

TOURISM STATISTICAL RELEASE

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TOURISM STATISTICAL RELEASE

Zanzibar recorded **20,540** international visitors in April 2022 compared with **13,839** visitors in April 2021 and **38,769** visitors in March 2022. Tourists from Europe continue to dominate the market by accounting **54.0** percent of the total visitors in April 2022.

In country wise, French dominated the Tourism market by accounting **10.1** percent of all visitors entered in April 2022, followed by South Africa (**7.9** percent) while New Zealand recorded less than one percent which is the least. Other performances are as shown in (**Table 1**).

The data from **Table 2** shows that **17,709** visitors entered through Airport, among them **17,151** visitors came by international flights and **558** by domestic flights and remaining **2,831** visitors entered through seaport of whom **89** came by cruise ship and **2,742** came by using Sea Ferries.

Generally, Zanzibar has received **148,740** visitors from January- April 2022 which is a decrease of **6.5** percent compared with the corresponding months (January – April) 2021. About **135,088** visitors entered through airport while the remaining **13,652** visitors entered through seaport. Most of visitors were from Europe (**77.7** percent). In country wise, Polish (**14.5** percent) is a leading market for the first four months in Zanzibar tourism market (**Table 3**).

Information on the purpose of visit (**Table 4**) shows that in April 2022, about **20,406** visitors equivalent to **99.3** percent came for holidays, less than one percent (**0.5** percent) came for visiting friends and relatives and **0.2** percent came for other purposes.

Table 5 shows that **9,191** visitors (**44.7** percent) were male and **11,349** (**55.3** percent) were females. Males and Females decreased by **45.8** and **48.0** percent respectively compared with the preceding month in March 2022.

The ages of the visitors were categorized into three broad groups: those younger than 15 years, 15 to 64 years, and 65 years and older. The overall results presented in **Table 6** show that **1,724 (8.4 percent)** visitors were aged less than 15 years, **18,035 (87.8 percent)** were aged 15 to 64 years and **781 (3.8 percent)** were aged 65 years and older.

Table 7 shows that **20.0 percent** of visitors in April 2022 stayed in the country for Seven days. The overall average intended length of stay for visitors in April 2022 was about eight (**8.0**) nights.

The visitors from emerging markets decreased by **62.0 percent** compared with previous month. Other performances are shown in **Table 8**.

The total of **629,730** bed-spaces was available in April 2022. Out of these bed-spaces, estimates of **164,408** beds were sold during April representing a bed occupancy rate of **26.1 percent (Table 10)**.

Table1: International Visitors by Nationality, April 2022

Nationality	April-21			Mar -22			April -22			% Change, March 2022 to April 2022	% Change, April 2021 to April 2022
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	155	1.1	13	1,479	3.8	6.0	919	4.5	6	-37.9	492.9
British	498	3.6	5	1,718	4.4	5.0	1,219	5.9	4	-29.0	144.8
German	491	3.5	7	2,581	6.7	4.0	1,519	7.4	3	-41.1	209.4
Italian	344	2.5	8	576	1.5	13.0	267	1.3	15	-53.6	-22.4
French	494	3.6	6	5,535	14.3	1.0	2,075	10.1	1	-62.5	320.0
Dutch	184	1.3	11	1,024	2.6	9.0	700	3.4	9	-31.6	280.4
Belgium	114	0.8	15	642	1.7	11.0	404	2.0	12	-37.1	254.4
Russian	5,127	37	1	275	0.7	18.0	143	0.7	19	-48.0	-97.2
Turkish	104	0.8	18	358	0.9	15.0	167	0.8	18	-53.4	60.6
Polish	577	4.2	3	4,583	11.8	2.0	434	2.1	11	-90.5	-24.8
Ukrainian	153	1.1	14	155	0.4	20.0	91	0.4	20	-41.3	-40.5
Czech Republic	34	0.2	24	2,930	7.6	3.0	284	1.4	14	-90.3	735.3
Spanish	183	1.3	12	345	0.9	16.0	398	1.9	13	15.4	117.5
Other European	957	6.9		7,631	19.7		2,392	11.6		-68.7	149.9
Subtotal	9,415	68.0		29,832	77.0		11,012	54.0		-63	17
ASIA											
Japanese	9	0.1	23	21	0.1	23.0	18	0.1	23	-14.3	100.0
Chinese	85	0.6	19	105	0.3	22.0	237	1.2	16	125.7	178.8
Indian	202	1.5	10	598	1.5	12.0	464	2.3	10	-22.4	129.7
Israeli	111	0.8	16	171	0.4	19.0	870	4.2	7	408.8	683.8
Other Asian	411	3		1,369	3.5		412	2.0		-69.9	0.2
Subtotal	818	5.9		2,264	5.8		2,001	9.7		-11.6	144.6
AFRICA											
Kenyan	263	1.9	9	1,062	2.7	8.0	1,091	5.3	5	2.7	314.8
South African	1,420	10.3	2	983	2.5	10.0	1,619	7.9	2	64.7	14.0
Egyptian	64	0.5	21	392	1.0	14.0	69	0.3	21	-82.4	-91.0
Other African	770	5.6		1,869	4.8		3,135	15.3		67.7	27.8
Subtotal	2,453	17.7		4,306	11.1		5,914	28.8		37.3	141.1
AMERICA											
American	514	3.7	4	1,105	2.9	7.0	720	3.5	8	-34.8	579.2
Canadian	106	0.8	17	284	0.7	17.0	204	1.0	17	-28.2	71.4
Other American	119	0.9		205	0.5		183	0.9		-10.7	-75.2
Subtotal	739	5.3		1,594	4.1		1,107	5.4		-30.6	49.8
OCEANIA											
Australian	84	0.6	20	124	0.3	21.0	59	0.3	22	-52.4	353.8
New Zealand	13	0.1	22	20	0.1	24.0	11	0.1	24	-45.0	-88.7
Subtotal	97	0.7		144	0.4		70	0.3		-51.4	-77.9
Not stated	317	2.3		622	1.6		436	2.1			
TOTAL	13,839	100		38,762	100.0		20,540	100.0		-47.0	48.4

Source: Zanzibar Commission for Tourism & Immigration Department, Zanzibar

Table 2: International Visitors by Nationality through Entry Points, April 2022

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	725	22	747	2	170	172
British	991	37	1,028	6	185	191
German	1,315	35	1,350	10	159	169
Italian	228	6	234	0	33	33
French	1,883	70	1,953	4	118	122
Dutch	595	19	614	4	82	86
Belgium	332	16	348	0	56	56
Russian	106	1	107	0	36	36
Turkish	165	2	167	0	0	0
Polish	403	6	409	0	25	25
Ukrainian	90	1	91	0	0	0
Czech Republic	268	7	275	0	9	9
Spanish	391	7	398	0	0	0
Other Europeans	2,234	64	2,298	4	90	94
Subtotal	9,726	293	10,019	30	963	993
ASIA						
Japanese	15	1	16	0	2	2
Chinese	116	1	117	13	107	120
Indian	290	9	299	3	162	165
Israeli	769	90	859	0	11	11
Other Asians	342	8	350	1	61	62
Subtotal	1,532	109	1,641	17	343	360
AFRICA						
Kenyan	669	28	697	7	387	394
South African	1,567	52	1,619	0	0	0
Egyptian	46	2	48	0	21	21
Other Africans	2,733	47	2,780	17	338	355
Subtotal	5,015	129	5,144	24	746	770
AMERICA						
American	522	15	537	5	178	183
Canadian	155	5	160	1	43	44
Other Americans	146	7	153	0	30	30
Subtotal	823	27	850	6	251	257
OCEANIA						
Australian	30	0	30	3	26	29
New Zealand	8	0	8	0	3	3
Subtotal	38	0	38	3	29	32
Not stated	17	0	17	9	410	419
TOTAL	17,151	558	17,709	89	2,742	2,831

Source: Zanzibar Commission for Tourism & Immigration Department, Zanzibar

Table 3: International Visitors by Nationality through Entry Points, January- April 2022

Nationality	January-April 2021			January- April 2022					% Change, Jan- April 2021 to Jan- April 2022
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	1,894	1.2	11	4,911	618	5,529	3.7	8	191.9
British	3,743	2.4	9	4,438	767	5,205	3.5	9	39.1
German	4,851	3	7	8,062	836	8,898	6.0	4	83.4
Italian	2,780	1.7	10	1,774	200	1,974	1.3	14	-29.0
French	6,612	4.2	4	17,135	805	17,940	12.1	2	171.3
Dutch	1,194	0.8	15	3,421	440	3,861	2.6	10	223.4
Belgium	1,341	0.8	13	2,669	227	2,896	1.9	13	116.0
Russian	67,457	42.4	1	1,244	198	1,442	1.0	17	-97.9
Turkish	539	0.3	19	1,257	0	1,257	0.8	18	133.2
Polish	12,900	8.1	2	21,376	216	21,592	14.5	1	67.4
Ukrainian	7,203	4.5	3	11,421	0	11,421	7.7	3	58.6
Czech Republic	4,173	2.6	8	7,818	116	7,934	5.3	5	90.1
Spanish	1,393	0.9	12	1,682	0	1,682	1.1	15	20.7
Other European	17,325	10.9		23,271	729	24,000	16.1		38.5
Subtotal	133,405	83.8		110,479	5152	115,631	77.7		-13.3
ASIA									
Japanese	91	0.1	23	43	25	68	0.0	24	-25.3
Chinese	477	0.3	21	280	352	632	0.4	22	32.5
Indian	986	0.6	16	856	603	1,459	1.0	16	48.0
Israeli	497	0.3	20	1,186	49	1,235	0.8	19	148.5
Other Asian	2,766	1.7		2,348	462	2,810	1.9		1.6
Subtotal	4,817	3		4713	1491	6204	4.2		28.8
AFRICA									
Kenyan	1,312	0.8	14	1,905	1,487	3,392	2.3	12	158.5
South African	5,011	3.1	5	6,684	0	6,684	4.5	7	33.4
Egyptian	560	0.4	5	780	219	999	0.7	20	78.4
Other African	4,173	2.6		6,049	1,653	7,702	5.2		84.6
Subtotal	10,496	6.6		15418	3359	18777	12.6		78.9
AMERICA									
American	4,896	3.1	6	2,816	935	3,751	2.5	11	-23.4
Canadian	680	0.4	17	548	243	791	0.5	21	16.3
Other American	866	0.5		683	113	796	0.5		-8.1
Subtotal	6,442	4		4047	1291	5338	3.6		-17.1
OCEANIA									
Australian	669	0.4	18	160	184	344	0.2	23	-56.9
New Zealand	129	0.1	22	41	18	59	0.0	25	-98.1
Subtotal	798	0.5		201	202	403	0.3		-49.5
Not stated	3,144	2		230	2,157	2,387	1.6		
TOTAL	159,102	100		135,088	13,652	148,740	100		-6.5

Source: Zanzibar Commission for Tourism & Immigration Department, Zanzibar

Table 4: International Visitors by Nationality and Purpose of Visit, April 2022

Nationality	Returning Residences	Prospective Resident	Seeking Employment	Temporary Employment	Visiting Friends and Relatives	Holidays	Business and Conference	In Transit	Others	Total
EUROPE										
Scandinavian	0	0	0	0	8	911	0	0	0	919
British	0	0	0	0	8	1,210	1	0	0	1,219
German	0	0	0	0	6	1,512	0	0	1	1,519
Italian	0	0	0	0	2	265	0	0	0	267
French	0	0	0	0	4	2,069	2	0	0	2,075
Dutch	0	0	0	1	1	697	0	0	1	700
Belgium	0	0	0	0	3	398	2	1	0	404
Russian	0	0	0	0	2	141	0	0	0	143
Turkish	0	0	0	0	3	164	0	0	0	167
Polish	0	0	0	0	3	431	0	0	0	434
Ukrainian	0	0	0	0	0	91	0	0	0	91
Czech Republic	0	0	0	0	0	281	1	0	2	284
Spanish	0	0	0	0	2	396	0	0	0	398
Other Europeans	0	0	0	0	31	2,355	1	1	4	2,392
Subtotal	0	0	0	1	73	10,921	7	2	8	11,012
ASIA										
Japanese	0	0	0	0	0	18	0	0	0	18
Chinese	0	0	1	1	0	235	0	0	0	237
Indian	0	0	0	1	4	458	0	0	1	464
Israeli	0	0	0	0	2	867	1	0	0	870
Other Asians	0	0	0	0	7	403	1	1	0	412
Subtotal	0	0	1	2	13	1,981	2	1	1	2,001
AFRICA										
Kenyan	0	0	1	0	0	1,086	3	0	1	1,091
South African	0	0	0	0	3	1,616	0	0	0	1,619
Egyptian	0	0	0	0	0	69	0	0	0	69
Other Africans	1	0	1	0	5	3,126	0	0	2	3,135
Subtotal	1	0	2	0	8	5,897	3	0	3	5,914
AMERICA										
American	0	0	0	0	2	716	0	0	2	720
Canadian	0	0	0	0	0	204	0	0	0	204
Other Americans	0	0	0	0	0	183	0	0	0	183
Subtotal	0	0	0	0	2	1,103	0	0	2	1,107
OCEANIA										
Australian	0	0	0	1	0	58	0	0	0	59
New Zealand	0	0	0	0	0	11	0	0	0	11
Subtotal	0	0	0	1	0	69	0	0	0	70
Not stated	0	0	0	0	0	435	0	0	1	436
TOTAL	1	0	3	4	96	20,406	12	3	15	20,540
TOTAL PERCENT	0.0	0.0	0.0	0.0	0.5	99.3	0.1	0.0	0.1	100

Source: Zanzibar Commission for Tourism & Immigration Department, Zanzibar

Table 5: International Visitors by Nationality and Sex, April 2022

Nationality	Male	Female	Total
EUROPE			
Scandinavian	408	511	919
British	603	616	1,219
German	616	903	1,519
Italian	130	137	267
French	866	1,209	2,075
Dutch	325	375	700
Belgium	190	214	404
Russian	49	94	143
Turkish	84	83	167
Polish	169	265	434
Ukrainian	19	72	91
Czech Republic	125	159	284
Spanish	184	214	398
Other European Country	1,004	1,388	2,392
Subtotal	4,772	6,240	11,012
ASIA			
Japanese	6	12	18
Chinese	143	94	237
Indian	249	215	464
Israeli	384	486	870
Other Asian	223	189	412
Subtotal	1,005	996	2,001
AFRICA			
Kenyan	473	618	1,091
South African	616	1,003	1,619
Egyptian	40	29	69
Other African	1,550	1,585	3,135
Subtotal	2,679	3,235	5,914
AMERICA			
American	309	411	720
Canadian	88	116	204
Other American	79	104	183
Subtotal	476	631	1,107
OCEANIA			
Australian	35	24	59
New Zealand	6	5	11
Subtotal	41	29	70
Not stated	218	218	436
TOTAL APRIL, 2022	9,191	11,349	20,540
TOTAL MARCH, 2022	16,943	21,819	38,762
TOTAL PERCENT	44.7	55.3	100
% CHANGE, MARCH 2022 TO APRIL 2022	-45.8	-48.0	-47.0

Source: Zanzibar Commission for Tourism & Immigration Department, Zanzibar

Table 6: International Visitors by Nationality and Categorized Age, April 2022

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	74	821	24	919
British	119	1,044	56	1,219
German	101	1,335	83	1,519
Italian	8	238	21	267
French	176	1,809	90	2,075
Dutch	73	595	32	700
Belgium	69	328	7	404
Russian	8	131	4	143
Turkish	10	150	7	167
Polish	43	370	21	434
Ukrainian	9	80	2	91
Czech Republic	27	243	14	284
Spanish	33	350	15	398
Other European	215	2,105	72	2,392
Subtotal	965	9,599	448	11,012
ASIA				
Japanese	0	18	0	18
Chinese	14	220	3	237
Indian	45	406	13	464
Israeli	112	742	16	870
Other Asian	25	358	29	412
Subtotal	196	1,744	61	2,001
AFRICA				
Kenyan	97	951	43	1,091
South African	110	1,456	53	1,619
Egyptian	3	65	1	69
Other African	233	2,822	80	3,135
Subtotal	443	5,294	177	5,914
AMERICA				
American	62	596	62	720
Canadian	16	171	17	204
Other American	18	160	5	183
Subtotal	96	927	84	1,107
OCEANIA				
Australian	3	54	2	59
New Zealand	0	11	0	11
Subtotal	3	65	2	70
Not stated	21	406	9	436
TOTAL	1,724	18,035	781	20,540
TOTAL PERCENT	8.4	87.8	3.8	100

Source: Zanzibar Commission for Tourism & Immigration Department, Zanzibar

Table 7: Intended Length of Stay and Sex of International Visitors, April 2022

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	326	272	598	2.9	326	272	598
2	358	313	671	3.3	716	626	1,342
3	580	513	1,093	5.3	1,740	1,539	3,279
4	624	634	1,258	6.1	2,496	2,536	5,032
5	825	915	1,740	8.5	4,125	4,575	8,700
6	804	2,982	3,786	18.4	4,824	17,892	22,716
7	2,044	2,055	4,099	20.0	14,308	14,385	28,693
8	830	954	1,784	8.7	6,640	7,632	14,272
9	483	450	933	4.5	4,347	4,050	8,397
10	593	728	1,321	6.4	5,930	7,280	13,210
11	222	242	464	2.3	2,442	2,662	5,104
12	181	180	361	1.8	2,172	2,160	4,332
13	109	128	237	1.2	1,417	1,664	3,081
14	341	286	627	3.1	4,774	4,004	8,778
15	160	142	302	1.5	2,400	2,130	4,530
16	77	75	152	0.7	1,232	1,200	2,432
17	35	23	58	0.3	595	391	986
18	37	24	61	0.3	666	432	1,098
19	13	17	30	0.1	247	323	570
20	53	33	86	0.4	1,060	660	1,720
21	35	19	54	0.3	735	399	1,134
22	18	13	31	0.2	396	286	682
23	8	12	20	0.1	184	276	460
24	8	1	9	0.0	192	24	216
25	5	20	25	0.1	125	500	625
26	19	11	30	0.1	494	286	780
27	8	6	14	0.1	216	162	378
28	20	8	28	0.1	560	224	784
29	13	6	19	0.1	377	174	551
30	111	80	191	0.9	3,330	2,400	5,730
31+	251	207	458	2.2	7,781	6,417	14,198
Total	9,191	11,349	20,540	100.0	76,847	87,561	164,408
	Average intended Length of Stay ¹				8.4	7.7	8.0

Source: Zanzibar Commission for Tourism & Immigration Department, Zanzibar

¹The average intended length of stay is determined by dividing the number of visitor nights by the number of international visitors

Table 8: Visitors Arrival from Emerging Markets, April 2022

Nationality	April 2021	March 2022	April 2022	% Change April 2021 to April 2022	% Change March 2022 to April 2022
Russian	5,127	275	143	-97.2	-48.0
Polish	577	4,583	434	-24.8	-90.5
Ukrainian	153	155	91	-40.5	-41.3
Chinese	85	105	237	178.8	125.7
Indian	202	598	464	129.7	-22.4
Israeli	111	171	870	683.8	408.8
Total	6,255	5,887	2,239	-64.2	-62.0

Source: Zanzibar Commission for Tourism & Immigration Department, Zanzibar

Table 9: Summary of Visitors by Mode of Travel Through Entry Point, April 2022

Category	Airport	Seaport	Total
International flight/ Cruise Ship	17,151	89	17,240
Domestic flights/ Sea ferries	558	2,742	3,300
Total	17,709	2,831	20,540

Source: Zanzibar Commission for Tourism & Immigration Department, Zanzibar

Table 10: International Visitors nights and Estimated Bed Occupancy Rate, April 2022

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	598	2.9	598
2	671	3.3	1,342
3	1,093	5.3	3,279
4	1,258	6.1	5,032
5	1,740	8.5	8,700
6	3,786	18.4	22,716
7	4,099	20.0	28,693
8	1,784	8.7	14,272
9	933	4.5	8,397
10	1,321	6.4	13,210
11	464	2.3	5,104
12	361	1.8	4,332
13	237	1.2	3,081
14	627	3.1	8,778
15	302	1.5	4,530
16	152	0.7	2,432
17	58	0.3	986
18	61	0.3	1,098
19	30	0.1	570
20	86	0.4	1,720
21	54	0.3	1,134
22	31	0.2	682
23	20	0.1	460
24	9	0.0	216
25	25	0.1	625
26	30	0.1	780
27	14	0.1	378
28	28	0.1	784
29	19	0.1	551
30	191	0.9	5,730
31+	458	2.2	14,198
Total	20,540	100.0	164,408
	Number of beds available in April, 2022		629,730
	Bed Occupancy Rate		26.1

Source: Zanzibar Commission for Tourism & Immigration Department, Zanzibar

Table 11: International Visitors by Month, 2018 - 2022

Month	2018	2019	2020	2021	2022
January	52,417	46,133	61,461	49,868	42,443
February	46,935	50,387	61,752	51,574	46,995
March	39,592	33,883	33,801	43,821	38,762
April	21,139	20,242	334	13,839	20,540
May	18,655	15,640	197	9,280	
June	37,235	36,605	353	20,416	
July	53,087	55,947	3,079	29,714	
August	56,861	68,163	4,366	34,425	
September	52,551	49,732	5,422	25,817	
October	49,796	53,023	12,157	31,826	
November	39,713	47,824	29,128	35,438	
December	52,828	60,685	48,594	48,167	
Total	520,809	538,264	260,644	394,185	148,740

Source: Zanzibar Commission for Tourism & Immigration Department, Zanzibar

Glossary

Information on the number of visitors, their nationality and age distribution are among the important economic indicators. Tourism industry has contributed significantly to the Zanzibar's economy and it is therefore necessary that such information is made available on a timely manner. This release reports on arrivals of foreign visitors. Detailed information on the age and sex distribution; mode of travel; nationality and regional distribution; and purpose of travel of visitors are also provided. The information was captured using the Arrival Declaration cards on visitors who entered Zanzibar through both the airport and sea ports.

Definition and Concepts

Tourist: refers to any person travelling to a place other than that of his/her usual environment for less than 12 months and whose main purpose of the trip is other than the exercise of an activity remunerated from within the place visited (According to the United Nations World Tourism Organization -UNWTO)

Visitor: refer to any person travelling to place other than that of his/her usual environment for less than twelve months and whose main purpose of trip is other than the exercise of an activity remunerated from within the place visited.

This release categories visitor into four groups in term of mode of transport:

- (i) International flight – comprising of visitors entered the country direct from abroad;
- (ii) Domestic flight – comprising of visitors entered Zanzibar via Tanzania Mainland;
- (iii) Cruise ship – comprising of visitors (**excursionist**) entered Zanzibar by cruise ship; and
- (iv) Sea ferries – comprising of visitors entered Zanzibar by using local sea boats.

For more clarifications please contact:

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