



Tourism Release No.77



TOURISM STATISTICAL RELEASE

MAY – 2023

TOURISM STATISTICS

Zanzibar recorded **26,620** international visitors in May 2023 which is an increase of **30.2** percent compared with **20,450** visitors recorded in May 2022 and decreased by **3.8** percent compared with **27,666** visitors recorded in the preceding month (April 2023).

Tourists from Europe continued to dominate the market by accounting (**61.5** percent) of the total visitors in May 2023. In country wise, German dominated the Tourism market by accounting **16.3** percent of all visitors entered in May 2023, followed by French (**12.4** 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 **22,875** visitors equivalent to **85.9** percent of the total visitors entered through Airport, whereby **21,097** visitors of them entered by international flights and **1,778** by domestic flights. The remaining **3,745** visitors entered through seaport by using Sea Ferries from Tanzania Mainland as shown in **Figure 1 & Table 2**.

Information on the purpose of visit (**Table 3**) shows that in May 2023, about **26,462** 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 **14,214** visitors (**53.4** percent) were male and **12,406** (**46.6** percent) were female. Male and Female decreased by **0.8** and **6.9** respectively compared with the preceding month of April 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 **1,394** (**5.2** percent) visitors were aged less than 15 years, **23,712** (**89.1** percent) were aged 15 to 64 years and **1,514** (**5.7** 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 **24.7** percent compared with previous month. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that about half of visitors (**49.9** percent) stayed in the country between six to eight days in May 2023. The overall average intended length of stay for visitors in May 2023 was eight nights (**7.5**).

The total of **701,189** bed-spaces was available in May 2023. Out of these bed-spaces, estimates of **200,232** beds were sold during in May 2023 representing a bed occupancy rate of **28.6** percent (**Table 7**).

For the past five months, Zanzibar has received **234,444** visitors from January- May 2023 which is an increase of **38.6** percent compared with the corresponding months (January-May 2022). About **213,524** visitors entered through airport while **20,920** visitors entered through seaport. Most of visitors were from Europe (**77.1** percent). In country wise, French (**12.2** percent) was the leading market for the five months in Zanzibar tourism market (**Table 8**).

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

Nationality	May 2022			April 2023			May 2023			% Change May 2023 and April 2023	% Change, May 2023 and May 2022
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	420	2.1	13	1,231	4.4	7	816	3.1	7	-33.7	94.3
British	1,356	6.6	4	1,553	5.6	4	2,300	8.6	3	48.1	69.6
German	1,970	9.6	3	3,270	11.8	1	4,343	16.3	1	32.8	120.5
Italian	242	1.2	15	545	2.0	11	442	1.7	12	-18.9	82.6
French	2,569	12.6	1	2,625	9.5	2	3,294	12.4	2	25.5	28.2
Dutch	758	3.7	6	1,010	3.7	8	61	0.2	22	-94.0	-92.0
Belgium	428	2.1	12	328	1.2	18	472	1.8	11	43.9	10.3
Russian	183	0.9	16	479	1.7	13	401	1.5	13	-16.3	119.1
Turkish	174	0.9	17	447	1.6	17	379	1.4	14	-15.2	117.8
Polish	540	2.6	8	467	1.7	14	499	1.9	9	6.9	-7.6
Ukrainian	64	0.3	20	167	0.6	21	127	0.5	20	-24.0	98.4
Czech Republic	163	0.8	18	564	2.0	10	147	0.6	19	-73.9	-9.8
Spanish	537	2.6	9	502	1.8	12	473	1.8	10	-5.8	-11.9
Other European	1,679	8.2		3,718	13.4		2,613	9.8		-29.7	55.6
Subtotal	11,083	54.3		16,906	61.1		16,367	61.5		-3	48
ASIA											
Japanese	27	0.1	24	67	0.2	23	59	0.2	23	-11.9	118.5
Chinese	138	0.7	19	457	1.7	15	365	1.4	15	-20.1	164.5
Indian	497	2.4	10	716	2.6	9	580	2.2	8	-19.0	16.7
Israeli	56	0.3	22	448	1.6	16	88	0.3	21	-80.4	57.1
Other Asian	1,512	7.4		1,010	3.7		1,344	5.0		33.1	-11.1
Subtotal	2,230	10.9		2,698	9.8		2,436	9.2		-9.7	9.2
AFRICA											
Kenyan	723	3.5	7	1,419	5.1	5	1,272	4.8	6	-10.4	75.9
South African	2,208	10.8	2	1,910	6.9	3	1,336	5.0	5	-30.1	-39.5
Egyptian	431	2.1	11	159	0.6	22	179	0.7	18	12.6	-58.5
Other African	1,470	7.2		2,424	8.8		2,786	10.5		14.9	89.5
Subtotal	4,832	23.6		5,912	21.4		5,573	20.9		-5.7	15.3
AMERICA											
American	1,103	5.4	5	1,341	4.8	6	1,402	5.3	4	4.5	27.1
Canadian	260	1.3	14	286	1.0	19	302	1.1	16	5.6	16.2
Other American	299	1.5		268	1.0		294	1.1		9.7	-1.7
Subtotal	1,662	8.1		1,895	6.8		1,998	7.5		5.4	20.2
OCEANIA											
Australian	57	0.3	21	208	0.8	20	195	0.7	17	-6.3	242.1
New Zealand	31	0.2	23	45	0.2	24	46	0.2	24	2.2	48.4
Subtotal	88	0.4		253	0.9		241	0.9		-4.7	173.9
Not stated	555	2.7		2	0.0		5	0.0			
TOTAL	20,450	100		27,666	100.0		26,620	100.0		-3.8	30.2

Source: OCGS, ZCT & Immigration Department, Zanzibar

Figure 1: International Visitors by Entry Points, May 2023



Source: OCGS, ZCT & Immigration Department, Zanzibar

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

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	585	147	732	0	84	84
British	1,905	94	1,999	0	301	301
German	3,995	155	4,150	0	193	193
Italian	347	56	403	0	39	39
French	3,006	146	3,152	0	142	142
Dutch	0	0	0	0	61	61
Belgium	373	33	406	0	66	66
Russian	368	14	382	0	19	19
Turkish	323	12	335	0	44	44
Polish	458	28	486	0	13	13
Ukrainian	110	16	126	0	1	1
Czech Republic	116	25	141	0	6	6
Spanish	394	34	428	0	45	45
Other Europeans	2,163	347	2,510	0	103	103
Subtotal	14,143	1,107	15,250	0	1,117	1,117
ASIA						
Japanese	23	20	43	0	16	16
Chinese	171	19	190	0	175	175
Indian	320	23	343	0	237	237
Israeli	55	30	85	0	3	3
Other Asians	1,066	107	1,173	0	171	171
Subtotal	1,635	199	1,834	0	602	602
AFRICA						
Kenyan	784	69	853	0	419	419
South African	1,229	39	1,268	0	68	68
Egyptian	120	7	127	0	52	52
Other Africans	1,686	181	1,867	0	919	919
Subtotal	3,819	296	4,115	0	1,458	1,458
AMERICA						
American	1,017	53	1,070	0	332	332
Canadian	191	30	221	0	81	81
Other Americans	209	39	248	0	46	46
Subtotal	1,417	122	1,539	0	459	459
OCEANIA						
Australian	68	37	105	0	90	90
New Zealand	10	17	27	0	19	19
Subtotal	78	54	132	0	109	109
Not stated	5	0	5	0	0	0
TOTAL	21,097	1,778	22,875	0	3,745	3,745

Source: OCGS, ZCT & Immigration Department, Zanzibar

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

Nationality	Holidays	Visiting Friends and Relatives	Returning Residences	Prospective Resident	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE										
Scandinavian	812	1	1	1	0	0	0	0	1	816
British	2,291	7	0	2	0	0	0	0	0	2,300
German	4,320	17	4	1	1	0	0	0	0	4,343
Italian	439	1	0	0	0	0	1	0	1	442
French	3,279	8	1	1	0	0	0	1	4	3,294
Dutch	61	0	0	0	0	0	0	0	0	61
Belgium	470	2	0	0	0	0	0	0	0	472
Russian	400	1	0	0	0	0	0	0	0	401
Turkish	375	2	0	0	2	0	0	0	0	379
Polish	497	2	0	0	0	0	0	0	0	499
Ukrainian	127	0	0	0	0	0	0	0	0	127
Czech Republic	147	0	0	0	0	0	0	0	0	147
Spanish	471	2	0	0	0	0	0	0	0	473
Other Europeans	2,593	13	1	0	0	0	0	0	6	2,613
Subtotal	16,282	56	7	5	3	0	1	1	12	16,367
ASIA										
Japanese	59	0	0	0	0	0	0	0	0	59
Chinese	364	0	0	1	0	0	0	0	0	365
Indian	572	3	3	1	0	0	1	0	0	580
Israeli	88	0	0	0	0	0	0	0	0	88
Other Asians	1,336	4	1	0	0	0	1	0	2	1,344
Subtotal	2,419	7	4	2	0	0	2	0	2	2,436
AFRICA										
Kenyan	1,253	15	0	0	0	0	4	0	0	1,272
South African	1,328	8	0	0	0	0	0	0	0	1,336
Egyptian	175	1	0	1	0	0	0	0	2	179
Other Africans	2,780	5	1	0	0	0	0	0	0	2,786
Subtotal	5,536	29	1	1	0	0	4	0	2	5,573
AMERICA										
American	1,394	4	2	1	0	0	0	1	0	1,402
Canadian	298	2	0	1	0	0	1	0	0	302
Other Americans	291	3	0	0	0	0	0	0	0	294
Subtotal	1,983	9	2	2	0	0	1	1	0	1,998
OCEANIA										
Australian	193	2	0	0	0	0	0	0	0	195
New Zealand	44	2	0	0	0	0	0	0	0	46
Subtotal	237	4	0	0	0	0	0	0	0	241
Not stated	5	0	0	0	0	0	0	0	0	5
TOTAL	26,462	105	14	10	3	0	8	2	16	26,620
TOTAL PERCENT	99.4	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.1	100

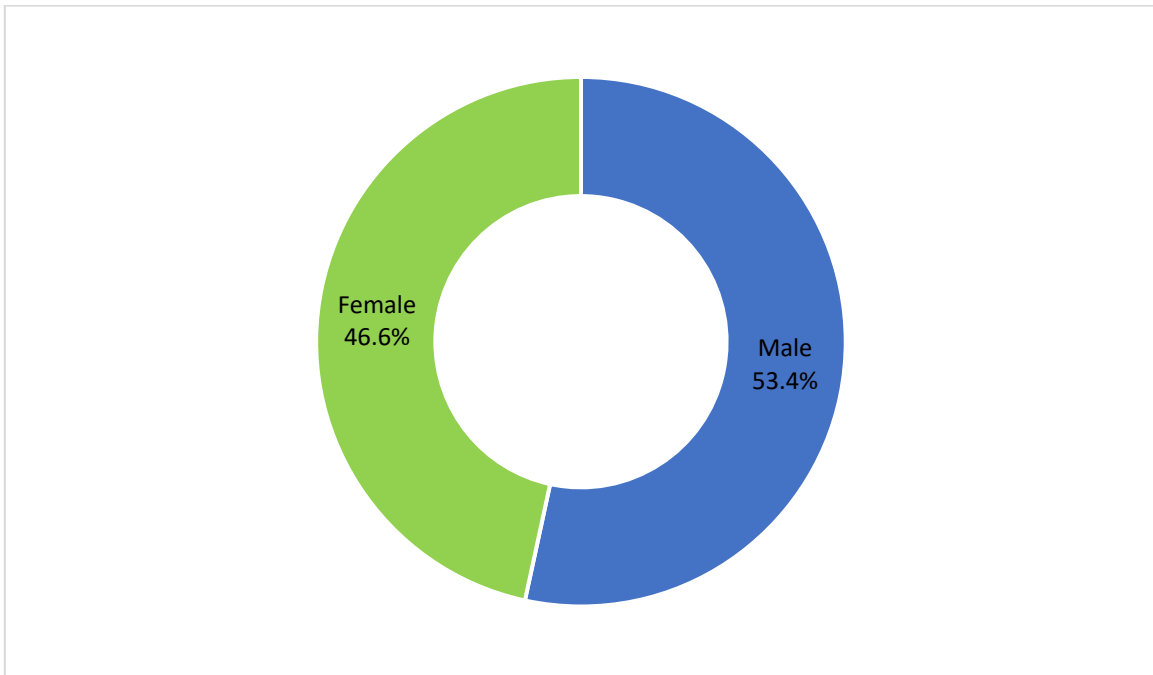
Source: OCGS, ZCT & Immigration Department, Zanzibar

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	372	444	816
British	1,206	1,094	2,300
German	2,288	2,055	4,343
Italian	209	233	442
French	1,717	1,577	3,294
Dutch	28	33	61
Belgium	224	248	472
Russian	185	216	401
Turkish	257	122	379
Polish	232	267	499
Ukrainian	52	75	127
Czech Republic	64	83	147
Spanish	249	224	473
Other European Country	1,377	1,236	2,613
Subtotal	8,460	7,907	16,367
ASIA			
Japanese	36	23	59
Chinese	216	149	365
Indian	384	196	580
Israeli	45	43	88
Other Asian	843	501	1,344
Subtotal	1,524	912	2,436
AFRICA			
Kenyan	688	584	1,272
South African	682	654	1,336
Egyptian	120	59	179
Other African	1,634	1,152	2,786
Subtotal	3,124	2,449	5,573
AMERICA			
American	678	724	1,402
Canadian	162	140	302
Other American	132	162	294
Subtotal	972	1,026	1,998
OCEANIA			
Australian	102	93	195
New Zealand	32	14	46
Subtotal	134	107	241
Not stated	-	5	5
TOTAL MAY, 2023	14,214	12,406	26,620
TOTAL APRIL, 2023	14,335	13,331	27,666
TOTAL PERCENT	53.4	46.6	100
% CHANGE, MAY 2023 AND APRIL 2023	-0.8	-6.9	-3.8

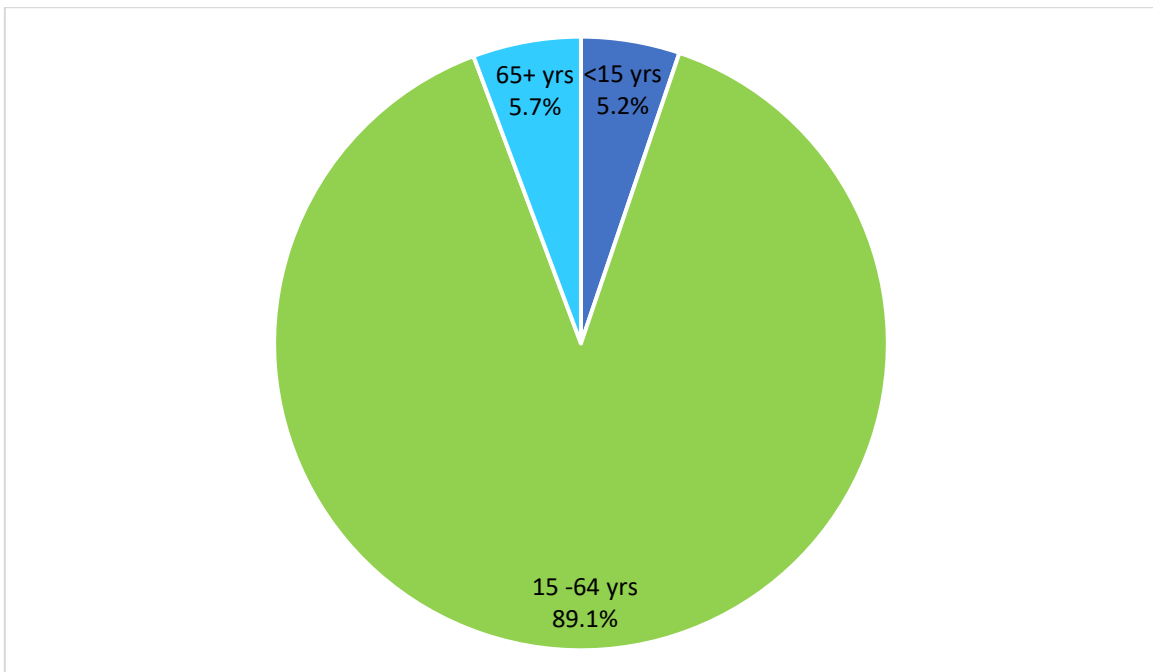
Source: OCGS, ZCT & Immigration Department, Zanzibar

Figure 2: International Visitors by Sex, May 2023



Source: OCGS, ZCT & Immigration Department, Zanzibar

Figure 3: International Visitors by Categorized Age, May 2023



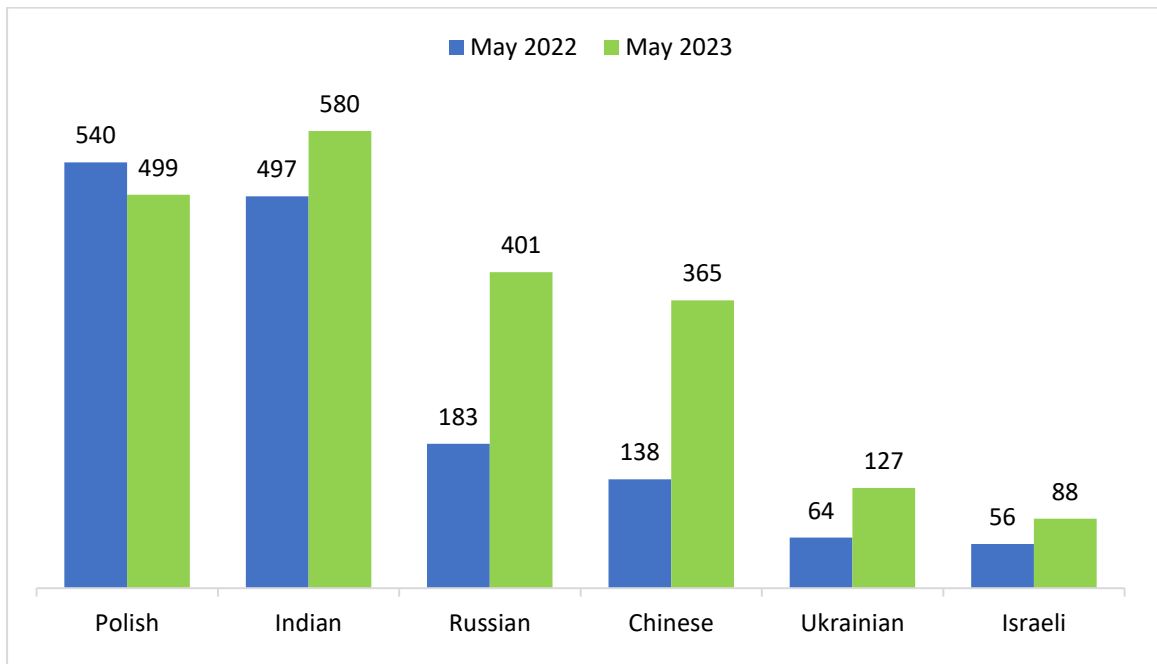
Source: OCGS, ZCT & Immigration Department, Zanzibar

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

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	54	719	43	816
British	142	1,910	248	2,300
German	251	3,900	192	4,343
Italian	23	370	49	442
French	134	2,975	185	3,294
Dutch	3	54	4	61
Belgium	31	406	35	472
Russian	37	355	9	401
Turkish	11	357	11	379
Polish	21	459	19	499
Ukrainian	13	109	5	127
Czech Republic	8	127	12	147
Spanish	11	437	25	473
Other European	109	2,366	138	2,613
Subtotal	848	14,544	975	16,367
ASIA				
Japanese	-	46	13	59
Chinese	12	342	11	365
Indian	58	493	29	580
Israeli	2	82	4	88
Other Asian	74	1,178	92	1,344
Subtotal	146	2,141	149	2,436
AFRICA				
Kenyan	62	1,162	48	1,272
South African	82	1,153	101	1,336
Egyptian	15	163	1	179
Other African	119	2,622	45	2,786
Subtotal	278	5,100	195	5,573
AMERICA				
American	87	1,188	127	1,402
Canadian	24	237	41	302
Other American	8	270	16	294
Subtotal	119	1,695	184	1,998
OCEANIA				
Australian	3	181	11	195
New Zealand	-	46	-	46
Subtotal	3	227	11	241
Not stated	-	5	-	5
TOTAL	1,394	23,712	1,514	26,620
TOTAL PERCENT	5.2	89.1	5.7	100

Source: OCGS, ZCT & Immigration Department, Zanzibar

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



Source: OCGS, ZCT & Immigration Department, Zanzibar

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

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	452	238	690	2.6	452	238	690
2	389	320	709	2.7	778	640	1,418
3	538	471	1,009	3.8	1,614	1,413	3,027
4	573	445	1,018	3.8	2,292	1,780	4,072
5	2,766	1,375	4,141	15.6	13,830	6,875	20,705
6	1,351	3,706	5,057	19.0	8,106	22,236	30,342
7	3,463	1,611	5,074	19.1	24,241	11,277	35,518
8	1,535	1,597	3,132	11.8	12,280	12,776	25,056
9	706	675	1,381	5.2	6,354	6,075	12,429
10	598	495	1,093	4.1	5,980	4,950	10,930
11	284	229	513	1.9	3,124	2,519	5,643
12	279	222	501	1.9	3,348	2,664	6,012
13	119	117	236	0.9	1,547	1,521	3,068
14	399	296	695	2.6	5,586	4,144	9,730
15	149	108	257	1.0	2,235	1,620	3,855
16	65	52	117	0.4	1,040	832	1,872
17	48	34	82	0.3	816	578	1,394
18	22	25	47	0.2	396	450	846
19	16	20	36	0.1	304	380	684
20	45	33	78	0.3	900	660	1,560
21	72	49	121	0.5	1,512	1,029	2,541
22	11	13	24	0.1	242	286	528
23	6	4	10	0.0	138	92	230
24	6	1	7	0.0	144	24	168
25	15	10	25	0.1	375	250	625
26	2	1	3	0.0	52	26	78
27	2	5	7	0.0	54	135	189
28	8	10	18	0.1	224	280	504
29	1	16	17	0.1	29	464	493
30	100	57	157	0.6	3,000	1,710	4,710
31+	194	171	365	1.4	6,014	5,301	11,315
Total	14,214	12,406	26,620	100.0	107,007	93,225	200,232
	Intended Average Length of Stay ¹				7.5	7.5	7.5

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, May 2023

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	690	2.6	690
2	709	2.7	1,418
3	1,009	3.8	3,027
4	1,018	3.8	4,072
5	4,141	15.6	20,705
6	5,057	19.0	30,342
7	5,074	19.1	35,518
8	3,132	11.8	25,056
9	1,381	5.2	12,429
10	1,093	4.1	10,930
11	513	1.9	5,643
12	501	1.9	6,012
13	236	0.9	3,068
14	695	2.6	9,730
15	257	1.0	3,855
16	117	0.4	1,872
17	82	0.3	1,394
18	47	0.2	846
19	36	0.1	684
20	78	0.3	1,560
21	121	0.5	2,541
22	24	0.1	528
23	10	0.0	230
24	7	0.0	168
25	25	0.1	625
26	3	0.0	78
27	7	0.0	189
28	18	0.1	504
29	17	0.1	493
30	157	0.6	4,710
31+	365	1.4	11,315
Total	26,620	100.0	200,232
Number of beds available in May, 2023			701,189
Bed Occupancy Rate			28.6

Source: OCGS, ZCT & Immigration Department, Zanzibar

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

Nationality	January- May 2022			January- May 2023					% Change, Jan- May 2023 and Jan- May 2022
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	5,949	3.5	9	10,463	1,089	11,552	4.9	5	94.2
British	6,561	3.9	8	10,037	1,366	11,403	4.9	6	73.8
German	10,868	6.4	4	19,825	2,137	21,962	9.4	3	102.1
Italian	2,216	1.3	15	25,302	330	25,632	10.9	2	1056.7
French	20,509	12.1	2	27,801	905	28,706	12.2	1	40.0
Dutch	4,619	2.7	11	6,267	407	6,674	2.8	10	44.5
Belgium	3,324	2	13	3,121	275	3,396	1.4	13	2.2
Russian	1,625	1	17	3,889	168	4,057	1.7	12	149.7
Turkish	1,431	0.8	18	1,936	241	2,177	0.9	17	52.1
Polish	22,132	13.1	1	15,372	151	15,523	6.6	4	-29.9
Ukrainian	11,485	6.8	3	1,590	29	1,619	0.7	19	-85.9
Czech Republic	8,097	4.8	7	8,630	86	8,716	3.7	7	7.6
Spanish	2,219	1.3	14	2,358	178	2,536	1.1	15	14.3
Other European	25,679	15.2		35,585	1,211	36,796	15.7		43.3
Subtotal	126,714	74.9		172,176	8573	180,749	77.1		42.6
ASIA									
Japanese	95	0.1	24	224	90	314	0.1	23	230.5
Chinese	770	0.5	22	1,058	769	1,827	0.8	18	137.3
Indian	1,956	1.2	16	1,869	1,047	2,916	1.2	14	49.1
Israeli	1,291	0.8	20	1,430	58	1,488	0.6	20	15.3
Other Asian	4,322	2.6		5,256	880	6,136	2.6		42.0
Subtotal	8434	5		9837	2844	12681	5.4		50.4
AFRICA									
Kenyan	4,115	2.4	12	4,450	2,171	6,621	2.8	11	60.9
South African	8,892	5.3	6	7,021	352	7,373	3.1	9	-17.1
Egyptian	1,430	0.8	19	718	188	906	0.4	22	-36.6
Other African	9,172	5.4		8,569	3,719	12,288	5.2		34.0
Subtotal	23609	14		20758	6430	27188	11.6		15.2
AMERICA									
American	4,854	2.9	10	6,242	1,825	8,067	3.4	8	66.2
Canadian	1,051	0.6	21	1,831	557	2,388	1.0	16	127.2
Other American	1,095	0.6		1,629	224	1,853	0.8		69.2
Subtotal	7000	4.1		9702	2606	12308	5.2		75.8
OCEANIA									
Australian	401	0.2	23	818	399	1,217	0.5	21	203.5
New Zealand	90	0.1	25	132	54	186	0.1	24	106.7
Subtotal	491	0.3		950	453	1,403	0.6		185.7
Not stated	2,942	1.7		101	14	115	0.0		
TOTAL	169,190	100		213,524	20,920	234,444	100		38.6

Source: OCGS, ZCT & Immigration Department, Zanzibar

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

Nationality	May 2022	April 2023	May 2023	% Change May 2023 and May 2022	% Change May 2023 and April 2023
Russian	183	479	401	119.1	-16.3
Polish	540	467	499	-7.6	6.9
Ukrainian	64	167	127	98.4	-24.0
Chinese	138	457	365	164.5	-20.1
Indian	497	716	580	16.7	-19.0
Israeli	56	448	88	57.1	-80.4
Total	1,478	2,734	2,060	39.4	-24.7

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	
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	234,444

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:

Simu: +255 24 224 0134
Nukushi: +255 24 224 0135
Baruapepe: gs@ocgs.go.tz
Tovuti: www.ocgs.go.tz
S.L.P. 2321, Zanzibar
7 Barabara ya Fumba,
71125 Mjini Magharibi
Zanzibar - Tanzania

Zanzibar Commission for Tourism

P.O.BOX 1410

Email: marketing@zanzibartourism.go.tz