The percentage of stellar light re-radiated by dust in late-type Virgo Cluster galaxies measured with ISOPHOT by Tuffs et al. (2002) is shown to be $\sim 30\%$. A strong dependence of this ratio with morphological type was found, ranging from typical values of $\sim 15\%$ for early spirals to up to $\sim 50\%$ for some late spirals. The extreme BCDs can have even higher percentages of their bolometric output re-radiated in the thermal infrared. Luminosity correction factors for the cold dust component are given for general use in converting far-infrared (FIR) luminosities derived from IRAS.