

TOURISM STATISTICAL RELEASE

OCTOBER - 2017

No.10



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TOURISM STATISTICAL RELEASE FOR OCTOBER, 2017

Tourist Arrivals in Zanzibar increased to **43,470** in October from 38,977 in September 2017 which is an increase of 11.5 percent and decrease of 1.6 percent compared with corresponding month in October 2016. Europe remains as the largest market source of all visitors and posted an overall growth of 28.0 percent in October compared with corresponding month in 2016. In country wise, Germany (5,939) dominated the Tourism market by accounting 13.7 percent of all visitors entered in October, followed by Italy (9.3 percent) and Israel (8.2 percent) while Japan recorded the least (0.3 percent). Other performances are as shown in table 1.

The data from table 2 shows that **37,833** visitors entered through Airport, among them **23,590** visitors came by international flights and **14,243** by domestic flights. The remaining **5,637** visitors entered through seaport.

Generally, Zanzibar has received **345,999** visitors from January to October 2017 which is an increase of **15.0** percent compared with the corresponding months January - October, 2016. Almost three quarters (**64.0** percent) of all visitors were from Europe. In country wise, Italy (11.9 percent) is a leading market for the first ten months. About **289,199** visitors entered through airport which is equivalent to **83.6** percent while the remaining **56,800** visitors entered through seaport that accounting **16.4** percent (Table 3).

Information on the purpose of visit (Table 4) shows that, in October 2017, a majority of visitors **41,572** (**95.6** percent) came for holidays compared to only **1,678** (**3.9** percent) and **15** (0.03 percent) for 'visiting friend and relatives' and 'business and conference' respectively.

Table 5 shows that in October, 2017 there were **16,528** (48.6 percent) males and **22,449** (51.4 percent) female visitors. Comparing with the previous month males increased by 27.7 percent and females decreased by 0.4 percent.

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 **2,218** (5.1 percent) visitors were aged less than 15 years; **38,426 (88.4 percent)** were aged 15 and 64 years and **2,826** (6.5 percent) were aged 65 years and older.

Table 7 shows that majority of the visitors (27.1 percent) stayed in the country for seven days. Only one percent (1.1 percent) of visitors stayed for more than a month. The overall average intended length of stay for visitors in October, 2017 was almost Eight (7.9) nights.

The number of visitors from emerging markets for the month of October 2017 decreased by 43.7 percent compared with corresponding month in October 2016 and increased by 22.3 percent compared with previous month. Visitors from Russia increased to 1,109 for the month of October compared with 252 visitors recorded in October 2016 and 324 visitors from previous month. Other performance are shown in Table 8.

The total of **532,487** bed-spaces was available in October 2017. Out of these bed-spaces, an estimate of **342,312** hotel-beds were sold during that month representing a bed occupancy rate of **64.3** percent.(Table 10).

Table1: International Visitors by Nationality, October 2017

Nationality	October 2016			September 2017			October 2017			% Change, September 2017 to October 2017	% Change, October 2017 to October 2016
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
EUROPE											
Scandinavian	1,922	4.4	8	1,127	2.9	9	2,757	6.3	6	144.6	43.4
British	3,371	7.6	5	3,876	9.9	3	3,066	7.1	4	-20.9	-9.0
German	4,183	9.5	3	5,101	13.1	1	5,939	13.7	1	16.4	42.0
Italian	3,758	8.5	4	4,370	11.2	2	4,040	9.3	2	-7.6	7.5
French	2,065	4.7	7	2,148	5.5	7	3,028	7.0	5	41.0	46.6
Dutch	1,509	3.4	10	930	2.4	10	1,667	3.8	9	79.2	10.5
Belgium	590	1.3	14	628	1.6	15	626	1.4	16	-0.3	6.1
Russian	252	0.6	20	324	0.8	19	1,109	2.6	11	242.3	340.1
Turkish	105	0.2	23	401	1	18	152	0.3	22	-62.1	44.8
Polish	255	0.6	19	688	1.8	12	512	1.2	17	-25.6	100.8
Ukrainian	455	1.0	17	264	0.7	21	291	0.7	20	10.2	-36.0
Czech Republic	376	0.9	18	303	0.8	20	378	0.9	19	24.8	0.5
Spanish	883	2.0	12	1,392	3.6	8	1,353	3.1	10	-2.8	53.2
Other European	2,691	6.1		2,869	7.4		3,782	8.7		31.8	40.5
Subtotal	22,415	50.7		24,421	62.7		28,700	66.0		17.5	28.0
ASIA											
Japanese	114	0.3	21	228	0.6	22	109	0.3	23	-52.2	-4.4
Chinese	471	1.1	15	667	1.7	14	705	1.6	14	5.7	49.7
Indian	5,733	13.0	1	413	1.1	17	504	1.2	18	22.0	-91.2
Israeli	4,713	10.7	2	3,114	8	4	3,568	8.2	3	14.6	-24.3
Other Asian	2,474	5.6		1,222	3.1		1,561	3.6		27.7	-36.9
Subtotal	13,505	30.6		5,644	14.5		6,447	14.8		14.2	-52.3
AFRICA											
Kenyan	969	2.2	11	808	2.1	11	755	1.7	13	-6.6	-22.1
South African	2,179	4.9	6	2,343	6	6	1,992	4.6	8	-15.0	-8.6
Other African	1,113	2.5		1,446	3.7		1,188	2.7		-17.8	6.7
Subtotal	4,261	9.6		4,597	11.8		3,935	9.1		-14.4	-7.7
AMERICA											
American	1,732	3.9	9	2,452	6.3	5	1,996	4.6	7	-18.6	15.2
Canadian	646	1.5	13	686	1.8	13	1,063	2.4	12	55.0	64.6
Other American	261	0.6		420	1.1		469	1.1		11.7	79.7
Subtotal	2,639	6.0		3,558	9.1		3,528	8.1		-0.8	33.7
OCEANIA											
Australian	462	1.0	16	605	1.6	16	634	1.5	15	4.8	37.2
New Zealand	107	0.2	22	113	0.3	23	156	0.4	21	38.1	45.8
Subtotal	569	1.3		718	1.8		790	1.8		10.0	38.8
Not stated	780	1.8		39	0.1		70	0.2		79.5	-91.0
TOTAL	44,169	100.0		38,977	100		43,470	100.0		11.5	-1.6

Table 2: International Visitors by Nationality through entry points, October 2017

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	1,227	1,137	2,364	-	393	393
British	1,482	1,235	2,717	-	349	349
German	3,013	2,381	5,394	-	545	545
Italian	3,582	335	3,917	-	123	123
French	1,234	1,430	2,664	-	364	364
Dutch	885	572	1,457	-	210	210
Belgium	232	237	469	-	157	157
Russian	843	191	1,034	-	75	75
Turkish	91	38	129	-	23	23
Polish	304	106	410	-	102	102
Ukrainian	249	18	267	-	24	24
Czech Republic	301	34	335	-	43	43
Spanish	590	666	1,256	-	97	97
Other Europeans	1,872	1,542	3,414	-	368	368
Subtotal	15,905	9,922	25,827	-	2,873	2,873
ASIA						
Japanese	42	39	81	-	28	28
Chinese	86	393	479	-	226	226
Indian	204	90	294	1	209	210
Israeli	2,731	790	3,521	-	47	47
Other Asians	790	285	1,075	132	354	486
Subtotal	3,853	1,597	5,450	133	864	997
AFRICA						
Kenyan	494	51	545	-	210	210
South African	1,559	237	1,796	-	196	196
Other Africans	606	178	784	-	404	404
Subtotal	2,659	466	3,125	-	810	810
AMERICA						
American	555	1,050	1,605	-	391	391
Canadian	190	605	795	-	268	268
Other Americans	141	250	391	-	78	78
Subtotal	886	1,905	2,791	-	737	737
OCEANIA						
Australian	189	274	463	-	171	171
New Zealand	43	72	115	-	41	41
Subtotal	232	346	578	-	212	212
Not stated	55	7	62	2	6	8
TOTAL	23,590	14,243	37,833	135	5,502	5,637

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 3: International Visitors by Nationality through entry points, January-October 2017

Nationality	January-October 2016			January-October 2017					% Change, Jan-October 2016 to Jan-October 2017
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	16,260	5.4	7	13,359	3,926	17,285	5.0	8	6.3
British	25,699	8.5	3	25,022	4,792	29,814	8.6	3	16.0
German	33,583	11.2	2	30,995	4,711	35,706	10.3	2	6.3
Italian	35,711	11.9	1	39,465	1,741	41,206	11.9	1	15.4
French	15,258	5.1	8	16,744	2,665	19,409	5.6	6	27.2
Dutch	10,838	3.6	10	9,999	2,177	12,176	3.5	9	12.3
Belgium	4,656	1.5	16	4,707	996	5,703	1.6	15	22.5
Russian	3,165	1.1	20	3,964	570	4,534	1.3	17	43.3
Turkish	1,835	0.6	21	1,712	562	2,274	0.7	21	23.9
Polish	4,373	1.5	17	8,193	903	9,096	2.6	11	108.0
Ukrainian	4,685	1.6	15	4,027	270	4,297	1.2	20	-8.3
Czech Republic	3,170	1.1	19	4,104	402	4,506	1.3	18	42.1
Spanish	7,630	2.5	12	8,447	1,024	9,471	2.7	10	24.1
Other European	20,936	7.0		22,412	3,574	25,986	7.5		24.1
Subtotal	187,799	62.4		193,150	28,313	221,463	64.0		17.9
ASIA									
Japanese	1,281	0.4	22	875	499	1,374	0.4	22	7.3
Chinese	5,648	1.9	13	3,904	2,372	6,276	1.8	14	11.1
Indian	10,846	3.6	9	2,812	2,547	5,359	1.5	16	-50.6
Israeli	16,873	5.6	6	23,673	295	23,968	6.9	4	42.0
Other Asian	12,455	4.1		9,421	3,558	12,979	3.8		4.2
Subtotal	47,103	15.7		40,685	9,271	49,956	14.4		6.1
AFRICA		0.0					0.0		
Kenyan	7,889	2.6	11	5,989	2,615	8,604	2.5	12	9.1
South African	17,604	5.9	5	17,279	1,679	18,958	5.5	7	7.7
Other African	8,889	3.0		6,517	4,539	11,056	3.2		24.4
Subtotal	34,382	11.4		29,785	8,833	38,618	11.2		12.3
AMERICA									
American	17,630	5.9	4	14,470	5,230	19,700	5.7	5	11.7
Canadian	5,476	1.8	14	4,540	1,896	6,436	1.9	13	17.5
Other American	2,437	0.8		2,679	1010	3,689	1.1		51.4
Subtotal	25,543	8.5		21,689	8,136	29,825	8.6		16.8
OCEANIA									
Australian	3,625	1.2	18	2,790	1,713	4,503	1.3	19	24.2
New Zealand	886	0.3	23	673	365	1,038	0.3	23	17.2
Subtotal	4,511	1.5		3,463	2,078	5,541	1.6		22.8
Not stated	1,484	0.5		427	169	596	0.2		-59.8
TOTAL	300,822	100.0		289,199	56,800	345,999	100.0		15.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 4: International Visitors by Nationality and Purpose of Visit, October 2017

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	1	66	2,680	0	0	10	2,757
British	0	0	1	0	104	2,944	3	3	11	3,066
German	0	0	0	0	177	5,748	2	0	12	5,939
Italian	0	0	0	0	96	3,939	0	0	5	4,040
French	0	0	0	0	177	2,837	0	0	14	3,028
Dutch	0	0	0	0	33	1,625	0	0	9	1,667
Belgium	0	0	0	0	22	601	0	0	3	626
Russian	0	0	0	0	45	1,059	0	0	5	1,109
Turkish	0	0	0	0	16	134	1	0	1	152
Polish	0	0	0	0	17	494	0	0	1	512
Ukrainian	0	0	0	0	35	256	0	0	-	291
Czech Republic	0	0	0	1	15	362	0	0	-	378
Spanish	0	0	0	1	73	1,270	1	1	7	1,353
Other Europeans	0	0	0	0	178	3,587	1	1	15	3,782
Subtotal	0	0	1	3	1,054	27,536	8	5	93	28,700
ASIA										
Japanese	0	0	0	0	3	106	0	0	-	109
Chinese	0	1	0	1	35	658	0	0	10	705
Indian	0	0	1	0	11	490	0	0	2	504
Israeli	0	0	1	1	227	3,311	1	0	27	3,568
Other Asians	0	0	0	0	78	1,475	0	0	8	1,561
Subtotal	0	1	2	2	354	6,040	1	0	47	6,447
AFRICA										
Kenyan	0	0	0	0	19	732	1	0	3	755
South African	0	0	0	0	34	1,945	5	2	6	1,992
Other Africans	0	0	0	0	40	1,136	0	0	12	1,188
Subtotal	0	0	0	0	93	3,813	6	2	21	3,935
AMERICA										
American	1	0	1	1	90	1,889	0	0	14	1,996
Canadian	0	0	0	0	41	1,015	0	1	6	1,063
Other Americans	0	0	0	0	29	440	0	0	-	469
Subtotal	1	0	1	1	160	3,344	0	1	20	3,528
OCEANIA										
Australian	0	0	0	0	12	619	0	0	3	634
New Zealand	0	0	0	0	4	151	0	0	1	156
Subtotal	0	0	0	0	16	770	0	0	4	790
Not stated	0	0	0	0	1	69	0	0	-	70
TOTAL	1	1	4	6	1,678	41,572	15	8	185	43,470
TOTAL PERCENT	0.0	0.0	0.0	0.0	3.9	95.6	0.0	0.0	0.4	100.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 5: International Visitors by Nationality and Sex, October 2017

Nationality	Male	Female	Total
EUROPE			
Scandinavian	1,241	1,516	2,757
British	1,467	1,599	3,066
German	2,853	3,086	5,939
Italian	1,938	2,102	4,040
French	1,496	1,532	3,028
Dutch	786	881	1,667
Belgium	302	324	626
Russian	492	617	1,109
Turkish	94	58	152
Polish	264	248	512
Ukrainian	139	152	291
Czech Republic	184	194	378
Spanish	626	727	1,353
Other European Country	1,760	2,022	3,782
Subtotal	13,642	15,058	28,700
ASIA			
Japanese	65	44	109
Chinese	415	290	705
Indian	315	189	504
Israeli	1,735	1,833	3,568
Other Asian	1,059	502	1,561
Subtotal	3,589	2,858	6,447
AFRICA			
Kenyan	407	348	755
South African	869	1,123	1,992
Other African	678	510	1,188
Subtotal	1,954	1,981	3,935
AMERICA			
American	891	1,105	1,996
Canadian	454	609	1,063
Other American	202	267	469
Subtotal	1,547	1,981	3,528
OCEANIA			
Australian	267	367	634
New Zealand	75	81	156
Subtotal	342	448	790
Not stated	36	34	70
TOTAL OCTOBER, 2017	21,110	22,360	43,470
TOTAL SEPTEMBER, 2017	16,528	22,449	38,977
TOTAL % OCTOBER	48.6	51.4	100
% CHANGE, SEPTEMBER TO OCTOBER 2017	27.7	-0.4	11.5

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 6: International Visitors by Nationality and Categorized Age, October 2017

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	329	2,181	247	2,757
British	173	2,631	262	3,066
German	241	5,253	445	5,939
Italian	97	3,728	215	4,040
French	313	2,542	173	3,028
Dutch	52	1,514	101	1,667
Belgium	29	552	45	626
Russian	63	1,015	31	1,109
Turkish	6	146	0	152
Polish	18	485	9	512
Ukrainian	8	283	0	291
Czech Republic	7	345	26	378
Spanish	23	1,284	46	1,353
Other European	224	3,411	147	3,782
Subtotal	1,583	25,370	1,747	26,953
ASIA				
Japanese	7	98	4	109
Chinese	20	671	14	705
Indian	40	431	33	504
Israeli	219	3,140	209	3,568
Other Asian	59	1,415	87	1,561
Subtotal	345	5,755	347	6,100
AFRICA				
Kenyan	50	688	17	755
South African	53	1,832	107	1,992
Other African	47	1,114	27	1,188
Subtotal	150	3,634	151	3,784
AMERICA				
American	66	1,639	291	1,996
Canadian	26	844	193	1,063
Other American	13	436	20	469
Subtotal	105	2,919	504	3,024
OCEANIA				
Australian	19	556	59	634
New Zealand	9	131	16	156
Subtotal	28	687	75	715
Not stated	7	61	2	70
TOTAL	2,218	38,426	2,826	43,470
TOTAL PERCENT	5.1	88.4	6.5	100.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

**Table 7: Intended Length of Stay and Sex of International Visitors in Zanzibar, October
2017**

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	218	141	359	0.8	218	141	359
2	505	437	942	2.2	1,010	874	1,884
3	1,212	1,326	2,538	5.8	3,636	3,978	7,614
4	1,708	2,026	3,734	8.6	6,832	8,104	14,936
5	2,036	2,200	4,236	9.7	10,180	11,000	21,180
6	1,525	1,670	3,195	7.3	9,150	10,020	19,170
7	5,874	5,920	11,794	27.1	41,118	41,440	82,558
8	2,697	2,990	5,687	13.1	21,576	23,920	45,496
9	793	839	1,632	3.8	7,137	7,551	14,688
10	1,207	1,211	2,418	5.6	12,070	12,110	24,180
11	422	437	859	2.0	4,642	4,807	9,449
12	531	588	1,119	2.6	6,372	7,056	13,428
13	247	303	550	1.3	3,211	3,939	7,150
14	822	895	1,717	3.9	11,508	12,530	24,038
15	414	457	871	2.0	6,210	6,855	13,065
16	174	196	370	0.9	2,784	3,136	5,920
17	39	68	107	0.2	663	1,156	1,819
18	38	52	90	0.2	684	936	1,620
19	17	35	52	0.1	323	665	988
20	72	66	138	0.3	1,440	1,320	2,760
21	79	91	170	0.4	1,659	1,911	3,570
22	17	14	31	0.1	374	308	682
23	8	10	18	0.0	184	230	414
24	9	12	21	0.0	216	288	504
25	21	14	35	0.1	525	350	875
26	5	3	8	0.0	130	78	208
27	5	5	10	0.0	135	135	270
28	12	22	34	0.1	336	616	952
29	7	7	14	0.0	203	203	406
30	131	91	222	0.5	3,930	2,730	6,660
31+	265	234	499	1.1	8,215	7,254	15,469
Total	21,110	22,360	43,470	100.0	166,671	175,641	342,312
	Average intended Length of Stay¹				7.9	7.9	7.9

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

¹ The 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, October 2017

Nationality	October 2016	September 2017	October 2017	% Change, October 2016 to October 2017	% Change, September 2017 to October 2017
Russian	252	324	1109	242.3	340.1
Polish	255	688	512	-25.6	100.8
Ukrainian	455	264	291	10.2	-36.0
Chinese	471	667	705	5.7	49.7
Indian	5,733	413	504	22.0	-91.2
Israeli	4,713	3,114	3,568	14.6	-24.3
Total	11,879	5,470	6,689	-43.7	22.3

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 9: Summary of Visitors by Mode of Travel through entry point, October 2017

Category	Airport	Seaport	Total
International flight/ Cruise Ship	23,590	135	23,725
Domestic flights/ Sea ferries	14,243	5,502	19,745
Total	37,833	5,637	43,470

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 10: International Visitors nights and Estimated Bed Occupancy Rate in Zanzibar, October 2017

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	359	0.8	359
2	942	2.2	1,884
3	2,538	5.8	7,614
4	3,734	8.6	14,936
5	4,236	9.7	21,180
6	3,195	7.3	19,170
7	11,794	27.1	82,558
8	5,687	13.1	45,496
9	1,632	3.8	14,688
10	2,418	5.6	24,180
11	859	2.0	9,449
12	1,119	2.6	13,428
13	550	1.3	7,150
14	1,717	3.9	24,038
15	871	2.0	13,065
16	370	0.9	5,920
17	107	0.2	1,819
18	90	0.2	1,620
19	52	0.1	988
20	138	0.3	2,760
21	170	0.4	3,570
22	31	0.1	682
23	18	0.0	414
24	21	0.0	504
25	35	0.1	875
26	8	0.0	208
27	10	0.0	270
28	34	0.1	952
29	14	0.0	406
30	222	0.5	6,660
31+	499	1.1	15,469
Total	43,470	100.0	342,312
Number of beds available in October			532,487
Bed Occupancy Rate			64.3

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.

Visitors are classified as tourists if they spend the night away from home.

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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