



Tourism Release No.75



TOURISM STATISTICAL RELEASE MARCH - 2023

TOURISM STATISTICS

Zanzibar recorded **45,915** international visitors in March 2023 which is an increase of **18.5** percent compared with **38,762** visitors recorded in March 2022 and decreased by **29.8** percent compared with **65,430** visitors recorded in the preceding month (February 2023).

Tourists from Europe continued to dominate the market by accounting (**77.5** percent) of the total visitors in March 2023. In country wise, Italy dominated the Tourism market by accounting **12.9** percent of all visitors entered in March 2023, followed by France (**9.9** percent) while New Zealand recorded less than one percent which is the least. Other performances are as shown in (**Table 1**).

The data shows that **41,271** visitors equivalent to **89.9** percent of the total visitors entered through Airport, whereby **38,744** visitors entered by international flights and **2,527** by domestic flights. The remaining **4,644** visitors entered through seaport of whom **268** entered by cruise ship/Sea Ferries and **4,402** entered by Sea Ferries from Tanzania Mainland as shown in **Figure 1 & Table 2**.

Information on the purpose of visit (**Table 3**) shows that in March 2023, about **45,765** visitors equivalent to **99.7** percent came for holidays, **0.2** percent came for visiting friends and relatives and **0.1** percent came for other purposes.

Table 4 & Figure 2 shows that **20,203** visitors (**44.0** percent) were male and **25,712** (**56.0** percent) were female. Male and Female decreased by **13.4** and **38.9** respectively compared with the preceding month of February 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 **2,622** visitors (**5.7** percent) were aged less than 15 years, **39,214** (**85.4** percent) were aged 15 to 64 years and **4,079** (**8.9** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The visitors from emerging markets (Poland, India, Russia, Israel, China and Ukraine) decreased by **45.8** percent compared with previous month. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that about one for every four visitors (**26.3** percent) stayed in the country for Seven days in March 2023. The overall average intended length of stay for visitors in March 2023 was eight nights.

The total of **701,189** bed-spaces was available in March 2023. Out of these bed-spaces, estimates of **350,977** beds were sold during March 2023 representing a bed occupancy rate of **50.1** percent (**Table 7**).

For the past three months (January- March 2023), Zanzibar has received **180,158** visitors which is an increase of **40.5** percent compared with the corresponding months (January-March 2022). About **167,051** visitors entered through airport while **13,107** visitors entered through seaport. Most of visitors were from Europe (**81.9** percent). In country wise, Italy (**13.7** percent) was the leading market for the three months in Zanzibar tourism market (**Table 8**).

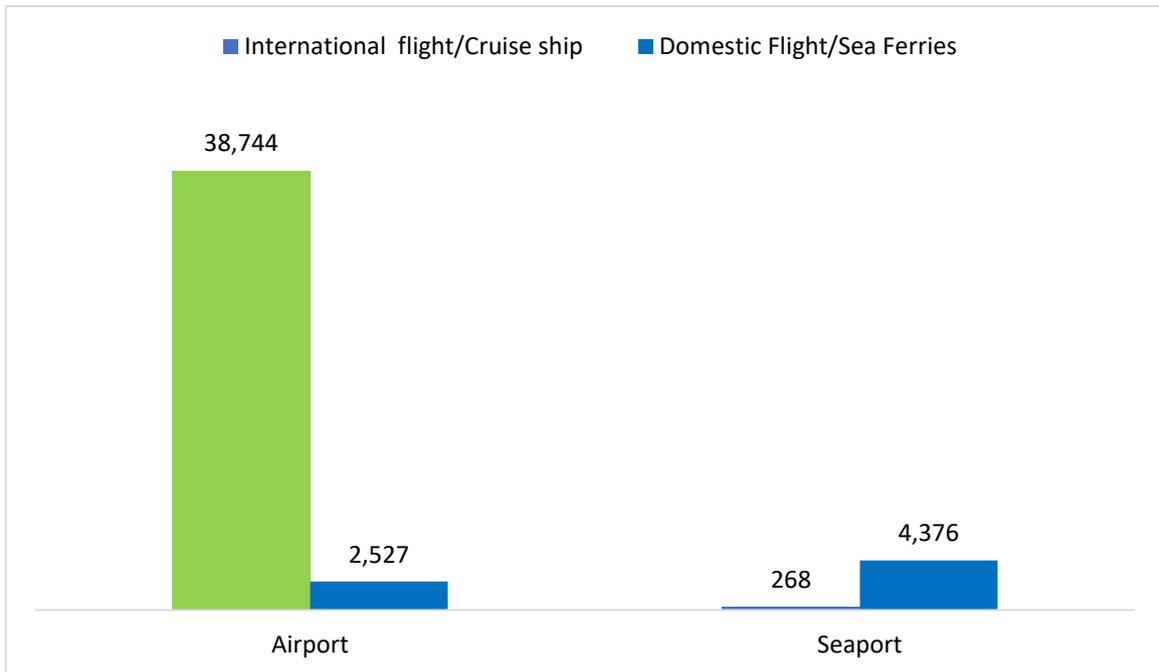
Table1: International Visitors by Nationality, March 2023, February 2023 and March 2022

Nationality	March -22			February -23			March -23			% Change, February 2023 and March 2023	% Change, March 2022 and March 2023
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	1,479	3.8	6	3,617	5.5	5	2,300	5.0	6	-36.4	55.5
British	1,718	4.4	5	2,959	4.5	6	1,976	4.3	8	-33.2	15.0
German	2,581	6.7	4	5,632	8.6	4	4,083	8.9	3	-27.5	58.2
Italian	576	1.5	13	8,378	12.8	2	5,929	12.9	1	-29.2	929.3
French	5,535	14.3	1	9,570	14.6	1	4,559	9.9	2	-52.4	-17.6
Dutch	1,024	2.6	9	1,801	2.8	8	1,278	2.8	10	-29.0	24.8
Belgium	642	1.7	11	1,074	1.6	12	521	1.1	15	-51.5	-18.8
Russian	275	0.7	18	1339	2.0	10	840	1.8	12	-37.3	205.5
Turkish	358	0.9	15	426	0.7	19	384	0.8	17	-9.9	7.3
Polish	4,583	11.8	2	5,702	8.7	3	2,753	6.0	5	-51.7	-39.9
Ukrainian	155	0.4	20	491	0.8	17	326	0.7	18	-33.6	110.3
Czech Republic	2,930	7.6	3	2,682	4.1	7	3,030	6.6	4	13.0	3.4
Spanish	345	0.9	16	478	0.7	18	447	1.0	16	-6.5	29.6
Other European	7,631	19.7		11,417	17.4		7,138	15.5		-37.5	-6.5
Subtotal	29,832	77		55,566	84.9		35,564	77.5		-36	19
ASIA											
Japanese	21	0.1	23	63	0.1	23	69	0.2	23	9.5	228.6
Chinese	105	0.3	22	287	0.4	20	311	0.7	19	8.4	196.2
Indian	598	1.5	12	615	0.9	15	546	1.2	14	-11.2	-8.7
Israeli	171	0.4	19	623	1.0	14	134	0.3	22	-78.5	-21.6
Other Asian	1,369	3.5		1,222	1.9		1,182	2.6		-3.3	-13.7
Subtotal	2,264	5.8		2,810	4.3		2,242	4.9		-20.2	-1.0
AFRICA											
Kenyan	1,062	2.7	8	1,100	1.7	11	1,132	2.5	11	2.9	6.6
South African	983	2.5	10	980	1.5	13	1,554	3.4	9	58.6	58.1
Egyptian	392	1	14	226	0.3	21	190	0.4	21	-15.9	-51.5
Other African	1,869	4.8		2,007	3.1		2,016	4.4		0.4	7.9
Subtotal	4,306	11.1		4,313	6.6		4,892	10.7		13.4	13.6
AMERICA											
American	1,105	2.9	7	1,449	2.2	9	2,017	4.4	7	39.2	82.5
Canadian	284	0.7	17	610	0.9	16	588	1.3	13	-3.6	107.0
Other American	205	0.5		413	0.6		336	0.7		-18.6	63.9
Subtotal	1,594	4.1		2,472	3.8		2,941	6.4		19.0	84.5
OCEANIA											
Australian	124	0.3	21	207	0.3	22	226	0.5	20	9.2	82.3
New Zealand	20	0.1	24	21	0.0	24	30	0.1	24	42.9	50.0
Subtotal	144	0.4		228	0.3		256	0.6		12.3	77.8
Not stated	622	1.6		41	0.1		20	0.0			
TOTAL	38,762	100		65,430	100.0		45,915	100.0		-29.8	18.5

Source: OCGS, ZCT & Immigration Department, Zanzibar

na: not applicable

Figure 1: International Visitors by Entry Points, March 2023



Source: OCGS, ZCT & Immigration Department, Zanzibar

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

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	1,816	228	2,044	5	251	256
British	1,537	75	1,612	34	330	364
German	3,376	337	3,713	9	361	370
Italian	5,807	48	5,855	2	72	74
French	3,797	624	4,421	4	134	138
Dutch	1,076	105	1,181	4	93	97
Belgium	395	69	464	1	56	57
Russian	776	20	796	0	44	44
Turkish	305	9	314	0	70	70
Polish	2,667	44	2,711	0	42	42
Ukrainian	312	9	321	0	5	5
Czech Republic	2,958	39	2,997	0	33	33
Spanish	331	77	408	7	32	39
Other Europeans	6,651	258	6,909	17	212	229
Subtotal	31,804	1,942	33,746	83	1,735	1,818
ASIA						
Japanese	43	6	49	2	18	20
Chinese	119	30	149	0	162	162
Indian	346	12	358	0	188	188
Israeli	120	6	126	0	8	8
Other Asians	919	38	957	3	222	225
Subtotal	1,547	92	1,639	5	598	603
AFRICA						
Kenyan	623	20	643	0	489	489
South African	1,472	15	1,487	0	67	67
Egyptian	139	5	144	0	46	46
Other Africans	1,221	62	1,283	0	733	733
Subtotal	3,455	102	3,557	0	1,335	1,335
AMERICA						
American	1,204	267	1,471	137	409	546
Canadian	333	74	407	11	170	181
Other Americans	265	30	295	3	38	41
Subtotal	1,802	371	2,173	151	617	768
OCEANIA						
Australian	100	20	120	29	77	106
New Zealand	20	0	20	0	10	10
Subtotal	120	20	140	29	87	116
Not stated	16	0	16	0	4	4
TOTAL	38,744	2,527	41,271	268	4,376	4,644

Source: OCGS, ZCT & Immigration Department, Zanzibar

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

Nationality	Holidays	Visiting Friends and Relatives	Returning Residences	Prospective Resident	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE										
Scandinavian	2,296	2	0	0	0	1	0	0	1	2,300
British	1,972	3	0	0	0	0	1	0	0	1,976
German	4,069	10	0	3	0	0	0	0	1	4,083
Italian	5,911	17	0	0	0	0	0	0	1	5,929
French	4,546	5	2	2	0	0	2	2	0	4,559
Dutch	1,278	0	0	0	0	0	0	0	0	1,278
Belgium	519	1	0	0	0	0	0	0	1	521
Russian	837	3	0	0	0	0	0	0	0	840
Turkish	374	3	0	0	2	0	5	0	0	384
Polish	2,749	0	0	0	0	0	0	2	2	2,753
Ukrainian	326	0	0	0	0	0	0	0	0	326
Czech Republic	3,018	5	0	0	0	0	0	2	5	3,030
Spanish	445	2	0	0	0	0	0	0	0	447
Other Europeans	7,110	11	3	0	0	0	1	2	11	7,138
Subtotal	35,450	62	5	5	2	1	9	8	22	35,564
ASIA										
Japanese	68	1	0	0	0	0	0	0	0	69
Chinese	311	0	0	0	0	0	0	0	0	311
Indian	546	0	0	0	0	0	0	0	0	546
Israeli	134	0	0	0	0	0	0	0	0	134
Other Asians	1,179	2	0	0	0	1	0	0	0	1,182
Subtotal	2,238	3	0	0	0	1	0	0	0	2,242
AFRICA										
Kenyan	1,132	0	0	0	0	0	0	0	0	1,132
South African	1,548	5	0	0	0	0	0	0	1	1,554
Egyptian	188	0	0	2	0	0	0	0	0	190
Other Africans	2,011	2	0	2	0	0	1	0	0	2,016
Subtotal	4,879	7	0	4	0	0	1	0	1	4,892
AMERICA										
American	2,009	8	0	0	0	0	0	0	0	2,017
Canadian	585	3	0	0	0	0	0	0	0	588
Other Americans	336	0	0	0	0	0	0	0	0	336
Subtotal	2,930	11	0	0	0	0	0	0	0	2,941
OCEANIA										
Australian	226	0	0	0	0	0	0	0	0	226
New Zealand	30	0	0	0	0	0	0	0	0	30
Subtotal	256	0	0	0	0	0	0	0	0	256
Not stated	12	4	1	0	1	1	0	2	7	20
TOTAL	45,765	87	4	9	1	3	10	6	30	45,915
TOTAL PERCENT	99.7	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	100

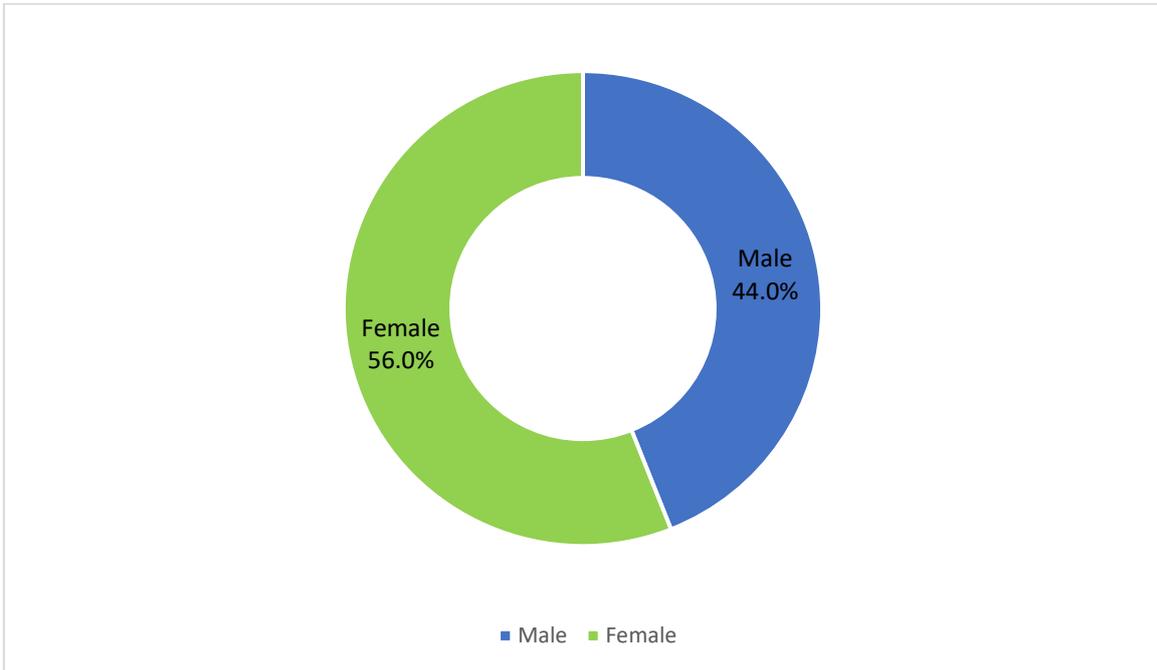
Source: OCGS, ZCT & Immigration Department, Zanzibar

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	877	1,426	2,303
British	904	1,072	1,976
German	1,740	2,345	4,085
Italian	2,585	3,365	5,950
French	1,848	2,711	4,559
Dutch	567	711	1,278
Belgium	225	296	521
Russian	343	497	840
Turkish	213	171	384
Polish	1,173	1,618	2,791
Ukrainian	99	231	330
Czech Republic	1,220	1,811	3,031
Spanish	200	247	447
Other European Country	2,968	4,102	7,070
Subtotal	14,962	20,603	35,565
ASIA			
Japanese	46	24	70
Chinese	204	107	311
Indian	357	194	551
Israeli	50	85	135
Other Asian	684	495	1,179
Subtotal	1,341	905	2,246
AFRICA			
Kenyan	596	546	1,142
South African	701	853	1,554
Egyptian	135	55	190
Other African	1,063	952	2,015
Subtotal	2,495	2,406	4,901
AMERICA			
American	869	1,140	2,009
Canadian	246	342	588
Other American	148	182	330
Subtotal	1,263	1,664	2,927
OCEANIA			
Australian	123	103	226
New Zealand	13	17	30
Subtotal	136	120	256
Not stated	6	14	20
TOTAL MARCH, 2023	20,203	25,712	45,915
TOTAL FEBRUARY, 2023	23,326	42,104	65,430
TOTAL PERCENT	44.0	56.0	100
% CHANGE, FEBRUARY 2023 AND MARCH 2023	-13.4	-38.9	-29.8

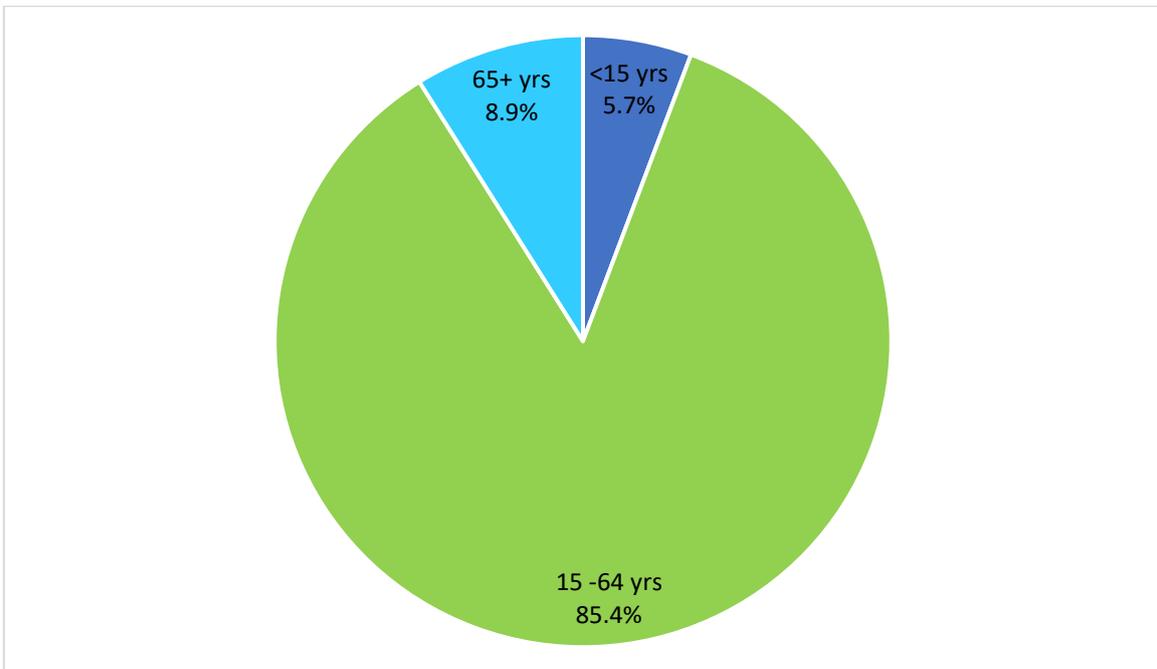
Source: OCGS, ZCT & Immigration Department, Zanzibar

Figure 2: International Visitors by Sex, March 2023



Source: OCGS, ZCT & Immigration Department, Zanzibar

Figure 3: International Visitors by Categorized Age, March 2023



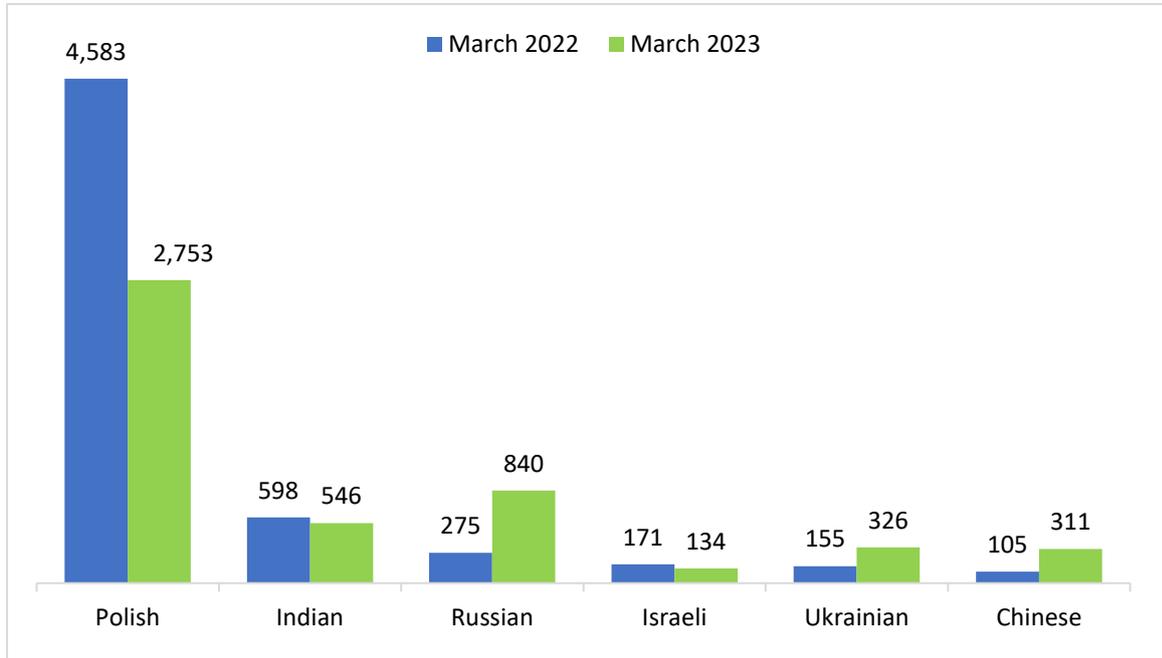
Source: OCGS, ZCT & Immigration Department, Zanzibar

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

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	195	1,919	186	2,300
British	108	1,565	303	1,976
German	136	3,590	357	4,083
Italian	411	4,790	728	5,929
French	164	3,987	408	4,559
Dutch	52	1,107	119	1,278
Belgium	27	443	51	521
Russian	53	765	22	840
Turkish	31	338	15	384
Polish	148	2,335	270	2,753
Ukrainian	35	278	13	326
Czech Republic	260	2,510	260	3,030
Spanish	28	395	24	447
Other European	420	6,050	604	7,074
Subtotal	2,068	30,072	3,360	35,500
ASIA				
Japanese	-	55	14	69
Chinese	12	298	1	311
Indian	21	509	16	546
Israeli	2	129	3	134
Other Asian	59	1,032	86	1,177
Subtotal	94	2,023	120	2,237
AFRICA				
Kenyan	42	1,044	46	1,132
South African	129	1,342	83	1,554
Egyptian	9	179	2	190
Other African	69	1,898	48	2,015
Subtotal	249	4,463	179	4,891
AMERICA				
American	95	1,671	251	2,017
Canadian	66	438	84	588
Other American	16	309	2	327
Subtotal	177	2,418	337	2,932
OCEANIA				
Australian	7	198	21	226
New Zealand	3	27	0	30
Subtotal	10	225	21	256
Not stated	24	13	62	99
TOTAL	2,622	39,214	4,079	45,915
TOTAL PERCENT	5.7	85.4	8.9	100

Source: OCGS, ZCT & Immigration Department, Zanzibar

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



Source: OCGS, ZCT & Immigration Department, Zanzibar

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

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	512	312	824	1.8	512	312	824
2	457	351	808	1.8	914	702	1,616
3	744	606	1,350	2.9	2,232	1,818	4,050
4	677	692	1,369	3.0	2,708	2,768	5,476
5	1,752	2,086	3,838	8.4	8,760	10,430	19,190
6	2,182	6,066	8,248	18.0	13,092	36,396	49,488
7	5,701	6,382	12,083	26.3	39,907	44,674	84,581
8	3,927	4,697	8,624	18.8	31,416	37,576	68,992
9	893	1,004	1,897	4.1	8,037	9,036	17,073
10	886	945	1,831	4.0	8,860	9,450	18,310
11	359	360	719	1.6	3,949	3,960	7,909
12	384	431	815	1.8	4,608	5,172	9,780
13	191	234	425	0.9	2,483	3,042	5,525
14	585	572	1,157	2.5	8,190	8,008	16,198
15	232	225	457	1.0	3,480	3,375	6,855
16	111	136	247	0.5	1,776	2,176	3,952
17	52	59	111	0.2	884	1,003	1,887
18	32	43	75	0.2	576	774	1,350
19	24	48	72	0.2	456	912	1,368
20	47	57	104	0.2	940	1,140	2,080
21	58	59	117	0.3	1,218	1,239	2,457
22	7	10	17	0.0	154	220	374
23	9	7	16	0.0	207	161	368
24	9	8	17	0.0	216	192	408
25	18	20	38	0.1	450	500	950
26	4	9	13	0.0	104	234	338
27	6	4	10	0.0	162	108	270
28	19	17	36	0.1	532	476	1,008
29	1	10	11	0.0	29	290	319
30	97	88	185	0.4	2,910	2,640	5,550
31+	227	174	401	0.9	7,037	5,394	12,431
Total	20,203	25,712	45,915	100.0	156,799	194,178	350,977
	Intended Average Length of Stay ¹				7.8	7.6	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, March 2023

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	824	1.8	824
2	808	1.8	1,616
3	1,350	2.9	4,050
4	1,369	3.0	5,476
5	3,838	8.4	19,190
6	8,248	18.0	49,488
7	12,083	26.3	84,581
8	8,624	18.8	68,992
9	1,897	4.1	17,073
10	1,831	4.0	18,310
11	719	1.6	7,909
12	815	1.8	9,780
13	425	0.9	5,525
14	1,157	2.5	16,198
15	457	1.0	6,855
16	247	0.5	3,952
17	111	0.2	1,887
18	75	0.2	1,350
19	72	0.2	1,368
20	104	0.2	2,080
21	117	0.3	2,457
22	17	0.0	374
23	16	0.0	368
24	17	0.0	408
25	38	0.1	950
26	13	0.0	338
27	10	0.0	270
28	36	0.1	1,008
29	11	0.0	319
30	185	0.4	5,550
31+	401	0.9	12,431
Total	45,915	100	350,977
Number of beds available in March, 2023			701,189
Bed Occupancy Rate			50.1

Source: OCGS, ZCT & Immigration Department, Zanzibar

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

Nationality	January- March 2022			January- March 2023					% Change, Jan- March 2022 and Jan- March 2023
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	4,610	3.6	7	8,650	855	9,505	5.3	5	106.2
British	3,986	3.1	9	6,716	834	7,550	4.2	7	89.4
German	7,379	5.8	5	12,612	1,737	14,349	8.0	4	94.5
Italian	1,707	1.3	14	24,393	252	24,645	13.7	1	1343.8
French	15,865	12.4	2	22,253	534	22,787	12.6	2	43.6
Dutch	3,161	2.5	10	5,330	273	5,603	3.1	8	77.3
Belgium	2,492	1.9	12	2,437	159	2,596	1.4	13	4.2
Russian	1,299	1	15	3,051	126	3,177	1.8	12	144.6
Turkish	1,090	0.9	17	1,211	140	1,351	0.7	17	23.9
Polish	21,158	16.5	1	14,444	113	14,557	8.1	3	-31.2
Ukrainian	11,330	8.8	3	1,300	25	1,325	0.7	18	-88.3
Czech Republic	7,650	6	4	7,943	62	8,005	4.4	6	4.6
Spanish	1,284	1	16	1,463	98	1,561	0.9	16	21.6
Other European	21,608	16.9		29,542	923	30,465	16.9		41.0
Subtotal	104,619	81.6		141,345	6131	147,476	81.9		41.0
ASIA									
Japanese	50	0	24	135	53	188	0.1	23	276.0
Chinese	395	0.3	21	675	330	1,005	0.6	19	154.4
Indian	995	0.8	18	1,078	542	1,620	0.9	15	62.8
Israeli	365	0.3	22	914	38	952	0.5	20	160.8
Other Asian	2,398	1.9		3,234	548	3,782	2.1		57.7
Subtotal	4203	3.3		6036	1511	7547	4.2		79.6
AFRICA									
Kenyan	2,301	1.8	13	2,659	1,271	3,930	2.2	11	70.8
South African	5,065	4	6	3,926	201	4,127	2.3	10	-18.5
Egyptian	930	0.7	19	448	120	568	0.3	22	-38.9
Other African	4,567	3.6		5,081	1,997	7,078	3.9		55.0
Subtotal	12863	10		12114	3589	15703	8.7		22.1
AMERICA									
American	3,031	2.4	11	4,241	1,083	5,324	3.0	9	75.7
Canadian	587	0.5	20	1,392	408	1,800	1.0	14	206.6
Other American	613	0.5		1,164	127	1,291	0.7		110.6
Subtotal	4231	3.3		6797	1618	8415	4.7		98.9
OCEANIA									
Australian	285	0.2	23	592	222	814	0.5	21	185.6
New Zealand	48	0	25	73	22	95	0.1	24	97.9
Subtotal	333	0.3		665	244	909	0.5		173.0
Not stated	1,951	1.5		94	14	108	0.1		
TOTAL	128,200	100		167,051	13,107	180,158	100		40.5

Source: OCGS, ZCT & Immigration Department, Zanzibar

Annex I: Visitors Arrival from Emerging Markets, March 2023, February 2023 and March 2022

Nationality	March 2022	February 2023	March 2023	% Change March 2022 and March 2023	% Change February 2023 and March 2023
Russian	275	1,339	840	205.5	-37.3
Polish	4,583	5,702	2,753	-39.9	-51.7
Ukrainian	155	491	326	110.3	-33.6
Chinese	105	287	311	196.2	8.4
Indian	598	615	546	-8.7	-11.2
Israeli	171	623	134	-21.6	-78.5
Total	5,887	9,057	4,910	-16.6	-45.8

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	
May	15,640	197	9,280	20,450	
June	36,605	353	20,416	34,013	
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	538264	260644	394185	548503	180,158

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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