

TOURISM STATISTICAL RELEASE

AUGUST - 2020

No.44



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TOURISM STATISTICAL RELEASE FOR AUGUST 2020

Zanzibar received 4,366 visitors in August 2020 compared with 68,163 visitors in a corresponding month 2019 and 3,079 visitors in July 2020. Tourists from Europe continue to dominate the Zanzibar market by accounting 61.7 percent of the total visitors in August 2020.

The data from Table 2 shows that 3,360 visitors entered through Airport, among them 1,759 visitors came by international flights and 1,601 by domestic flights and remaining 1,006 visitors came through Seaport by using Sea Ferries.

Generally, Zanzibar has received **165,343** visitors from January- August 2020 which is a decrease of **49.4** percent compared with the corresponding months (January – August) 2019. Most of visitors were from Europe (**69.5** percent). In country wise, Italy (12.0 percent) is a leading market for the first eight months in Zanzibar tourism market. About **151,119** visitors entered through airport while the remaining **14,224** visitors entered through seaport (**Table 3**).

Information on the purpose of visit (**Table 4**) shows that August 2020, most of visitors (**98.8** percent) came for holidays and less than one percent (**0.2** percent) visitors came for visiting friends and relatives.

Table 5 shows that among the visitors there were **1,981** males (**45.4** percent) and **2,385** females (**54.6** percent) in August 2020. Males and Females increased by **29.2** percent and **54.3** percent respectively compared with the preceding month.

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 **337** (**7.8** percent) visitors were aged less than 15 years; **3,912** (**89.6** percent) were aged 15 to 64 years and **115** (**2.6** percent) were aged 65 years and older.

Table 7 shows that majority (**25.4** percent) of all visitors in August 2020 stayed in the country for six days. The overall average intended length of stay for visitors in August 2020 was about nine (8.6) nights.

The total of **537,075** bed-spaces was available in August 2020. Out of these bed-spaces, estimates of **37,669** hotel-beds were sold during that month representing a bed occupancy rate of **7.0** percent (**Table 9**).

Table1: International Visitors by Nationality, August 2020

Nationality	August 2019			July 2020			August 2020		
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank
EUROPE									
Scandinavian	1,116	1.6	13	113	3.7	7	44	1.0	17
British	4,643	6.8	5	380	12.3	1	392	9.0	3
German	5,116	7.5	3	170	5.5	5	208	4.8	4
Italian	10,701	15.7	1	211	6.9	4	142	3.3	7
French	6,571	9.6	2	296	9.6	2	669	15.3	1
Dutch	2,454	3.6	7	46	1.5	15	59	1.4	13
Belgium	2,194	3.2	8	65	2.1	11	99	2.3	9
Russian	493	0.7	18	32	1.0	17	195	4.5	5
Turkish	475	0.7	19	70	2.3	9	91	2.1	10
Polish	1,630	2.4	10	102	3.3	8	128	2.9	8
Ukrainian	185	0.3	22	21	0.7	19	40	0.9	19
Czech Republic	323	0.5	20	49	1.6	14	61	1.4	12
Spanish	3,360	4.9	6	65	2.1	11	173	4.0	6
Other European	4,576	6.7		373	12.1		394	9.0	
Subtotal	43,837	64.3		1,993	64.7		2,695	61.7	
ASIA									
Japanese	255	0.4	21	6	0.2	22	2	0.0	22
Chinese	976	1.4	14	69	2.2	10	40	0.9	19
Indian	775	1.1	17	65	2.1	11	57	1.3	14
Israeli	1,337	2	11	21	0.7	19	42	1.0	18
Other Asian	2,428	3.6		225	7.3		259	5.9	
Subtotal	5,771	8.5		386	12.5		400	9.2	
AFRICA									
Kenyan	1,254	1.8	12	35	1.1	16	51	1.2	15
South African	1,865	2.7	9	159	5.2	6	73	1.7	11
Other African	3,478	5.1		145	4.7		386	8.8	
Subtotal	6,597	9.7		339	11.0		510	11.7	
AMERICA									
American	4,786	7	4	285	9.3	3	403	9.2	2
Canadian	876	1.3	16	32	1.0	17	50	1.1	16
Other American	3,550	5.2		18	0.6		207	4.7	
Subtotal	9,212	13.5		335	10.9		660	15.1	
OCEANIA									
Australian	923	1.4	15	16	0.5	21	25	0.6	21
New Zealand	169	0.2	23	6	0.2	22	2	0.0	22
Subtotal	1,092	1.6		22	0.7		27	0.6	
Not stated	1,654	2.4		4	0.1		74	1.7	
TOTAL	68,163	100		3,079	100		4,366	100.0	

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 2: International Visitors by Nationality Through Entry Points, August 2020

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	15	16	31	0	13	13
British	202	74	276	0	116	116
German	56	93	149	0	59	59
Italian	64	43	107	0	35	35
French	247	340	587	0	82	82
Dutch	15	25	40	0	19	19
Belgium	44	40	84	0	15	15
Russian	39	109	148	0	47	47
Turkish	14	28	42	0	49	49
Polish	82	36	118	0	10	10
Ukrainian	16	16	32	0	8	8
Czech Republic	39	18	57	0	4	4
Spanish	41	99	140	0	33	33
Other Europeans	178	161	339	0	55	55
Subtotal	1,052	1,098	2,150	0	545	545
ASIA						
Japanese	1	0	1	0	1	1
Chinese	3	3	6	0	34	34
Indian	20	12	32	0	25	25
Israeli	7	26	33	0	9	9
Other Asians	164	31	195	0	64	64
Subtotal	195	72	267	0	133	133
AFRICA						
Kenyan	10	16	26	0	25	25
South African	5	59	64	0	9	9
Other Africans	175	69	244	0	142	142
Subtotal	190	144	334	0	176	176
AMERICA						
American	142	151	293	0	110	110
Canadian	31	10	41	0	9	9
Other Americans	99	95	194	0	13	13
Subtotal	272	256	528	0	132	132
OCEANIA						
Australian	6	4	10	0	15	15
New Zealand	0	1	1	0	1	1
Subtotal	6	5	11	0	16	16
Not stated	44	26	70	0	4	4
TOTAL	1,759	1,601	3,360	0	1,006	1,006

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 3: International Visitors by Nationality Through Entry Points, January-August 2020

Nationality	January-August 2019			January- August 2020					% Change, Jan-August 2019 to Jan- August 2020
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	14,217	4.4	6	8,404	1,172	9,576	5.8	5	-32.6
British	18,632	5.7	5	7,401	937	8,338	5.0	6	-55.2
German	24,498	7.5	4	10,260	1,127	11,387	6.9	3	-53.5
Italian	37,738	11.6	1	19,428	401	19,829	12.0	1	-47.5
French	25,200	7.7	3	14,877	1,048	15,925	9.6	2	-36.8
Dutch	10,080	3.1	10	4,132	357	4,489	2.7	11	-55.5
Belgium	11,028	3.4	9	5,781	203	5,984	3.6	9	-45.7
Russian	4,954	1.5	13	7,644	406	8,050	4.9	7	62.5
Turkish	2,140	0.7	21	942	386	1,328	0.8	20	-37.9
Polish	12,282	3.8	8	6,900	211	7,111	4.3	8	-42.1
Ukrainian	2,471	0.8	20	1,607	66	1,673	1.0	17	-32.3
Czech Republic	4,823	1.5	17	2,648	132	2,780	1.7	12	-42.4
Spanish	7,956	2.4	11	2,120	143	2,263	1.4	13	-71.6
Other European	27,496	8.4		15,131	1,094	16,225	9.8		-41.0
Subtotal	203,515	62.3		107,275	7,683	114,958	69.5		-43.5
ASIA									
Japanese	1,030	0.3	22	321	139	460	0.3	22	-55.3
Chinese	4,456	1.4	18	1,063	420	1,483	0.9	19	-66.7
Indian	3,655	1.1	19	787	485	1,272	0.8	21	-65.2
Israeli	4,929	1.5	15	1,989	83	2,072	1.3	16	-58.0
Other Asian	13,237	4.1		3,996	707	4,703	2.8		-64.5
Subtotal	27,307	8.4		8,156	1,834	9,990	6.0		-63.4
AFRICA									
Kenyan	6,037	1.8	12	1,390	718	2,108	1.3	15	-65.1
South African	12,809	3.9	7	4,595	214	4,809	2.9	10	-62.5
Other African	14,705	4.5		6,260	1,484	7,744	4.7		-47.3
Subtotal	33,551	10.3		12,245	2,416	14,661	8.9		-56.3
AMERICA									
American	29,724	9.1	2	9,796	1,199	10,995	6.6	4	-63.0
Canadian	4,829	1.5	16	1,769	409	2,178	1.3	14	-54.9
Other American	14,117	4.3		8,755	202	8,957	5.4		-36.6
Subtotal	48,670	14.9		20,320	1,810	22,130	13.4		-54.5
OCEANIA									
Australian	4,940	1.5	14	1,265	390	1,655	1.0	18	-66.5
New Zealand	1,007	0.3	23	209	54	263	0.2	23	-73.9
Subtotal	5,947	1.8		1,474	444	1,918	1.2		-67.7
Not stated	7,596	2.3		1,649	37	1,686	1.0		
TOTAL	326,586	100		151,119	14,224	165,343	100		-49.4

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 4: International Visitors by Nationality and Purpose of Visit, August 2020

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	0	44	0	0	0	44
British	0	0	2	0	0	389	0	0	1	392
German	0	0	0	0	1	207	0	0	0	208
Italian	0	0	0	0	3	139	0	0	0	142
French	1	0	0	0	2	664	1	0	1	669
Dutch	0	0	0	0	0	59	0	0	0	59
Belgium	0	0	0	0	0	96	0	0	3	99
Russian	0	1	0	0	0	193	1	0	0	195
Turkish	0	0	0	0	0	91	0	0	0	91
Polish	0	0	0	0	0	128	0	0	0	128
Ukrainian	0	0	0	0	0	40	0	0	0	40
Czech Republic	0	0	0	0	0	61	0	0	0	61
Spanish	0	0	0	0	0	173	0	0	0	173
Other Europeans	0	0	0	0	1	389	1	0	3	394
Subtotal	1	1	2	0	7	2,673	3	0	8	2,695
ASIA										
Japanese	0	0	0	0	0	2	0	0	0	2
Chinese	0	0	0	0	0	40	0	0	0	40
Indian	0	0	0	0	0	57	0	0	0	57
Israeli	0	0	1	0	0	41	0	0	0	42
Other Asians	0	0	0	0	0	259	0	0	0	259
Subtotal	0	0	1	0	0	399	0	0	0	400
AFRICA										
Kenyan	0	0	0	0	1	50	0	0	0	51
South African	0	0	0	0	0	73	0	0	0	73
Other Africans	0	0	0	0	1	382	1	0	2	386
Subtotal	0	0	0	0	2	505	1	0	2	510
AMERICA										
American	0	1	0	0	0	401	0	0	1	403
Canadian	0	0	0	0	0	50	0	0	0	50
Other Americans	0	0	0	0	0	193	0	0	14	207
Subtotal	0	1	0	0	0	644	0	0	15	660
OCEANIA										
Australian	0	0	0	0	0	24	0	0	1	25
New Zealand	0	0	0	0	0	2	0	0	0	2
Subtotal	0	0	0	0	0	26	0	0	1	27
Not stated	0	0	1	0	0	66	0	0	7	74
TOTAL	1	2	4	0	9	4,313	4	0	33	4,366
TOTAL PERCENT	0.0	0.0	0.1	0.0	0.2	98.8	0.1	0.0	0.8	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 5: International Visitors by Nationality and Sex, August 2020

Nationality	Male	Female	Total
EUROPE			
Scandinavian	19	25	44
British	190	202	392
German	85	123	208
Italian	67	75	142
French	311	358	669
Dutch	29	30	59
Belgium	36	63	99
Russian	83	112	195
Turkish	55	36	91
Polish	48	80	128
Ukrainian	21	19	40
Czech Republic	28	33	61
Spanish	82	91	173
Other European Country	158	236	394
Subtotal	1,212	1,483	2,695
ASIA			
Japanese	2	0	2
Chinese	32	8	40
Indian	46	11	57
Israeli	20	22	42
Other Asian	182	77	259
Subtotal	282	118	400
AFRICA			
Kenyan	31	20	51
South African	37	36	73
Other African	171	215	386
Subtotal	239	271	510
AMERICA			
American	150	253	403
Canadian	29	21	50
Other American	39	168	207
Subtotal	218	442	660
OCEANIA			
Australian	12	13	25
New Zealand	2	0	2
Subtotal	14	13	27
Not stated	16	58	74
TOTAL AUGUST, 2020	1,981	2,385	4,366
TOTAL JULY, 2020	1,533	1,546	3,079
TOTAL % AUGUST	45.4	54.6	100
% CHANGE, JULY TO AUGUST 2020	29.2	54.3	41.8

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 6: International Visitors by Nationality and Categorized Age, August 2020

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	0	42	2	44
British	53	330	9	392
German	18	185	5	208
Italian	10	119	13	142
French	62	600	7	669
Dutch	4	55	0	59
Belgium	10	86	3	99
Russian	14	181	0	195
Turkish	9	82	0	91
Polish	10	114	4	128
Ukrainian	8	31	1	40
Czech Republic	6	51	4	61
Spanish	15	153	5	173
Other European	21	362	11	394
Subtotal	240	2,391	64	2,695
ASIA				
Japanese	0	2	0	2
Chinese	1	39	0	40
Indian	2	53	2	57
Israeli	4	36	2	42
Other Asian	11	227	21	259
Subtotal	18	357	25	400
AFRICA				
Kenyan	5	46	0	51
South African	9	62	2	73
Other African	12	371	3	386
Subtotal	26	479	5	510
AMERICA				
American	27	364	12	403
Canadian	6	42	2	50
Other American	17	186	4	207
Subtotal	50	592	18	660
OCEANIA				
Australian	1	23	1	25
New Zealand	0	2	0	2
Subtotal	1	25	1	27
Not stated	4	68	2	74
TOTAL	339	3,912	115	4,366
TOTAL PERCENT	7.8	89.6	2.6	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 7: Intended Length of Stay and Sex of International Visitors, August 2020

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	87	36	123	2.8	87	36	123
2	89	42	131	3.0	178	84	262
3	108	108	216	4.9	324	324	648
4	115	89	204	4.7	460	356	816
5	180	155	335	7.7	900	775	1,675
6	192	918	1,110	25.4	1,152	5,508	6,660
7	420	337	757	17.3	2,940	2,359	5,299
8	98	83	181	4.1	784	664	1,448
9	58	51	109	2.5	522	459	981
10	117	109	226	5.2	1,170	1,090	2,260
11	43	41	84	1.9	473	451	924
12	42	53	95	2.2	504	636	1,140
13	37	23	60	1.4	481	299	780
14	85	88	173	4.0	1,190	1,232	2,422
15	57	59	116	2.7	855	885	1,740
16	22	26	48	1.1	352	416	768
17	7	5	12	0.3	119	85	204
18	19	15	34	0.8	342	270	612
19	14	11	25	0.6	266	209	475
20	35	20	55	1.3	700	400	1,100
21	32	30	62	1.4	672	630	1,302
22	4	2	6	0.1	88	44	132
23	4	3	7	0.2	92	69	161
24	5	4	9	0.2	120	96	216
25	10	6	16	0.4	250	150	400
26	2	2	4	0.1	52	52	104
27	0	4	4	0.1	0	108	108
28	5	4	9	0.2	140	112	252
29	1	0	1	0.0	29	0	29
30	92	54	146	3.3	2,760	1,620	4,380
31+	1	7	8	0.2	31	217	248
Total	1,981	2,385	4,366	100.0	18,033	19,636	37,669
Average intended Length of Stay ¹					9.1	8.2	8.6

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 8: Summary of Visitors by Mode of Travel Through Entry Point, August 2020

Category	Airport	Seaport	Total
International flight/ Cruise Ship	1,759	0	1,759
Domestic flights/ Sea ferries	1,601	1,006	2,607
Total	3,360	1,006	4,366

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Table 9: International Visitors nights and Estimated Bed Occupancy Rate in Zanzibar, August 2020

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	123	2.8	123
2	131	3.0	262
3	216	4.9	648
4	204	4.7	816
5	335	7.7	1,675
6	1,110	25.4	6,660
7	757	17.3	5,299
8	181	4.1	1,448
9	109	2.5	981
10	226	5.2	2,260
11	84	1.9	924
12	95	2.2	1,140
13	60	1.4	780
14	173	4.0	2,422
15	116	2.7	1,740
16	48	1.1	768
17	12	0.3	204
18	34	0.8	612
19	25	0.6	475
20	55	1.3	1,100
21	62	1.4	1,302
22	6	0.1	132
23	7	0.2	161
24	9	0.2	216
25	16	0.4	400
26	4	0.1	104
27	4	0.1	108
28	9	0.2	252
29	1	0.0	29
30	146	3.3	4,380
31+	8	0.2	248
Total	4,366	100.0	37,669
	Number of beds available in August		537,075
	Bed Occupancy Rate		7.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 10: International Visitors by Month, 2015 - 2020

Month	2015	2016	2017	2018	2019	2020
January	23,052	31,717	40,938	52,417	46,133	61,461
February	28,918	34,175	39,119	46,935	50,387	61,752
March	20,265	29,058	30,366	39,592	33,883	33,801
April	13,942	14,701	21,004	21,139	20,242	334
May	11,501	13,654	15,696	18,655	15,640	197
June	17,397	20,546	23,458	37,235	36,605	353
July	28,163	37,553	41,034	53,087	55,947	3,079
August	32,726	42,484	51,937	56,861	68,163	4,366
September	27,014	32,765	38,977	52,551	49,732	
October	25,422	44,169	43,470	49,796	53,023	
November	25,914	31,557	36,363	39,713	47,824	
December	39,929	43,863	51,112	52,828	60,685	
Total	294,243	376,242	433,474	520,809	538,264	165,343

Source: Zanzibar Commission for Tourism & Department of Immigration 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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