



Tourism Release No.78



TOURISM STATISTICAL RELEASE

JUNE – 2023

TOURISM STATISTICS

Zanzibar recorded **47,595** international visitors in June 2023 which is an increase of **39.9** percent compared with **34,013** visitors recorded in June 2022 and increased by **78.8** percent compared with **26,620** visitors recorded in the preceding month (May 2023).

Tourists from Europe continued to dominate the market by accounting (**63.8** percent) of the total visitors in June 2023. In country wise, German dominated the Tourism market by accounting **11.0** percent of all visitors entered in June 2023, followed by French (**9.3** percent) while Japan recorded less than one percent which is the least. Other performances are as shown in (**Table 1**).

The data shows that **42,757** visitors equivalent to **89.8** percent of the total visitors entered through Airport, whereby **39,158** visitors of them entered by international flights and **3,599** by domestic flights. The remaining **4,838** visitors entered through seaport where by **41** visitors of them came by using Cruse ship and **4,797** by Sea Ferries from Tanzania Mainland as shown in **Figure 1 & Table 2**.

Information on the purpose of visit (**Table 3**) shows that in June 2023, about **47,317** visitors equivalent to **99.4** percent came for holidays, **0.4** percent came for visiting friends and relatives and **0.2** percent came for other purposes.

Table 4 & Figure 2 shows that **23,903** visitors (**50.2** percent) were male and **23,692** (**49.1** percent) were female. Male and Female increased by **68.2** and **91.0** respectively compared with the preceding month of May 2023.

The ages of the visitors were categorized into three broad groups: those younger than 15 years who are regarded as children, 15 to 64 years who are regarded as working age population, and 65 years and older are regarded as retirees. The overall results show that **3,240** (**6.8** percent) visitors were aged less than 15 years, **42,133** (**88.5** percent) were aged 15 to 64 years and **2,222** (**4.7** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The visitors from emerging markets (Poland, India, Russia, Israel, China and Ukraine) increased by **59.1** percent compared with the visitors recorded in June 2022. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that about half of visitors (**50.3** percent) stayed in the country between six to eight days in June 2023. The overall average intended length of stay for visitors in June 2023 was eight nights (**7.6**).

The total of **678,570** bed-spaces was available in June 2023. Out of these bed-spaces, estimates of **363,820** beds were sold during in June 2023 representing a bed occupancy rate of **53.6** percent (**Table 7**).

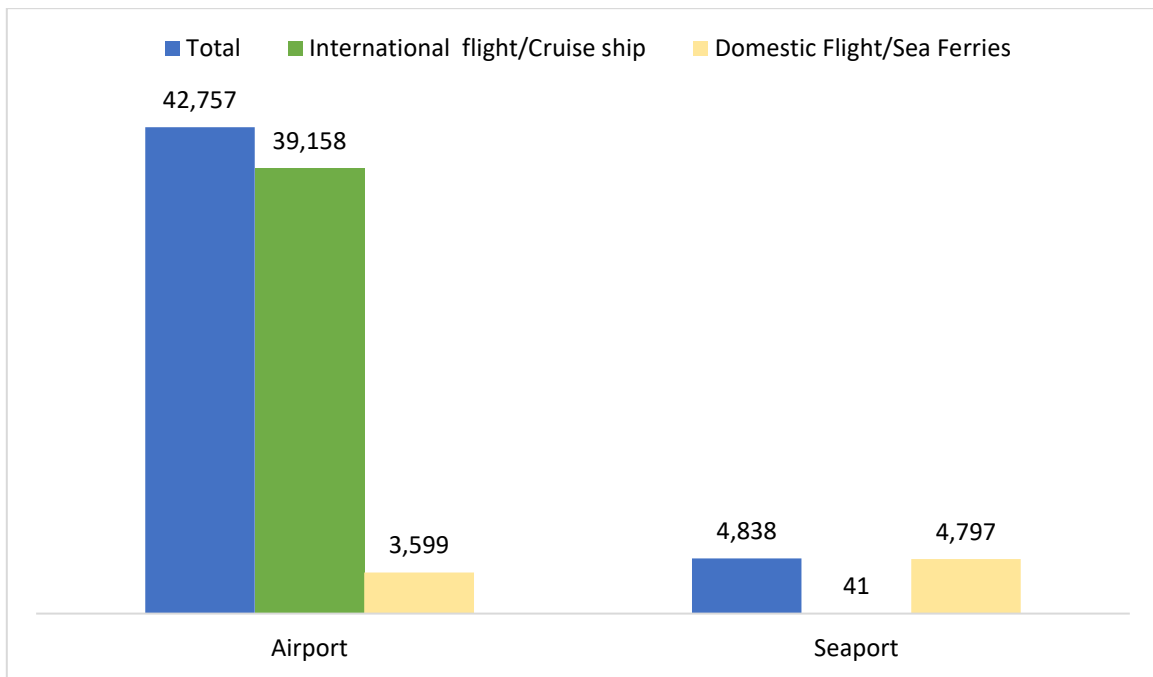
For the past Six months, Zanzibar has received **282,039** visitors from January- June 2023 which is an increase of **38.8** percent compared with the corresponding months (January-June 2022). About **256,281** visitors entered through airport while **25,758** visitors entered through seaport. Most of visitors were from Europe (**74.9** percent). In country wise, French (**11.7** percent) was the leading market for the six months in Zanzibar tourism market (**Table 8**).

Table1: International Visitors by Nationality, June 2023, May 2023 and June 2022

Nationality	June 2022			May 2023			June 2023			% Change June 2023 and May 2023	% Change, June 2023 and June 2022
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	961	2.8	7	816	3.1	7	1,633	3.4	7	100.1	69.9
British	2,187	6.4	4	2,300	8.6	3	3,505	7.4	4	52.4	60.3
German	4,332	12.7	1	4,343	16.3	1	5,240	11.0	1	20.7	21.0
Italian	877	2.6	10	442	1.7	12	1,601	3.4	8	262.2	82.6
French	4,133	12.2	2	3,294	12.4	2	4,431	9.3	2	34.5	7.2
Dutch	921	2.7	9	61	0.2	22	1,219	2.6	11	1898.4	32.4
Belgium	806	2.4	11	472	1.8	11	751	1.6	13	59.1	-6.8
Russian	334	1	17	401	1.5	13	702	1.5	15	75.1	110.2
Turkish	303	0.9	18	379	1.4	14	735	1.5	14	93.9	142.6
Polish	2,743	8.1	3	499	1.9	9	3,561	7.5	3	613.6	29.8
Ukrainian	101	0.3	21	127	0.5	20	166	0.3	22	30.7	64.4
Czech Republic	569	1.7	14	147	0.6	19	547	1.1	18	272.1	-3.9
Spanish	945	2.8	8	473	1.8	10	1,092	2.3	12	130.9	15.6
Other European	3,752	11		2,613	9.8		5,194	10.9		98.8	38.4
Subtotal	22,964	68		16,367	61.5		30,377	63.8		86	32
ASIA											
Japanese	27	0.1	24	59	0.2	23	88	0.2	24	49.2	225.9
Chinese	185	0.5	20	365	1.4	15	398	0.8	21	9.0	115.1
Indian	577	1.7	13	580	2.2	8	1,233	2.6	10	112.6	113.7
Israeli	254	0.7	19	88	0.3	21	611	1.3	17	594.3	140.6
Other Asian	1,538	4.5		1,344	5.0		2,986	6.3		122.2	94.1
Subtotal	2,581	7.6		2,436	9.2		5,316	11.2		118.2	106.0
AFRICA											
Kenyan	789	2.3	12	1,272	4.8	6	1,542	3.2	9	21.2	95.4
South African	2,039	6	5	1,336	5.0	5	2,268	4.8	6	69.8	11.2
Egyptian	421	1.2	15	179	0.7	18	434	0.9	19	142.5	3.1
Other African	1,702	5		2,786	10.5		2,763	5.8		-0.8	62.3
Subtotal	4,951	14.6		5,573	20.9		7,007	14.7		25.7	41.5
AMERICA											
American	2,021	5.9	6	1,402	5.3	4	3,219	6.8	5	129.6	59.3
Canadian	380	1.1	16	302	1.1	16	641	1.3	16	112.3	68.7
Other American	417	1.2		294	1.1		481	1.0		63.6	15.3
Subtotal	2,818	8.3		1,998	7.5		4,341	9.1		117.3	54.0
OCEANIA											
Australian	59	0.2	22	195	0.7	17	407	0.9	20	108.7	589.8
New Zealand	42	0.1	23	46	0.2	24	112	0.2	23	143.5	166.7
Subtotal	101	0.3		241	0.9		519	1.1		115.4	413.9
Not stated	598	1.8		5	0.0		35	0.1			
TOTAL	34,013	100		26,620	100.0		47,595	100.0		78.8	39.9

Source: OCGS, ZCT & Immigration Department, Zanzibar

Figure 1: International Visitors by Entry Points, June 2023



Source: OCGS, ZCT & Immigration Department, Zanzibar

Table 2: International Visitors by Nationality through Entry Points, June 2023

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	1,022	449	1,471	0	162	162
British	2,972	167	3,139	0	366	366
German	4,617	300	4,917	3	320	323
Italian	1,398	138	1,536	0	65	65
French	3,978	273	4,251	0	180	180
Dutch	973	140	1,113	1	105	106
Belgium	559	135	694	0	57	57
Russian	650	15	665	3	34	37
Turkish	626	16	642	0	93	93
Polish	3,427	74	3,501	1	59	60
Ukrainian	135	19	154	7	5	12
Czech Republic	434	96	530	0	17	17
Spanish	883	175	1,058	0	34	34
Other Europeans	4,309	659	4,968	4	222	226
Subtotal	25,983	2,656	28,639	19	1,719	1,738
ASIA						
Japanese	48	16	64	0	24	24
Chinese	192	10	202	1	195	196
Indian	829	62	891	10	332	342
Israeli	568	28	596	0	15	15
Other Asians	2,658	93	2,751	10	225	235
Subtotal	4,295	209	4,504	21	791	812
AFRICA						
Kenyan	1,027	77	1,104	1	437	438
South African	2,078	91	2,169	0	99	99
Egyptian	359	11	370	0	64	64
Other Africans	1,918	110	2,028	0	735	735
Subtotal	5,382	289	5,671	1	1,335	1,336
AMERICA						
American	2,464	152	2,616	0	603	603
Canadian	372	132	504	0	137	137
Other Americans	376	41	417	0	64	64
Subtotal	3,212	325	3,537	0	804	804
OCEANIA						
Australian	207	71	278	0	129	129
New Zealand	44	49	93	0	19	19
Subtotal	251	120	371	0	148	148
Not stated	35	0	35	0	0	0
TOTAL	39,158	3,599	42,757	41	4,797	4,838

Source: OCGS, ZCT & Immigration Department, Zanzibar

Table 3: International Visitors by Nationality and Purpose of Visit, June 2023

Nationality	Holidays	Visiting Friends and Relatives	Returning Residences	Prospective Resident	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE										
Scandinavian	1,627	2	2	0	0	0	0	0	2	1,633
British	3,492	12	0	0	1	0	0	0	0	3,505
German	5,193	38	7	2	0	0	0	0	0	5,240
Italian	1,596	4	0	0	0	0	0	1	0	1,601
French	4,400	24	2	1	1	0	0	1	2	4,431
Dutch	1,210	6	2	0	0	0	0	0	1	1,219
Belgium	747	2	0	0	1	0	1	0	0	751
Russian	699	2	0	0	0	0	0	0	1	702
Turkish	726	1	3	0	1	0	0	0	4	735
Polish	3,538	11	4	0	1	0	0	1	6	3,561
Ukrainian	166	0	0	0	0	0	0	0	0	166
Czech Republic	547	0	0	0	0	0	0	0	0	547
Spanish	1,082	10	0	0	0	0	0	0	0	1,092
Other Europeans	5,182	5	2	0	0	0	1	1	3	5,194
Subtotal	30,205	117	22	3	5	0	2	4	19	30,377
ASIA										
Japanese	88	0	0	0	0	0	0	0	0	88
Chinese	397	1	0	0	0	0	0	0	0	398
Indian	1,226	5	1	0	1	0	0	0	0	1,233
Israeli	606	4	0	0	0	0	0	0	1	611
Other Asians	2,973	12	1	0	0	0	0	0	0	2,986
Subtotal	5,290	22	2	0	1	0	0	0	1	5,316
AFRICA										
Kenyan	1,536	5	0	0	0	0	0	1	0	1,542
South African	2,254	10	2	1	0	0	0	0	1	2,268
Egyptian	432	1	0	1	0	0	0	0	0	434
Other Africans	2,753	7	0	2	0	0	0	0	1	2,763
Subtotal	6,975	23	2	4	0	0	0	1	2	7,007
AMERICA										
American	3,193	19	1	0	1	1	0	0	4	3,219
Canadian	638	3	0	0	0	0	0	0	0	641
Other Americans	479	2	0	0	0	0	0	0	0	481
Subtotal	4,310	24	1	0	1	1	0	0	4	4,341
OCEANIA										
Australian	406	1	0	0	0	0	0	0	0	407
New Zealand	112	0	0	0	0	0	0	0	0	112
Subtotal	518	1	0	0	0	0	0	0	0	519
Not stated	19	5	0	2	2	0	0	1	6	35
TOTAL	47,317	192	27	9	9	1	2	6	32	47,595
TOTAL PERCENT	99.4	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.1	100

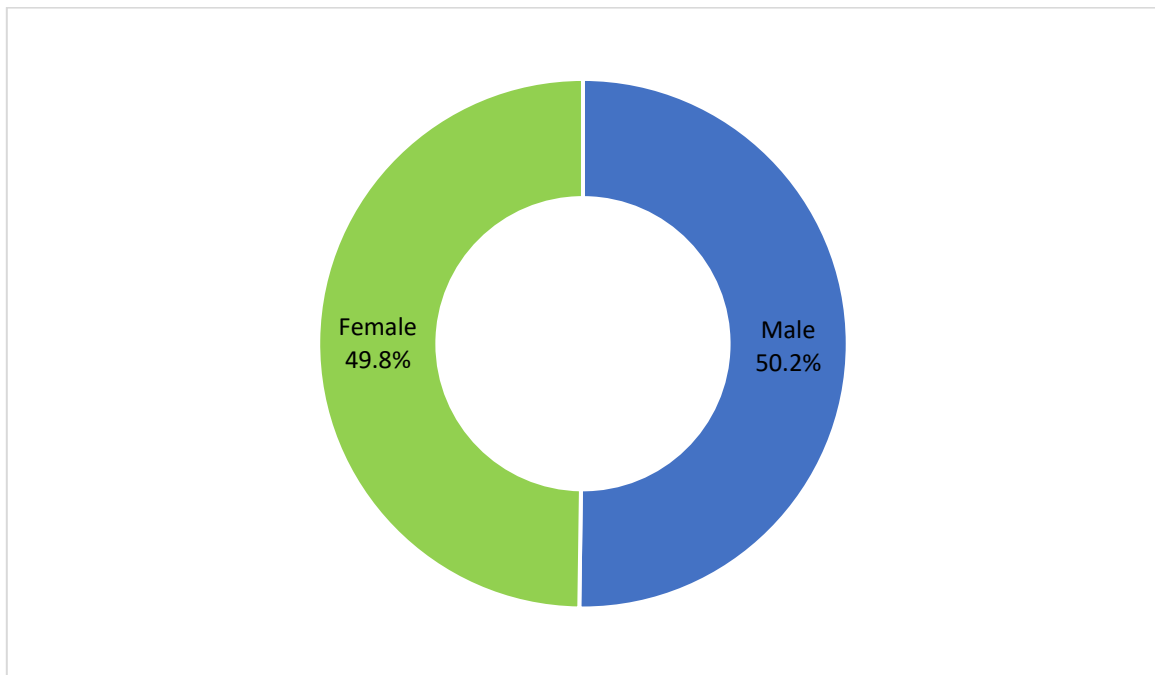
Source: OCGS, ZCT & Immigration Department, Zanzibar

Table 4: International Visitors by Nationality and Sex, June 2023

Nationality	Male	Female	Total
EUROPE			
Scandinavian	794	839	1,633
British	1,692	1,813	3,505
German	2,663	2,577	5,240
Italian	814	787	1,601
French	2,118	2,313	4,431
Dutch	666	553	1,219
Belgium	315	436	751
Russian	313	389	702
Turkish	454	281	735
Polish	1,560	2,001	3,561
Ukrainian	66	100	166
Czech Republic	248	299	547
Spanish	548	544	1,092
Other European Country	2,582	2,612	5,194
Subtotal	14,833	15,544	30,377
ASIA			
Japanese	56	32	88
Chinese	236	162	398
Indian	731	502	1,233
Israeli	297	314	611
Other Asian	1,694	1,292	2,986
Subtotal	3,014	2,302	5,316
AFRICA			
Kenyan	787	755	1,542
South African	1,098	1,170	2,268
Egyptian	266	168	434
Other African	1,486	1,277	2,763
Subtotal	3,637	3,370	7,007
AMERICA			
American	1,575	1,644	3,219
Canadian	310	331	641
Other American	233	248	481
Subtotal	2,118	2,223	4,341
OCEANIA			
Australian	222	185	407
New Zealand	60	52	112
Subtotal	282	237	519
Not stated	19	16	35
TOTAL JUNE, 2023	23,903	23,692	47,595
TOTAL MAY, 2023	14,214	12,406	26,620
TOTAL PERCENT	50.2	49.8	100
% CHANGE, JUNE 2023 AND MAY 2023	68.2	91.0	78.8

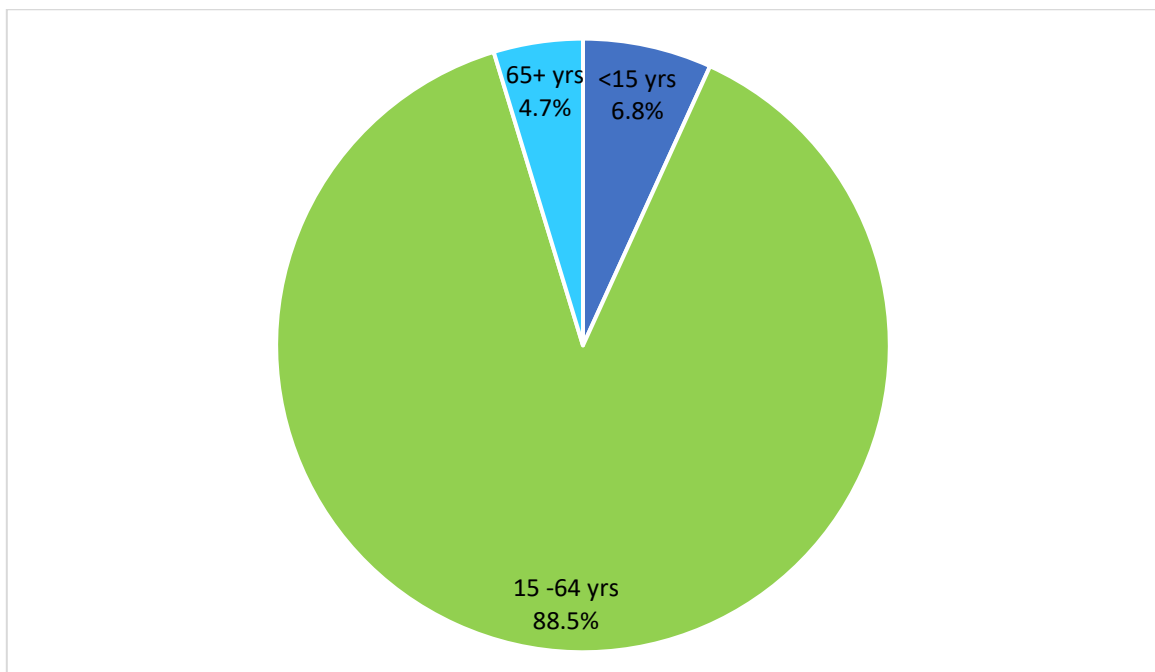
Source: OCGS, ZCT & Immigration Department, Zanzibar

Figure 2: International Visitors by Sex, June 2023



Source: OCGS, ZCT & Immigration Department, Zanzibar

Figure 3: International Visitors by Categorized Age, June 2023



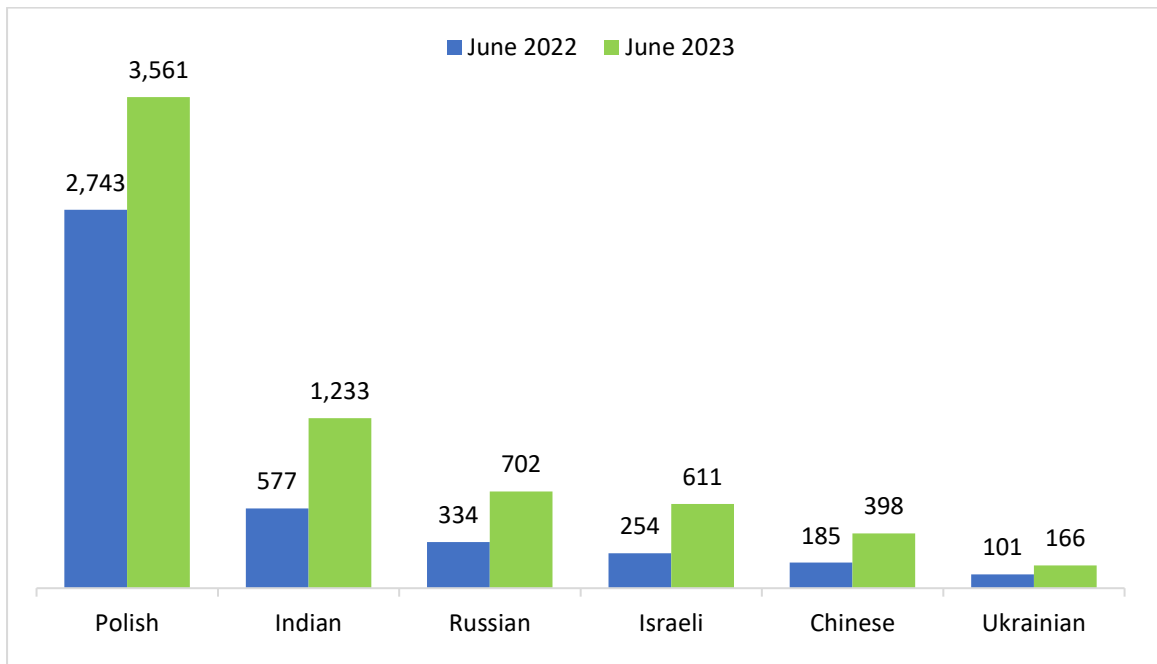
Source: OCGS, ZCT & Immigration Department, Zanzibar

Table 5: International Visitors by Nationality and Categorized Age, June 2023

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	187	1,363	83	1,633
British	169	3,107	229	3,505
German	234	4,769	237	5,240
Italian	117	1,399	85	1,601
French	259	3,962	210	4,431
Dutch	47	1,103	69	1,219
Belgium	19	710	22	751
Russian	67	618	17	702
Turkish	42	683	10	735
Polish	338	3,104	119	3,561
Ukrainian	12	149	5	166
Czech Republic	62	463	22	547
Spanish	35	1,028	29	1,092
Other European	355	4,663	176	5,194
Subtotal	1,943	27,121	1,313	30,377
ASIA				
Japanese	5	70	13	88
Chinese	16	375	7	398
Indian	142	1,016	75	1,233
Israeli	46	542	23	611
Other Asian	256	2,590	140	2,986
Subtotal	465	4,593	258	5,316
AFRICA				
Kenyan	71	1,417	54	1,542
South African	203	1,946	119	2,268
Egyptian	24	406	4	434
Other African	153	2,553	57	2,763
Subtotal	451	6,322	234	7,007
AMERICA				
American	281	2,678	260	3,219
Canadian	65	509	67	641
Other American	15	441	25	481
Subtotal	361	3,628	352	4,341
OCEANIA				
Australian	20	340	47	407
New Zealand	-	94	18	112
Subtotal	20	434	65	519
Not stated	-	35	-	35
TOTAL	3,240	42,133	2,222	47,595
TOTAL PERCENT	6.8	88.5	4.7	100

Source: OCGS, ZCT & Immigration Department, Zanzibar

Figure 4: Visitors Arrival from Emerging Markets, June 2023 and June 2022



Source: OCGS, ZCT & Immigration Department, Zanzibar

Table 6: Intended Length of Stay and Sex of International Visitors, June 2023

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	380	258	638	1.3	380	258	638
2	462	349	811	1.7	924	698	1,622
3	736	681	1,417	3.0	2,208	2,043	4,251
4	852	825	1,677	3.5	3,408	3,300	6,708
5	6,583	2,704	9,287	19.5	32,915	13,520	46,435
6	2,154	6,539	8,693	18.3	12,924	39,234	52,158
7	3,500	3,146	6,646	14.0	24,500	22,022	46,522
8	4,104	4,442	8,546	18.0	32,832	35,536	68,368
9	1,108	1,185	2,293	4.8	9,972	10,665	20,637
10	929	803	1,732	3.6	9,290	8,030	17,320
11	326	314	640	1.3	3,586	3,454	7,040
12	428	453	881	1.9	5,136	5,436	10,572
13	206	187	393	0.8	2,678	2,431	5,109
14	743	615	1,358	2.9	10,402	8,610	19,012
15	370	312	682	1.4	5,550	4,680	10,230
16	131	100	231	0.5	2,096	1,600	3,696
17	42	55	97	0.2	714	935	1,649
18	54	40	94	0.2	972	720	1,692
19	56	41	97	0.2	1,064	779	1,843
20	53	49	102	0.2	1,060	980	2,040
21	90	104	194	0.4	1,890	2,184	4,074
22	20	18	38	0.1	440	396	836
23	14	12	26	0.1	322	276	598
24	12	6	18	0.0	288	144	432
25	25	16	41	0.1	625	400	1,025
26	14	8	22	0.0	364	208	572
27	1	3	4	0.0	27	81	108
28	23	10	33	0.1	644	280	924
29	8	10	18	0.0	232	290	522
30	167	112	279	0.6	5,010	3,360	8,370
31+	312	295	607	1.3	9,672	9,145	18,817
Total	23,903	23,692	47,595	100.0	182,125	181,695	363,820
	Intended Average Length of Stay ¹				7.6	7.7	7.6

Source: OCGS, ZCT & Immigration Department, Zanzibar

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

Table 7: International Visitors' nights and Estimated Bed Occupancy Rate, June 2023

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	638	1.3	638
2	811	1.7	1,622
3	1,417	3.0	4,251
4	1,677	3.5	6,708
5	9,287	19.5	46,435
6	8,693	18.3	52,158
7	6,646	14.0	46,522
8	8,546	18.0	68,368
9	2,293	4.8	20,637
10	1,732	3.6	17,320
11	640	1.3	7,040
12	881	1.9	10,572
13	393	0.8	5,109
14	1,358	2.9	19,012
15	682	1.4	10,230
16	231	0.5	3,696
17	97	0.2	1,649
18	94	0.2	1,692
19	97	0.2	1,843
20	102	0.2	2,040
21	194	0.4	4,074
22	38	0.1	836
23	26	0.1	598
24	18	0.0	432
25	41	0.1	1,025
26	22	0.0	572
27	4	0.0	108
28	33	0.1	924
29	18	0.0	522
30	279	0.6	8,370
31+	607	1.3	18,817
Total	47,595	100.0	363,820
Number of beds available in June, 2023			678,570
Bed Occupancy Rate			53.6

Source: OCGS, ZCT & Immigration Department, Zanzibar

Table 8: International Visitors by Nationality through Entry Points, January- June 2023 & 2022

Nationality	January- June 2022			January- June 2023					% Change, Jan- June 2023 and Jan- June 2022
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	6,910	3.4	9	11,934	1,251	13,185	4.7	6	90.8
British	8,748	4.3	7	13,176	1,732	14,908	5.3	5	70.4
German	15,200	7.5	3	24,742	2,460	27,202	9.6	3	79.0
Italian	3,093	1.5	15	26,838	395	27,233	9.7	2	780.5
French	24,642	12.1	2	32,052	1,085	33,137	11.7	1	34.5
Dutch	5,540	2.7	11	7,380	513	7,893	2.8	11	42.5
Belgium	4,130	2	13	3,815	332	4,147	1.5	14	0.4
Russian	1,959	1	17	4,554	205	4,759	1.7	12	142.9
Turkish	1,734	0.9	19	2,578	334	2,912	1.0	17	67.9
Polish	24,875	12.2	1	18,873	211	19,084	6.8	4	-23.3
Ukrainian	11,586	5.7	4	1,744	41	1,785	0.6	20	-84.6
Czech Republic	8,666	4.3	8	9,160	103	9,263	3.3	9	6.9
Spanish	3,164	1.6	14	3,416	212	3,628	1.3	15	14.7
Other European	29,431	14.5		40,553	1,437	41,990	14.9		42.7
Subtotal	149,678	73.7		200,815	10311	211,126	74.9		41.1
ASIA									
Japanese	122	0.1	25	288	114	402	0.1	23	229.5
Chinese	955	0.5	22	1,260	965	2,225	0.8	18	133.0
Indian	2,533	1.2	16	2,760	1,389	4,149	1.5	13	63.8
Israeli	1,545	0.8	20	2,026	73	2,099	0.7	19	35.9
Other Asian	5,860	2.9		8,007	1,115	9,122	3.2		55.7
Subtotal	11,015	5.4		14341	3656	17997	6.4		63.4
AFRICA									
Kenyan	4,904	2.4	12	5,554	2,609	8,163	2.9	10	66.5
South African	10,931	5.4	5	9,190	451	9,641	3.4	8	-11.8
Egyptian	1,851	0.9	18	1,088	252	1,340	0.5	22	-27.6
Other African	10,874	5.4		10,597	4,454	15,051	5.3		38.4
Subtotal	28,560	14.1		26429	7766	34195	12.1		19.7
AMERICA									
American	6,875	3.4	10	8,858	2,428	11,286	4.0	7	64.2
Canadian	1,431	0.7	21	2,335	694	3,029	1.1	16	111.7
Other American	1,512	0.7		2,046	288	2,334	0.8		54.4
Subtotal	9,818	4.8		13239	3410	16649	5.9		69.6
OCEANIA									
Australian	460	0.2	23	1,096	528	1,624	0.6	21	253.0
New Zealand	132	0.1	24	225	73	298	0.1	24	125.8
Subtotal	592	0.3		1321	601	1922	0.7		224.7
Not stated	3,540	1.7		136	14	150	0.1		
TOTAL	203,203	100		256,281	25,758	282,039	100		38.8

Source: OCGS, ZCT & Immigration Department, Zanzibar

Annex I: Visitors Arrival from Emerging Markets, June 2023, May 2023 and June 2022

Nationality	June 2022	May 2023	June 2023	% Change June 2023 and June 2022	% Change June 2023 and May 2023
Russian	334	401	702	110.2	75.1
Polish	2,743	499	3,561	29.8	613.6
Ukrainian	101	127	166	64.4	30.7
Chinese	185	365	398	115.1	9.0
Indian	577	580	1,233	113.7	112.6
Israeli	254	88	611	140.6	594.3
Total	4,194	2,060	6,671	59.1	223.8

Source: OCGS, ZCT & Immigration Department, Zanzibar

Annex II: International Visitors by Month, 2019 - 2023

Month	2019	2020	2021	2022	2023
January	46,133	61,461	49,868	42,443	68,813
February	50,387	61,752	51,574	46,995	65,430
March	33,883	33,801	43,821	38,762	45,915
April	20,242	334	13,839	20,540	27,666
May	15,640	197	9,280	20,450	26,620
June	36,605	353	20,416	34,013	47,595
July	55,947	3,079	29,714	58,157	
August	68,163	4,366	34,425	61,388	
September	49,732	5,422	25,817	46,338	
October	53,023	12,157	31,826	57,547	
November	47,824	29,128	35,438	55,150	
December	60,685	48,594	48,167	66,720	
Total	538,264	260,644	394,185	548,503	282,039

Source: OCGS, ZCT & 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 report provides 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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