



NATURALLY IN
Rhythm

A Vibe
LIKE NO OTHER

Spring Revenue Estimating Conference 3.14.23

U.S. Virgin Islands Department of Tourism



Agenda

- Airlift
- Accomodations
- Cruise
- STR
- Revenue
- Tax Revenue
- FY 23 Estimated Operational Budget

Air Capacity and Visitors

- For the past three years, the U.S. Virgin Islands has seen a significant increase in airlifts to the destination, with a 21 percent rise in nonstop flights from the U.S. in 2022 compared to 2019
- Both STT and STX are projected to have significant more seat in 2023. When looking at the continental USA, STT +21% and STX + 23%
- For the rolling twelve months in 2022, traffic was up 22% and traffic is up 15% since before the pandemic, despite higher yields
- The 35.8 percent increase in departure seats between 2019 and 2022 is a testament to the growing popularity of the islands as a top tourist destination and the recognition from airline carriers as a profitable service route



Regional Flights Breakdown

The Change in Seats/Flights from Winter 2022 to Winter 2023 was primarily due to the small regional aircrafts

| Regional Aircraft - STT | Weekly Flights | Seats |
|-------------------------|----------------|-------|
| Winter 2021-22 | 213 | 2,175 |
| Winter 2022-23 | 79 | 1,240 |

| Regional Aircraft STX | Weekly Flights | Seats |
|-----------------------|----------------|-------|
| Winter 2021-22 | 130 | 1,584 |
| Winter 2022-23 | 47 | 1,145 |

Weekly Flights/Seats into USVI

| Time Period | Weekly Flights | Seats |
|-----------------------|----------------|--------|
| Winter 2019-20 | 606 | 25,314 |
| Winter 2021-22 | 537 | 27,796 |
| Winter 2022-23 | 276 | 25,907 |

| Destination | Weekly Flights | Seats |
|-----------------------------------|----------------|--------|
| St Thomas - Winter 2022-23 | 204 | 20,458 |
| St Croix - Winter 2022-23 | 72 | 5,449 |

Accommodations 2022

| Type | St. Croix | St. Thomas/ St. John | Estimated Total Accommodations |
|---------------------------|-----------|----------------------|--------------------------------|
| Hotel/Resort Rooms | 1,000 | 1,800 | 2,800 |
| Villa | 300 | 600 | 900 |
| Charter Yachts | | 250+ | 250+ |

Forthcoming Properties:

| | | | |
|---|------------|-----|-----------|
| The Westin Beach Resort & Spa, at Frenchman's Reef | St. Thomas | 392 | June 2023 |
| The Autograph Collection Buoy Haus Beach Resort | St. Thomas | 94 | June 2023 |
| Sugar Bay | St. Thomas | 294 | TBD |

AIRBNB/VRBO 2019 vs 2022 vs 2023

11.4% from 2022 ↑

| Time Period | Revenue |
|-------------|--------------|
| 2019 | \$14,167,016 |
| 2022 | \$36,832,868 |
| 2023 | \$41,045,940 |

5.5% (Supply) from 2022 ↑

| Time Period | Supply Nights/Demand Nights |
|-------------|-----------------------------|
| 2019 | 73,426/32,876 |
| 2022 | 106,291/ 75,031 |
| 2023 | 112,103/76,243 |

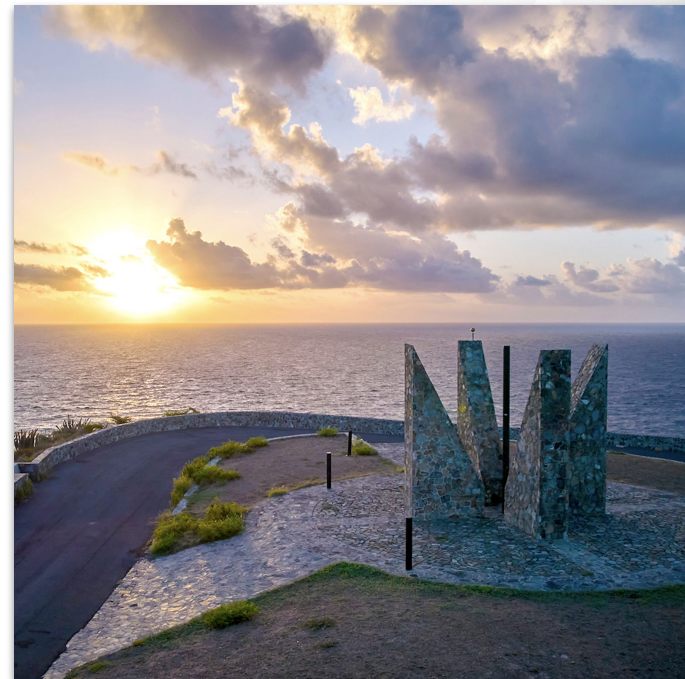
Cruise STT and STX

- Cruise ship passenger volumes for 2024 is expected to exceed 2019 levels for the USVI.
- Cruise passengers is expected to increase by 640,000 passengers territory wide in 2023.
- WICO: 950,000 Passengers
Crown Bay: 700,000
AAMF: 240,000 Passengers
- St. Croix is expected to see cruise passengers increase by 80% over 2022 numbers.

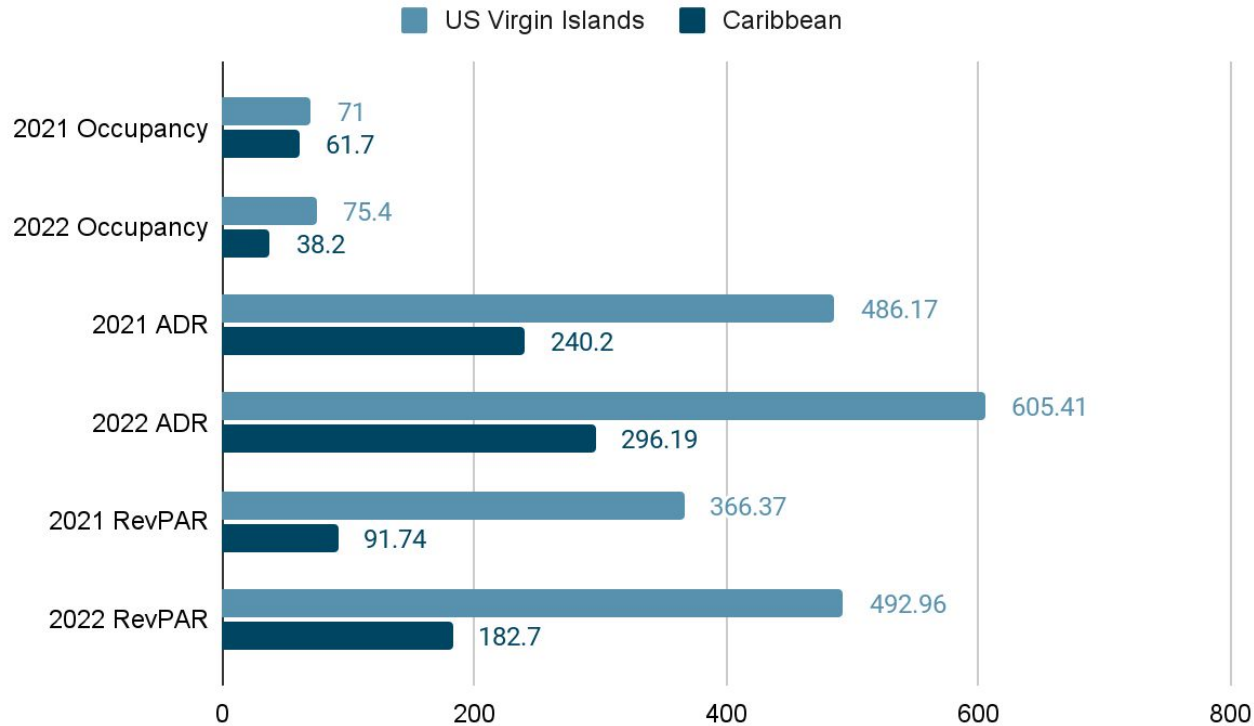


Cruise STT and STX 2022

| Destination | Port | Calls/Passenger Numbers |
|---|-----------|-------------------------|
| St. Thomas/ St. John | Crown Bay | 178/471,314 |
| | WICO | 195/466,390 |
| St. Croix | AAMF | 41/83,478 |
| Total Cruise Passengers for 2022 | 1,021,182 | |



STR Data YTD 2021 VS 2022



HOTEL TAX REVENUE COLLECTED

| Time Period | Revenue Collected |
|----------------------------|-------------------|
| JANUARY YTD FY 2019 | \$5,455,545 |
| JANUARY YTD FY 2022 | \$5,142,184 |
| JANUARY YTD FY 2023 | \$11,555,048 |

HOTEL TAX REVENUE COLLECTED

| Time Period | Revenue Collected |
|-----------------------------|-------------------|
| DECEMBER YTD FY 2019 | \$3,890,001 |
| DECEMBER YTD FY 2022 | \$5,806,875 |

TOURISM REVENUE ESTIMATE SNAPSHOT

Industry Projected Growth:

- Projected growth rate of 3.5% for FY 2023
- Projected growth rate of 6% for FY 2024

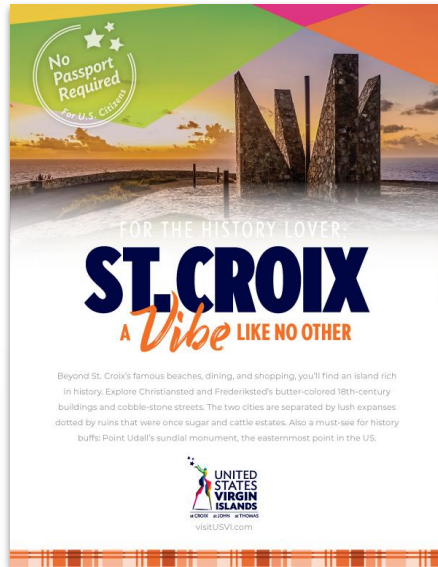
Projected Collections:

- 2023 Hotel Room Tax Collection: \$36,790,731.51
- 2024 Hotel Room Tax Collection: \$38,998,175.81



FY 2023 ESTIMATED TOURISM OPERATIONAL BUDGET:

To support the initiatives and fiduciary responsibilities of the Department of Tourism, the Fiscal Year 2023 budget recommendation is \$39,000.000.





NATURALLY IN
Rhythm

A Vibe
LIKE NO OTHER

Thank You, Questions?

U.S. Virgin Islands Department of Tourism

