 | 17 | 16 | 17 | 17 | 17 | 17 | 17 | 1.8 | 0.0 |
| Hotel rooms | 679 | 889 | 872 | 856 | 877 | 903 | 910 | 900 | 915 | 926 | 926 | 925 | 925 | 0.8 | 0.0 |
| Condominium and other units | 259 | 326 | 299 | 293 | 285 | 275 | 278 | 300 | 295 | 296 | 295 | 295 | 295 | -0.2 | 0.0 |
| Occupancy rate (percent) | 63.3 | 48.6 | 49.2 | 56.7 | 51.2 | 54.2 | 46.2 | 38.6 | 45.8 | 45.1 | 41.4 | 41.2 | - | - | - |
| HOTEL GUESTS BY ORIGIN (total number and percent shares of total) | | | | | | | | | | | | | | | |
| Total hotel guests (no.) | 398,210 | 653,300 | 664,844 | 698,602 | 804,356 | 750,861 | 817,649 | 866,881 | 816,103 | 734,813 | 731,371 | 808,531 | 858,012 | -1.8 | 6.1 |
| U.S.V.I. residents (percent) | 7.1 | 7.0 | 10.4 | 11.5 | 12.7 | 10.9 | 9.4 | 9.1 | 8.2 | 7.4 | 6.9 | 6.6 | 6.0 | - | - |
| Non-residents (percent) | 92.9 | 93.0 | 89.6 | 88.5 | 87.3 | 89.1 | 90.6 | 90.9 | 91.8 | 92.6 | 93.1 | 93.4 | 94.0 | - | - |
| U.S. mainland sales regions | | | | | | | | | | | | | | | |
| Chicago | 13.3 | 12.4 | 12.0 | 11.4 | 11.7 | 12.5 | 12.8 | 13.2 | 13.9 | 14.0 | 14.1 | 16.2 | 15.9 | - | - |
| Los Angeles | 9.2 | 9.1 | 10.3 | 7.8 | 7.7 | 8.9 | 9.8 | 9.5 | 10.0 | 10.4 | 10.0 | 12.2 | 13.8 | - | - |
| Miami | 16.3 | 13.5 | 14.1 | 15.5 | 15.4 | 17.4 | 16.5 | 16.1 | 17.1 | 17.8 | 16.8 | 17.4 | 17.5 | - | - |
| New York City | 31.8 | 30.4 | 29.7 | 29.6 | 28.8 | 29.5 | 31.5 | 30.5 | 29.7 | 27.4 | 27.1 | 25.6 | 26.2 | - | - |
| Washington, D.C. | 9.9 | 10.7 | 11.2 | 11.9 | 11.9 | 12.2 | 12.6 | 14.4 | 14.7 | 14.3 | 13.4 | 13.2 | 13.7 | - | - |
| Puerto Rico | 6.0 | 3.7 | 3.7 | 3.1 | 3.1 | 2.7 | 2.6 | 2.3 | 2.3 | 2.6 | 2.6 | 2.0 | 2.0 | - | - |
| Other West Indies | 0.8 | 1.2 | 1.0 | 1.1 | 1.4 | 1.4 | 0.9 | 1.2 | 1.0 | 1.2 | 1.1 | 1.0 | 0.7 | - | - |
| Canada | 0.8 | 0.7 | 0.8 | 0.8 | 0.7 | 0.8 | 1.1 | 1.2 | 0.8 | 0.9 | 1.0 | 0.9 | 0.8 | - | - |
| Europe | 2.2 | 1.9 | 2.4 | 2.7 | 1.9 | 2.0 | 1.9 | 1.9 | 1.8 | 3.0 | 4.3 | 2.8 | 2.1 | - | - |
| Central or South America | 0.8 | 0.3 | 0.4 | 0.4 | 0.2 | 0.2 | 0.2 | 0.2 | 0.1 | 0.3 | 0.5 | 0.3 | 0.3 | - | - |
| Other areas | 1.8 | 9.0 | 4.1 | 4.3 | 4.6 | 1.7 | 0.5 | 0.4 | 0.3 | 0.7 | 2.2 | 1.8 | 0.9 | - | - |
| REAL ESTATE [c] | | | | | | | | | | | | | | | |
| Number of homes sold | 455 | 401 | 587 | 511 | 482 | 454 | 335 | 298 | 278 | 272 | 252 | 340 | 355 | 5.7 | 4.4 |
| Average home sales price (\$) | 175,734 | 276,061 | 409,792 | 468,460 | 492,607 | 524,726 | 462,687 | 456,295 | 474,728 | 533,862 | 440,808 | 538,369 | 568,295 | 11.3 | 5.6 |
| Number of condominium sales | 276 | 303 | 551 | 538 | 479 | 298 | 266 | 152 | 253 | 162 | 336 | 196 | 286 | -0.2 | 45.9 |
| Average condominium sales price (\$) | 168,778 | 119,503 | 157,410 | 194,029 | 213,210 | 279,368 | 273,784 | 251,832 | 227,708 | 202,852 | 247,630 | 208,205 | 201,990 | -10.1 | -3.0 |
| St. Thomas/St. John: | | | | | | | | | | | | | | | |
| Number of homes sold | 157 | 209 | 304 | 244 | 194 | 174 | 148 | 126 | 120 | 138 | 146 | 194 | 194 | 11.6 | 0.0 |
| Average home sales price (\$) | 236,048 | 317,285 | 509,879 | 649,655 | 677,683 | 782,938 | 560,006 | 591,904 | 588,214 | 684,213 | 476,745 | 713,183 | 772,770 | 18.0 | 8.4 |
| Number of condominium sales | 169 | 158 | 318 | 277 | 240 | 184 | 158 | 92 | 190 | 99 | 297 | 116 | 146 | -4.9 | 25.9 |
| Average condominium sales price (\$) | 171,341 | 112,732 | 184,498 | 234,233 | 260,142 | 294,969 | 311,654 | 263,059 | 244,013 | 198,075 | 259,862 | 250,114 | 253,705 | -9.4 | 1.4 |
| St. Croix: | | | | | | | | | | | | | | | |
| Number of homes sold | 298 | 192 | 283 | 267 | 288 | 280 | 187 | 172 | 158 | 134 | 106 | 146 | 161 | 1.9 | 10.3 |
| Average home sales price (\$) | 143,957 | 231,187 | 302,278 | 302,874 | 367,938 | 364,266 | 385,665 | 356,954 | 388,536 | 379,024 | 391,310 | 306,083 | 321,910 | -2.5 | 5.2 |
| Number of condominium sales | 107 | 145 | 233 | 261 | 239 | 114 | 108 | 60 | 63 | 63 | 39 | 80 | 140 | 37.0 | 75.0 |
| Average condominium sales price (\$) | 164,731 | 126,880 | 120,440 | 151,361 | 166,081 | 246,346 | 218,382 | 234,619 | 178,533 | 210,361 | 154,485 | 147,438 | 148,059 | 1.5 | 0.4 |