

TOURISM STATISTICAL RELEASE

AUGUST - 2019

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TOURISM STATISTICAL RELEASE FOR AUGUST 2019

Tourist Arrivals in Zanzibar increased by 21.8 percent to **68,163** in August from 55,947 in July 2019 and increased by 19.9 percent compared with corresponding month in 2018. Tourists from Europe continue to dominate the Zanzibar market by accounting **64.3** percent of the total visitors in August 2019 and increased by 27.0 percent compared with corresponding month in 2018. In country wise, Italy dominated the Tourism market by accounting 15.7 percent of all visitors entered in August 2019, followed by France (9.6 percent) and Germany (7.5 percent) while New Zealand recorded the least (0.2 percent). Other performances are as shown in (**Table 1**).

The data from **Table 2** shows that **59,299** visitors entered through Airport, among them **33,859** visitors came by international flights and **25,440** by domestic flights and remaining **8,864** visitors through Seaport, of which **22** came by Cruise Ship and **8,842** by Sea Ferries.

Generally, Zanzibar has received **326,586** visitors from January-August 2019 which is an increase of **0.2** percent compared with the corresponding months (January – August) 2018. Most of visitors were from Europe (**62.3** percent). In country wise, Italy (11.6 percent) is a leading market for the first eight months in Zanzibar tourism market. About **285,413** visitors entered through airport while the remaining **41,173** visitors entered through seaport (**Table 3**).

Information on the purpose of visit (**Table 4**) shows that August 2019, about **66,728** visitors equivalent to **97.9** percent of visitors came for holidays and **1.0** percent came for visiting friends and relatives.

Table 5 shows that among the visitors there were **31,625** males (**46.4** percent) and **36,538** females (**53.6** percent) in August 2019. Males and Females increased by 26.7 percent and 17.9 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 **5,278** (7.7 percent) visitors were aged less than 15 years; **60,297** (**88.5** percent) were aged 15 to 64 years and **2,588** (3.8 percent) were aged 65 years and older.

Table 7 shows that 27.7 percent of all visitors in August 2019 stayed in the country for Six days. Less than one percent (0.7 percent) of visitors stayed in the country for at least a month. The overall average intended length of stay for visitors in August 2019 was about Seven (7.1) nights.

The visitors from emerging markets decreased by 0.2 percent in August 2019 compared with corresponding month in 2018 and they increased by 14.2 percent compared with previous month. Other performances are shown in **Table 8**.

The total of **520,397** bed-spaces was available in August 2019. Out of these bed-spaces, estimates of 486,235 hotel-beds were sold during that month representing a bed occupancy rate of **93.4** percent (**Table 10**).

Table: International Visitors by Nationality, August 2019

Nationality	August 2018			July 2019			August 2019			% Change, July 2019 to August 2019	% Change, August 2018 to August 2019
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
EUROPE											
Scandinavian	1,158	2	10	3,040	5.4	6	1,116	1.6	13	-63.3	-3.6
British	4,128	7.3	4	4,410	7.9	2	4,643	6.8	5	5.3	12.5
German	4,002	7	5	4,149	7.4	4	5,116	7.5	3	23.3	27.8
Italian	8,385	14.7	1	4,320	7.7	3	10,701	15.7	1	147.7	27.6
French	4,568	8	3	3,951	7.1	5	6,571	9.6	2	66.3	43.8
Dutch	2,128	3.7	7	2005	3.6	8	2,454	3.6	7	22.4	15.3
Belgium	1,007	1.8	13	2,807	5.0	7	2,194	3.2	8	-21.8	117.9
Russian	783	1.4	17	376	0.7	19	493	0.7	18	31.1	-37.0
Turkish	436	0.8	19	298	0.5	20	475	0.7	19	59.4	8.9
Polish	804	1.4	16	1,659	3.0	11	1,630	2.4	10	-1.7	102.7
Ukrainian	122	0.2	23	113	0.2	23	185	0.3	22	63.7	51.6
Czech Republic	193	0.3	22	493	0.9	18	323	0.5	20	-34.5	67.4
Spanish	2,879	5.1	6	1,833	3.3	9	3,360	4.9	6	83.3	16.7
Other European	4,361	7.7		5,054	9.0		4,576	6.7		-9.5	4.9
Subtotal	34,954	61.5		34,508	61.7		43,837	64.3		27.0	25.4
ASIA											
Japanese	230	0.4	20	124	0.2	22	255	0.4	21	105.6	10.9
Chinese	1,082	1.9	12	887	1.6	14	976	1.4	14	10.0	-9.8
Indian	606	1.1	18	602	1.1	17	775	1.1	17	28.7	27.9
Israeli	2,009	3.5	8	1088	1.9	12	1,337	2.0	11	22.9	-33.4
Other Asian	2,634	4.6		2,467	4.4		2,428	3.6		-1.6	-7.8
Subtotal	6,561	11.5		5,168	9.2		5,771	8.5		11.7	-12.0
AFRICA											
Kenyan	868	1.5	15	778	1.4	16	1,254	1.8	12	61.2	44.5
South African	1,322	2.3	9	1,744	3.1	10	1,865	2.7	9	6.9	41.1
Other African	2,488	4.4		2,316	4.1		3,478	5.1		50.2	39.8
Subtotal	4,678	8.2		4,838	8.6		6,597	9.7		36.4	41.0
AMERICA											
American	5,338	9.4	2	6,106	10.9	1	4,786	7.0	4	-21.6	-10.3
Canadian	974	1.7	14	782	1.4	15	876	1.3	16	12.0	-10.1
Other American	2,169	3.8		2,482	4.4		3,550	5.2		43.0	63.7
Subtotal	8,481	14.9		9,370	16.7		9,212	13.5		-1.7	8.6
OCEANIA											
Australian	1,125	2	11	1058	1.9	13	923	1.4	15	-12.8	-18.0
New Zealand	196	0.3	21	213	0.4	21	169	0.2	23	-20.7	-13.8
Subtotal	1,321	2.3		1271	2.3		1,092	1.6		-14.1	-17.3
Not stated	866	1.5		792	1.4		1,654	2.4			
TOTAL	56,861	100		55,947	100		68,163	100.0		21.8	19.9

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 2: International Visitors by Nationality Through Entry Points, August 2019

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	512	403	915	0	201	201
British	1,979	1,750	3,729	1	913	914
German	2,149	2,258	4,407	3	706	709
Italian	7,858	2,191	10,049	0	652	652
French	2,384	3,493	5,877	4	690	694
Dutch	550	1,484	2,034	3	417	420
Belgium	860	1,208	2,068	0	126	126
Russian	325	93	418	0	75	75
Turkish	234	144	378	0	97	97
Polish	1,343	205	1,548	0	82	82
Ukrainian	130	44	174	1	10	11
Czech Republic	247	56	303	0	20	20
Spanish	1,197	1,827	3,024	0	336	336
Other Europeans	2,404	1,722	4,126	0	450	450
Subtotal	22,172	16,878	39,050	12	4,775	4,787
ASIA						
Japanese	110	84	194	0	61	61
Chinese	167	567	734	0	242	242
Indian	308	155	463	0	312	312
Israeli	805	497	1,302	0	35	35
Other Asians	1,572	476	2,048	0	380	380
Subtotal	2,962	1,779	4,741	0	1,030	1,030
AFRICA						
Kenyan	592	107	699	1	554	555
South African	1,510	197	1,707	0	158	158
Other Africans	1,678	892	2,570	5	903	908
Subtotal	3,780	1,196	4,976	6	1,615	1,621
AMERICA						
American	1,976	2,122	4,098	0	688	688
Canadian	218	415	633	1	242	243
Other Americans	1,786	1,609	3,395	0	155	155
Subtotal	3,980	4,146	8,126	1	1,085	1,086
OCEANIA						
Australian	290	380	670	2	251	253
New Zealand	38	92	130	0	39	39
Subtotal	328	472	800	2	290	292
Not stated	637	969	1,606	1	47	48
TOTAL	33,859	25,440	59,299	22	8,842	8,864

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 3: International Visitors by Nationality Through Entry Points, January- August 2019

Nationality	January- August 2018			January- August 2019					% Change, Jan-August 2018 to Jan- August 2019
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	16,072	4.9	6	12,193	2,024	14,217	4.4	6	-11.5
British	19,109	5.9	4	15,650	2,982	18,632	5.7	5	-2.5
German	24,300	7.5	3	22,134	2,364	24,498	7.5	4	0.8
Italian	33,211	10.2	1	36,546	1,192	37,738	11.6	1	13.6
French	18,573	5.7	5	23,170	2,030	25,200	7.7	3	35.7
Dutch	9,548	2.9	10	8,868	1,212	10,080	3.1	10	5.6
Belgium	5,285	1.6	15	10,240	788	11,028	3.4	9	108.7
Russian	10,384	3.2	9	4,449	505	4,954	1.5	13	-52.3
Turkish	2,006	0.6	21	1,789	351	2,140	0.7	21	6.7
Polish	9,256	2.8	12	12,040	242	12,282	3.8	8	32.7
Ukrainian	2,476	0.8	20	2,381	90	2,471	0.8	20	-0.2
Czech Republic	4,823	1.5	18	4,630	193	4,823	1.5	17	0.0
Spanish	6,949	2.1	13	7,319	637	7,956	2.4	11	14.5
Other European	28,419	8.7		24,455	3,041	27,496	8.4		-3.2
Subtotal	190,411	58.4		185,864	17,651	203,515	62.3		6.9
ASIA									
Japanese	1,062	0.3	22	741	289	1,030	0.3	22	-3.0
Chinese	5,226	1.6	17	3,180	1,276	4,456	1.4	18	-14.7
Indian	4,278	1.3	19	2,299	1,356	3,655	1.1	19	-14.6
Israeli	10,622	3.3	8	4,793	136	4,929	1.5	15	-53.6
Other Asian	16,373	5		10,802	2,435	13,237	4.1		-19.2
Subtotal	37,561	11.5		21,815	5,492	27,307	8.4		-27.3
AFRICA									
Kenyan	5,911	1.8	14	3,967	2,070	6,037	1.8	12	2.1
South African	13,465	4.1	7	12,064	745	12,809	3.9	7	-4.9
Other African	12,628	3.9		10,042	4,663	14,705	4.5		16.4
Subtotal	32,004	9.8		26,073	7,478	33,551	10.3		4.8
AMERICA									
American	29,937	9.2	2	23,523	6,201	29,724	9.1	2	-0.7
Canadian	5,245	1.6	16	3,800	1,029	4,829	1.5	16	-7.9
Other American	9,921	3		12,576	1,541	14,117	4.3		42.3
Subtotal	45,103	13.8		39,899	8,771	48,670	14.9		7.9
OCEANIA									
Australian	9,281	2.8	11	3,707	1,233	4,940	1.5	14	-46.8
New Zealand	726	0.2	23	880	127	1,007	0.3	23	38.7
Subtotal	10,007	3.1		4,587	1,360	5,947	1.8		-40.6
Not stated	10,835	3.3		7,175	421	7,596	2.3		
TOTAL	325,921	100		285,413	41,173	326,586	100		0.2

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 4: International Visitors by Nationality and Purpose of Visit, August 2019

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	6	1,108	1	0	1	1,116
British	0	0	0	0	65	4,557	0	0	21	4,643
German	0	0	0	0	33	5,066	1	0	16	5,116
Italian	1	0	1	0	178	10,497	1	0	23	10,701
French	1	0	0	0	86	6,466	1	0	17	6,571
Dutch	1	0	0	0	14	2,432	1	0	6	2,454
Belgium	0	0	1	0	5	2,105	0	0	83	2,194
Russian	0	0	0	0	6	484	0	0	3	493
Turkish	0	0	0	0	4	470	0	0	1	475
Polish	1	0	0	0	10	1,613	0	0	6	1,630
Ukrainian	0	0	0	0	2	182	0	0	1	185
Czech Republic	0	0	0	0	1	320	0	0	2	323
Spanish	1	0	0	0	24	3,325	0	1	9	3,360
Other Europeans	0	0	2	1	29	4,498	0	0	46	4,576
Subtotal	5	0-	4	1	463	43,123	5	1	235	43,837
ASIA										
Japanese	0	0	0	0	1	254	0	0	0	255
Chinese	0	0	0	0	5	965	0	0	6	976
Indian	0	0	1	0	7	767	0	0	0	775
Israeli	0	0	0	0	22	1,311	0	0	4	1,337
Other Asians	0	0	1	1	61	2,327	0	0	38	2,428
Subtotal	0	0	2	1	96	5,624	0	0	48	5,771
AFRICA										
Kenyan	0	0	2	0	17	1,233	1	1	0	1,254
South African	0	0	0	0	6	1,856	0	0	3	1,865
Other Africans	0	0	0	0	21	3,381	5	0	71	3,478
Subtotal	0	0	2	0	44	6,470	6	1	74	6,597
AMERICA										
American	1	0	0	0	29	4,738	0	0	18	4,786
Canadian	0	0	0	0	8	865	0	0	3	876
Other Americans	0	0	0	0	5	3,378	0	1	166	3,550
Subtotal	1	0	0	0	42	8,981	0	1	187	9,212
OCEANIA										
Australian	0	0	0	0	13	902	0	0	8	923
New Zealand	0	0	0	0	0	169	0	0	0	169
Subtotal	0	0	0	0	13	1,071	0	0	8	1,092
Not stated	1	1	0	0	1	1,459	0	0	192	1,654
TOTAL	7	1	8	2	659	66,728	11	3	744	68,163
TOTAL PERCENT	0.0	0.0	0.0	0.0	1.0	97.9	0.0	0.0	1.1	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 5: International Visitors by Nationality and Sex, August 2019

Nationality	Male	Female	Total
EUROPE			
Scandinavian	453	663	1,116
British	2,082	2,561	4,643
German	2,282	2,834	5,116
Italian	4,683	6,018	10,701
French	2,953	3,618	6,571
Dutch	1,167	1,287	2,454
Belgium	1,301	893	2,194
Russian	212	281	493
Turkish	240	235	475
Polish	659	971	1,630
Ukrainian	71	114	185
Czech Republic	142	181	323
Spanish	1,447	1,913	3,360
Other European Country	2,155	2,421	4,576
Subtotal	19,847	23,990	43,837
ASIA			
Japanese	114	141	255
Chinese	493	483	976
Indian	434	341	775
Israeli	582	755	1,337
Other Asian	1,341	1,087	2,428
Subtotal	2,964	2,807	5,771
AFRICA			
Kenyan	619	635	1,254
South African	685	1,180	1,865
Other African	1,966	1,512	3,478
Subtotal	3,270	3,327	6,597
AMERICA			
American	1,510	3,276	4,786
Canadian	353	523	876
Other American	2,222	1,328	3,550
Subtotal	4,085	5,127	9,212
OCEANIA			
Australian	434	489	923
New Zealand	74	95	169
Subtotal	508	584	1,092
Not stated	951	703	1,654
TOTAL AUGUST, 2019	31,625	36,538	68,163
TOTAL JULY, 2019	24,968	30,979	55,947
TOTAL PERCENT	46.4	53.6	100
% CHANGE, JULY 2019 TO			
AUGUST 2019	26.7	17.9	21.8

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 6: International Visitors by Nationality and Categorized Age, August 2019

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	73	1,007	36	1,116
British	532	3,901	210	4,643
German	300	4,608	208	5,116
Italian	640	9,812	249	10,701
French	684	5,749	138	6,571
Dutch	279	2,118	57	2,454
Belgium	189	1,917	88	2,194
Russian	32	450	11	493
Turkish	26	435	14	475
Polish	160	1,435	35	1,630
Ukrainian	11	172	2	185
Czech Republic	31	283	9	323
Spanish	115	3,180	65	3,360
Other European	293	4,136	147	4,576
Subtotal	3,365	39,203	1,269	43,837
ASIA				
Japanese	15	230	10	255
Chinese	95	834	47	976
Indian	51	688	36	775
Israeli	207	1,070	60	1,337
Other Asian	141	2,152	135	2,428
Subtotal	509	4,974	288	5,771
AFRICA				
Kenyan	136	1,078	40	1,254
South African	112	1,683	70	1,865
Other African	324	3,067	87	3,478
Subtotal	572	5,828	197	6,597
AMERICA				
American	370	3,978	438	4,786
Canadian	56	748	72	876
Other American	336	3,067	147	3,550
Subtotal	762	7,793	657	9,212
OCEANIA				
Australian	31	764	128	923
New Zealand	4	128	37	169
Subtotal	35	892	165	1,092
Not stated	35	1,607	12	1,654
TOTAL	5,278	60,297	2,588	68,163
TOTAL PERCENT	7.7	88.5	3.8	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 7: Intended Length of Stay and Sex of International Visitors in Zanzibar, August 2019

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	724	585	1,309	1.9	724	585	1,309
2	916	837	1,753	2.6	1,832	1,674	3,506
3	1,802	1,960	3,762	5.5	5,406	5,880	11,286
4	2,491	2,867	5,358	7.9	9,964	11,468	21,432
5	3,442	3,758	7,200	10.6	17,210	18,790	36,000
6	7,655	11,236	18,891	27.7	45,930	67,416	113,346
7	6,185	6,435	12,620	18.5	43,295	45,045	88,340
8	2,371	2,485	4,856	7.1	18,968	19,880	38,848
9	935	881	1,816	2.7	8,415	7,929	16,344
10	1,235	1,391	2,626	3.9	12,350	13,910	26,260
11	412	463	875	1.3	4,532	5,093	9,625
12	564	564	1,128	1.7	6,768	6,768	13,536
13	269	310	579	0.8	3,497	4,030	7,527
14	858	906	1,764	2.6	12,012	12,684	24,696
15	645	702	1,347	2.0	9,675	10,530	20,205
16	141	137	278	0.4	2,256	2,192	4,448
17	68	94	162	0.2	1,156	1,598	2,754
18	77	101	178	0.3	1,386	1,818	3,204
19	43	55	98	0.1	817	1,045	1,862
20	100	95	195	0.3	2,000	1,900	3,900
21	132	129	261	0.4	2,772	2,709	5,481
22	29	25	54	0.1	638	550	1,188
23	21	21	42	0.1	483	483	966
24	17	13	30	0.0	408	312	720
25	21	19	40	0.1	525	475	1,000
26	11	14	25	0.0	286	364	650
27	6	7	13	0.0	162	189	351
28	19	29	48	0.1	532	812	1,344
29	8	12	20	0.0	232	348	580
30	183	175	358	0.5	5,490	5,250	10,740
31+	245	232	477	0.7	7,595	7,192	14,787
Total	31,625	36,538	68,163	100.0	227,316	258,919	486,235
	Average intended Length of Stay¹				7.2	7.1	7.1

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 8: Visitors Arrival from Emerging Markets, August 2019

Nationality	August 2018	July 2019	August 2019	% Change, August 2018 to August 2019	% Change July 2019 to August 2019
Russian	783	376	493	-37.0	31.1
Polish	804	1,659	1,630	102.7	-1.7
Ukrainian	122	113	185	51.6	63.7
Chinese	1082	887	976	-9.8	10.0
Indian	606	602	775	27.9	28.7
Israeli	2,009	1,088	1,337	-33.4	22.9
Total	5,406	4,725	5,396	-0.2	14.2

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 9: Summary of Visitors by Mode of Travel Through Entry Point, August 2019

Category	Airport	Seaport	Total
International flight/ Cruise Ship	33,859	22	33,881
Domestic flights/ Sea ferries	25,440	8,842	34,282
Total	59,299	8,864	68,163

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 10: International Visitors nights and Estimated Bed Occupancy Rate in Zanzibar, August 2019

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	1,309	1.9	1,309
2	1,753	2.6	3,506
3	3,762	5.5	11,286
4	5,358	7.9	21,432
5	7,200	10.6	36,000
6	18,891	27.7	113,346
7	12,620	18.5	88,340
8	4,856	7.1	38,848
9	1,816	2.7	16,344
10	2,626	3.9	26,260
11	875	1.3	9,625
12	1,128	1.7	13,536
13	579	0.8	7,527
14	1,764	2.6	24,696
15	1,347	2.0	20,205
16	278	0.4	4,448
17	162	0.2	2,754
18	178	0.3	3,204
19	98	0.1	1,862
20	195	0.3	3,900
21	261	0.4	5,481
22	54	0.1	1,188
23	42	0.1	966
24	30	0.0	720
25	40	0.1	1,000
26	25	0.0	650
27	13	0.0	351
28	48	0.1	1,344
29	20	0.0	580
30	358	0.5	10,740
31+	477	0.7	14,787
Total	68,163	100.0	486,235
	Number of beds available in August		520,397
	Bed Occupancy Rate		93.4

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 11: International Visitors by Month, 2015 - 2019

Month	2015	2016	2017	2018	2019
January	23,052	31,717	40,938	52,417	46,133
February	28,918	34,175	39,119	46,935	49,973
March	20,265	29,058	30,366	39,592	33,883
April	13,942	14,701	21,004	21,139	20,242
May	11,501	13,654	15,696	18,655	15,640
June	17,397	20,546	23,458	37,235	36,605
July	28,163	37,553	41,034	53,087	55,947
August	32,726	42,484	51,937	56,861	68,163
September	27,014	32,765	38,977	52,551	
October	25,422	44,169	43,470	49,796	
November	25,914	31,557	36,363	39,713	
December	39,929	43,863	51,112	52,828	
Total	294,243	376,242	433,474	520,809	326,586

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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