

U. S. Virgin Islands Department of Tourism

**2020 Fall Revenue Estimating Conference
Final Session**

December 2nd, 2020

AIR VISITOR ARRIVALS

Jan-Aug 2019
464,926

Jan-Aug 2020
281,699



AVERAGE WEEKLY-AIR CAPACITY WINTER 2020-2021



St. Croix

Flights=275+

St. Croix

Seats=8,500+



St. Thomas/St. John

Flights=370+

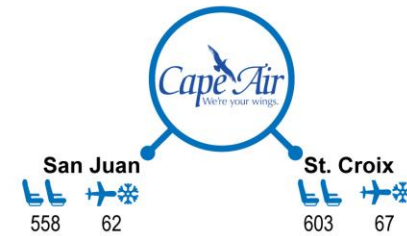
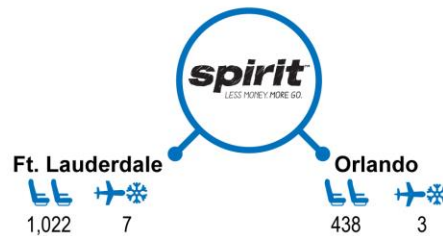
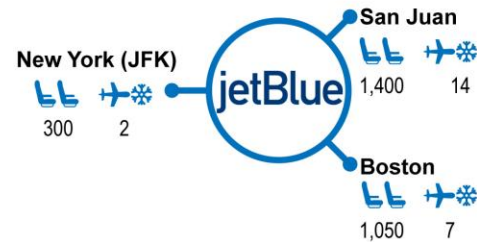
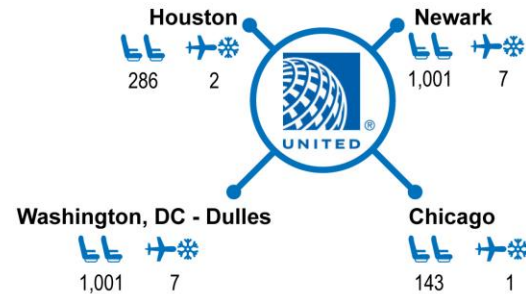
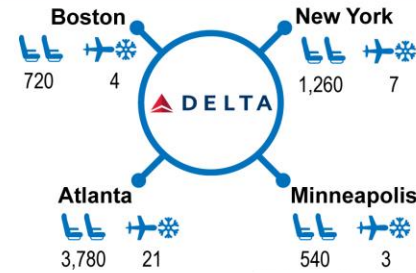
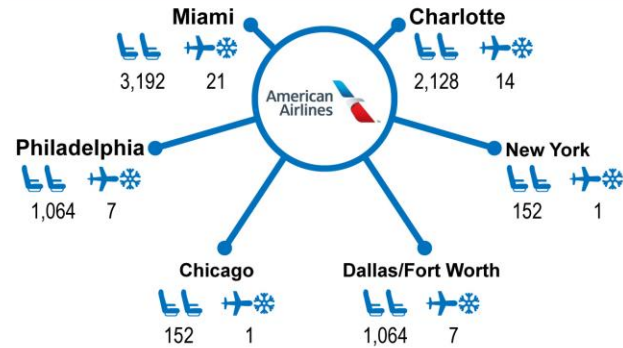
St. Thomas/St. John

Seats=24,000+

St. Thomas

Air Capacity | Winter 2020-2021

✈️❄️ Winter Weekly Flights	🛬❄️ Winter Weekly Capacity
372	24,077



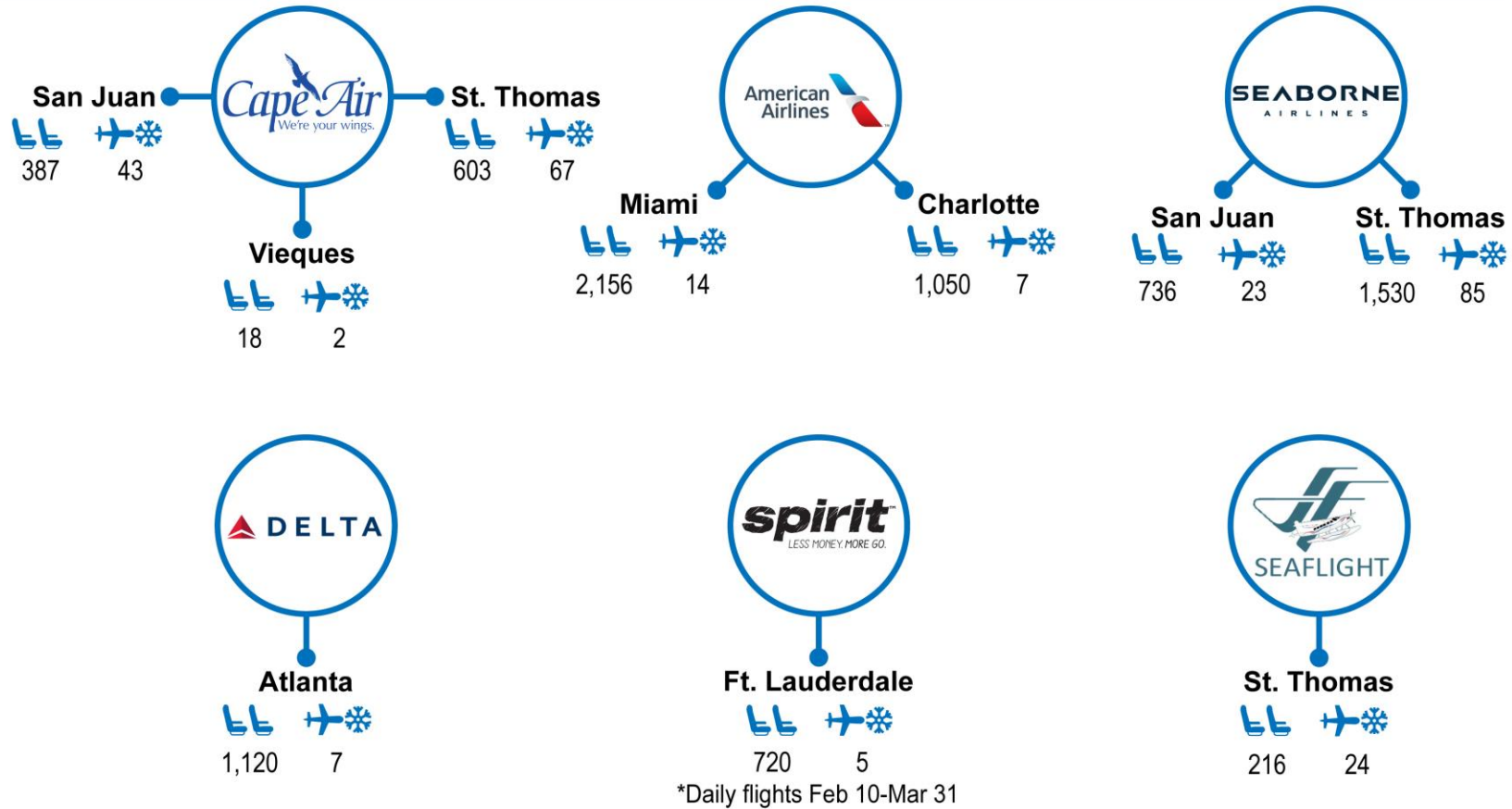
*daily service between February 11, 2020 and April 27, 2020

*DRAFT OVERVIEW - SUBJECT TO CHANGE

St. Croix

Air Capacity | Winter 2020-2021

✈️❄️ Winter Weekly Flights	✈️❄️ Winter Weekly Capacity
277	8,536



*DRAFT OVERVIEW - SUBJECT TO CHANGE

AIRLIFT

Inbound air arrivals severely impacted by global pandemic-COVID-19

- Incoming passenger loads significantly reduced beginning mid-March
- Daily passenger arrivals into St. Thomas dropped from nearly 2,400 on March 14 to less than 100 by the end of March
- St. Thomas flights from the mainland decreased from approximately 90 flights/week to approximately 15 flights/week – with flights operating nearly empty
- St. Croix flights from the mainland decreased from approximately 20 flights/week to less than 10 flights/week – with flights operating nearly empty
- Regional airlift significantly reduced
- As pandemic restrictions relaxed, airlift increased exponentially, and STT winter capacity is expected to approach pre-2017 hurricane levels. STX capacity has long surpassed 2017 levels.

EXISTING ACCOMMODATIONS (PRE-COVID)

Name	St. Croix	St. John	St. Thomas	# of Units
Traditional	650	400	1,400	2,450
Villas	300		*600	900
Airbnb				2,100
Charters			*200	200
Total				5,650

* Shared btw STT & STJ

* Approximately 4,500 traditional room units pre 2017 Hurricanes



ADDITIONAL ACCOMMODATIONS

Name	St. Croix	St. John	St. Thomas	Total	Schedule
Carambola	157			157	2021
Divi	197			197	Q4 2020
Frenchman's Reef Marriott			478	478	2022
Noni Beach			94	94	2022
# of Units	354		752	1106	



HOTEL TAX REVENUE COLLECTIONS

	FY 2017	FY 2018	FY 2019	FY 2020
October	\$ 769,484.40	\$ 994,738.35	\$ 957,177.43	\$ 1,910,541.94
November	\$ 1,251,661.82	\$ 261,497.61	\$ 1,093,090.87	\$ 907,611.04
December	\$ 1,899,157.01	\$ 1,439,506.71	\$ 1,258,838.76	\$ 1,071,848.41
January	\$ 2,805,641.40	\$ 1,147,835.84	\$ 2,146,438.44	\$ 2,398,153.25
February	\$ 3,443,186.24	\$ 868,465.85	\$ 2,000,321.38	\$ 2,592,786.77
March	\$ 4,349,847.14	\$ 1,289,277.20	\$ 2,486,688.86	\$ 2,552,521.11
April	\$ 3,190,110.05	\$ 1,249,488.33	\$ 2,621,154.66	\$ 1,832,488.73
May	\$ 4,101,347.48	\$ 1,769,047.76	\$ 1,949,182.27	\$ 466,559.79
June	\$ 2,346,860.88	\$ 1,726,973.52	\$ 1,316,980.33	\$ 147,583.84
July	\$ 2,410,193.71	\$ 1,159,695.06	\$ 1,659,202.19	\$ 710,668.88
August	\$ 2,696,620.33	\$ 1,483,491.34	\$ 1,888,355.02	\$ 1,815,528.59
September	\$ 249,711.54	\$ 1,216,388.68	\$ 1,120,485.45	\$ 1,286,343.96
Total	\$ 29,513,822.00	\$ 14,606,406.25	\$ 20,497,915.66	\$ 17,692,636.31

- Steady decrease from April 2020 through August 2020 attributed to COVID-19.
- Fiscal Year 2020 down 14% compared to Fiscal Year 2019

14 %





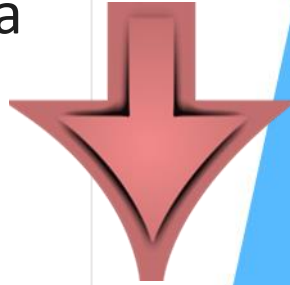
CRUISE STATS

Cruise Passenger Arrivals Jan- Sept 2020 = **440,398**

No ship calls since March 2020. Projected to close CY at a 55% decrease.

U.S. Centers for Disease Control and Prevention (CDC) allowed its “No Sail Order” to expire Oct. 31st, 2020. Instituted the “Framework for Conditional Sailing Order”.

- The conditional order is in effect until November 2021.
- This initial phase requires cruise lines to provide proof of effective COVID-19 testing and protocols prior to passengers begin allowed to sail.
- Lines have agreed to voluntarily extend the suspension of U.S. operations through December 31st, 2020.
- Calls may return as early as March 2021



COVID-19 RECOVERY

- Cruise arrivals are not anticipated to return until at least spring of 2021. Expected passenger arrivals will be down considerably for the year
- Hotel tax revenues collection will be reduced for the year, as hotels have been limited by the pandemic
- Continued postponement of major properties, such as the Marriott, coming back online further contribute to a delay in revenue growth.

COVID-19 RECOVERY

- Airlines continue to bring back service with increased frequency and additional carriers are introducing service
- As “normalcy” returns, Tourism is poised to reignite marketing/advertising campaigns to encourage leisure travel back to the Territory.
- Launch of USVI Travel Portal to manage and mitigate spread of coronavirus in the territory experienced increased traffic. Estimated 50,000 test uploads as of November 30th, 2020.
- Continue to dialogue with carriers to maintain effective lines of communication to disseminate adequate travel protocols.





MARKETING & PUBLIC RELATIONS

- Welcome back initiative
 - Health and Safety Guidelines
 - Toolkits
 - PPE Distribution
 - Travel Agent Training
 - Media Coverage
- Marketing
 - Launch of “Reconnect with Paradise” USVI campaign
 - Reintroduction of “St. Croix Vibe Like No Other” Campaign

Thank You

Questions?

