

TOURISM STATISTICAL RELEASE

APRIL - 2018

No.16



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TOURISM STATISTICAL RELEASE FOR APRIL, 2018

Tourist Arrivals in Zanzibar decreased by 46.6 percent to **21,139** in April from **39,592** in March 2018 and increased by 0.6 percent compared with corresponding month in 2017. Tourists from Europe continue to dominate the Zanzibar market which accounts 46.1 percent of the total visitors in April and posted a growth of 4.3 compared with corresponding month in 2017. In country wise, South Africa (1,937) dominated the Tourism market by accounting 9.2 percent of all visitors entered in April, followed by Germany (6.9 percent) and America (6.2 percent) while New Zealand recorded the least (0.1 percent). Other performances are as shown in table 1.

The data from table 2 shows that **17,771** visitors entered through Airport, among them **14,282** visitors came by international flights and **3,489** by domestic flights. The remaining **3,368** visitors entered through seaport, of whom **115** visitors came by Cruise Ship and **3,253** by Sea Ferries.

Generally, Zanzibar has received **160,083** visitors from January - April, 2018 which is an increase of **21.8** percent compared with the corresponding months (January - April) 2017. Almost two third (**61.4** percent) of all visitors were from Europe. In country wise, Italy (12.5 percent) is a leading market for the first four months in Zanzibar tourism market. About **139,283** visitors entered through airport which is equivalent to **87.0** percent while the remaining **20,800** visitors entered through seaport that accounting **13.0** percent (**Table 3**).

Information on the purpose of visit (**Table 4**) shows that, in April 2018, about 20,483 visitors equivalent to **96.9** percent of visitors came for holidays, followed by 'visiting friend and relatives' that accounts for less than two percent (1.1 percent).

Table 5 shows that there were **11,698** male (55.3 percent) and **9,441** female (44.7 percent) visitors in April, 2018. Both males and females decreased by 39.0 percent and 53.7 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 **1,359** (6.4 percent) visitors were aged less than 15 years; **18,728** (**88.6**percent) were aged 15 to 64 years and **1,052** (5.0 percent) were aged 65 years and older.

Table 7 shows that majority of the visitors (18.9 percent) stayed in the country for seven days. Only one percent (2.7 percent) of visitors stayed in the country for at least a month. The overall average intended length of stay for visitors in April, 2018 was about Eight (7.6) nights.

The number of visitors from emerging markets for the month of April 2018 decreased by 35.2 percent compared with corresponding month in 2017 and decreased by 48.4 percent compared with previous month. Visitors from Russia greatly increased by more than hundred percent compared with the corresponding month in 2017 and decreased by 37.1 percent compared with previous month. Other performances are shown in **Table 8**.

The total of **507,900** bed-spaces was available in April 2018. Out of these bed-spaces, estimates of 160,872 hotel-beds were sold during that month representing a bed occupancy rate of **31.7** percent (**Table 10**).

Table1: International Visitors by Nationality, April 2018

Nationality	April 2017			March 2018			April 2018			% Change, March 2018 to April 2018	% Change, April 2017 to April 2018
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
EUROPE											
Scandinavian	811	3.9	8	2,447	6.2	4	667	3.2	9	-72.7	-17.8
British	1,389	6.6	4	1,792	4.5	7	1,189	5.6	4	-33.6	-14.4
German	1,817	8.7	3	3,023	7.6	3	1,461	6.9	2	-51.7	-19.6
Italian	530	2.5	12	4,833	12.2	1	434	2.1	12	-91.0	-18.1
French	921	4.4	6	1,991	5	5	958	4.5	6	-51.9	4.0
Dutch	639	3	9	1,244	3.1	11	599	2.8	10	-51.8	-6.3
Belgium	333	1.6	15	486	1.2	17	357	1.7	15	-26.5	7.2
Russian	280	1.3	17	1,793	4.5	6	1,127	5.3	5	-37.1	302.5
Turkish	95	0.5	22	178	0.4	21	148	0.7	21	-16.9	55.8
Polish	268	1.3	18	1,433	3.6	10	180	0.9	19	-87.4	-32.8
Ukrainian	414	2	14	556	1.4	15	271	1.3	16	-51.3	-34.5
Czech Republic	155	0.7	20	1,179	3	12	176	0.8	20	-85.1	13.5
Spanish	479	2.3	13	455	1.1	18	257	1.2	18	-43.5	-46.3
Other European	1,210	5.8		3,241	8.2		1,918	9.1		-40.8	58.5
Subtotal	9,341	44.5		24,651	62.3		9,742	46.1		-60.5	4.3
ASIA							0				
Japanese	106	0.5	21	149	0.4	22	74	0.4	22	-50.3	-30.2
Chinese	579	2.8	10	431	1.1	20	414	2.0	13	-3.9	-28.5
Indian	545	2.6	11	441	1.1	19	375	1.8	14	-15.0	-31.2
Israeli	2,939	14	1	1,649	4.2	9	888	4.2	7	-46.1	-69.8
Other Asian	994	4.7		1,364	3.4		1,558	7.4		14.2	56.7
Subtotal	5,163	24.6		4,034	10.2		3,309	15.7		-18.0	-35.9
AFRICA							0	0.0			
Kenyan	1,324	6.3	5	886	2.2	13	814	3.9	8	-8.1	-38.5
South African	2,245	10.7	2	1,775	4.5	8	1,937	9.2	1	9.1	-13.7
Other African	1,229	5.9		1,298	3.3		1,378	6.5		6.2	12.1
Subtotal	4,798	22.8		3,959	10		4,129	19.5		4.3	-13.9
AMERICA							0	0.0			
American	910	4.3	7	3,832	9.7	2	1,307	6.2	3	-65.9	43.6
Canadian	293	1.4	16	649	1.6	14	267	1.3	17	-58.9	-8.9
Other American	233	1.1		438	1.1		831	3.9		89.7	256.7
Subtotal	1,436	6.8		4,919	12.4		2,405	11.4		-51.1	67.5
OCEANIA							0	0.0			
Australian	201	1	19	510	1.3	16	572	2.7	11	12.2	184.6
New Zealand	38	0.2	23	47	0.1	23	23	0.1	23	-51.1	-39.5
Subtotal	239	1.1		557	1.4		595	2.8		6.8	149.0
Not stated	27	0.1		1,472	3.7		959	4.5			
TOTAL	21,004	100		39,592	100		21,139	100		-46.6	0.6

Table 2: International Visitors by Nationality Through Entry Points, April 2018

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	277	202	479	-	188	188
British	650	239	889	-	300	300
German	949	323	1,272	-	189	189
Italian	360	32	392	-	42	42
French	549	294	843	-	115	115
Dutch	362	132	494	-	105	105
Belgium	201	91	292	5	60	65
Russian	1,015	41	1,056	-	71	71
Turkish	99	20	119	-	29	29
Polish	157	8	165	-	15	15
Ukrainian	256	10	266	-	5	5
Czech Republic	136	17	153	1	22	23
Spanish	127	103	230	-	27	27
Other Europeans	1,494	289	1,783	19	116	135
Subtotal	6,632	1,801	8,433	25	1,284	1,309
ASIA						
Japanese	32	19	51	-	23	23
Chinese	91	192	283	-	131	131
Indian	137	37	174	-	201	201
Israeli	677	195	872	2	14	16
Other Asians	1,162	136	1,298	15	245	260
Subtotal	2,099	579	2,678	17	614	631
AFRICA						
Kenyan	435	64	499	-	315	315
South African	1,653	190	1,843	-	94	94
Other Africans	744	161	905	-	473	473
Subtotal	2,832	415	3,247	0	882	882
AMERICA						
American	714	339	1,053	-	254	254
Canadian	90	87	177	-	90	90
Other Americans	631	123	754	20	57	77
Subtotal	1,435	549	1,984	20	401	421
OCEANIA						
Australian	383	117	500	10	62	72
New Zealand	9	9	18	-	5	5
Subtotal	392	126	518	10	67	77
Not stated	892	19	911	43	5	48
TOTAL	14,282	3,489	17,771	115	3,253	3,368

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 3: International Visitors by Nationality Through Entry Points, January-April 2018

Nationality	January-April 2017			January-April 2018					% Change, Jan-April 2017 to Jan-April 2018
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	7,991	6.1	5	7,678	1,864	9,542	6.0	4	19.4
British	9,141	7	3	5,416	1,495	6,911	4.3	6	-24.4
German	11,743	8.9	2	9,503	1,572	11,075	6.9	3	-5.7
Italian	20,731	15.8	1	19,509	562	20,071	12.5	1	-3.2
French	6,814	5.2	7	7,891	877	8,768	5.5	5	28.7
Dutch	4,481	3.4	10	3,900	578	4,478	2.8	12	-0.1
Belgium	2,002	1.5	17	2,015	230	2,245	1.4	16	12.1
Russian	2,073	1.6	15	6,013	562	6,575	4.1	7	217.2
Turkish	838	0.6	21	781	212	993	0.6	21	18.5
Polish	6,147	4.7	8	6,139	268	6,407	4.0	8	4.2
Ukrainian	2,805	2.1	13	1,855	100	1,955	1.2	18	-30.3
Czech Republic	2,932	2.2	12	3,625	195	3,820	2.4	13	30.3
Spanish	1,511	1.1	19	1,212	217	1,429	0.9	20	-5.4
Other European	10,429	7.9		12,456	1,581	14,037	8.8		34.6
Subtotal	89,638	68.2		87,993	10,313	98,306	61.4		9.7
ASIA									
Japanese	508	0.4	22	296	242	538	0.3	22	5.9
Chinese	2,059	1.6	16	1,276	713	1,989	1.2	17	-3.4
Indian	1,650	1.3	18	793	742	1,535	1.0	19	-7.0
Israeli	8,623	6.6	4	5,566	135	5,701	3.6	10	-33.9
Other Asian	4,197	3.2		5,281	1,301	6,582	4.1		56.8
Subtotal	17,037	13		13,212	3,133	16,345	10.2		-4.1
AFRICA									
Kenyan	3,244	2.5	11	1,960	1,014	2,974	1.9	14	-8.3
South African	6,836	5.2	6	5,413	434	5,847	3.7	9	-14.5
Other African	3,761	2.9		3,624	1,605	5,229	3.3		39.0
Subtotal	13,841	10.5		10,997	3,053	14,050	8.8		1.5
AMERICA									
American	5,533	4.2	9	9,320	2,185	11,505	7.2	2	107.9
Canadian	2,153	1.6	14	1,933	565	2,498	1.6	15	16.0
Other American	1,384	1.1		3,291	517	3,808	2.4		175.1
Subtotal	9,070	6.9		14,544	3,267	17,811	11.1		96.4
OCEANIA									
Australian	1,362	1	20	4,618	690	5,308	3.3	11	289.7
New Zealand	197	0.1	23	117	62	179	0.1	23	-9.1
Subtotal	1,559	1.2		4,735	752	5,487	3.4		252.0
Not stated	282	0.2		7,802	282	8,084	5.0		
TOTAL	131,427	100		139,283	20,800	160,083	100		21.8

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 4: International Visitors by Nationality and Purpose of Visit, April 2018

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	5	661	0	0	1	667
British	0	0	-	0	12	1,167	0	0	10	1,189
German	0	0	-	1	11	1,446	1	0	2	1,461
Italian	0	0	-	0	5	428	0	0	1	434
French	0	1	1	0	14	939	0	0	3	958
Dutch	0	0	-	1	5	592	0	0	1	599
Belgium	0	0	-	0	0	351	1	0	5	357
Russian	0	0	1	0	5	1,118	0	0	3	1,127
Turkish	0	0	-	0	2	146	0	0	-	148
Polish	0	0	-	0	1	178	0	0	1	180
Ukrainian	0	0	-	0	1	269	0	0	1	271
Czech Republic	0	0	-	0	0	176	0	0	-	176
Spanish	0	0	-	0	4	251	0	0	2	257
Other Europeans	0	0	-	0	10	1,827	0	0	81	1,918
Subtotal	-	1	2	2	75	9,549	2	-	111	9,742
ASIA										
Japanese	0	0	-	0	0	74	0	0	-	74
Chinese	0	0	-	0	10	401	0	1	2	414
Indian	0	0	-	1	2	371	0	0	1	375
Israeli	0	0	-	0	14	868	0	0	6	888
Other Asians	2	0	-	0	65	1,443	0	0	48	1,558
Subtotal	2	-	-	1	91	3,157	-	1	57	3,309
AFRICA										
Kenyan	0	0	-	0	15	792	0	2	5	814
South African	0	0	-	0	17	1,914	1	0	5	1,937
Other Africans	3	0	-	0	13	1,345	0	0	17	1,378
Subtotal	3	-	-	-	45	4,051	1	2	27	4,129
AMERICA										
American	0	0	-	1	8	1,290	0	0	8	1,307
Canadian	0	0	-	0	5	262	0	0	-	267
Other Americans	1	0	-	0	2	770	0	0	58	831
Subtotal	1	-	-	1	15	2,322	-	-	66	2,405
OCEANIA										
Australian	0	0	-	0	3	540	0	0	29	572
New Zealand	0	0	-	0	0	23	0	0	-	23
Subtotal	-	-	-	-	3	563	-	-	29	595
Not stated	1	0	-	0	0	841	0	0	117	959
TOTAL	7	1	2	4	229	20,483	3	3	407	21,139
TOTAL PERCENT	0.0	0.0	0.0	0.0	1.1	96.9	0.0	0.0	1.9	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 5: International Visitors by Nationality and Sex, April 2018

Nationality	Male	Female	Total
EUROPE			
Scandinavian	248	419	667
British	585	604	1,189
German	628	833	1,461
Italian	169	265	434
French	453	505	958
Dutch	283	316	599
Belgium	161	196	357
Russian	546	581	1,127
Turkish	84	64	148
Polish	69	111	180
Ukrainian	107	164	271
Czech Republic	82	94	176
Spanish	113	144	257
Other European Country	1,211	707	1,918
Subtotal	4,739	5,003	9,742
ASIA			
Japanese	31	43	74
Chinese	277	137	414
Indian	240	135	375
Israeli	367	521	888
Other Asian	1,233	325	1,558
Subtotal	2,148	1,161	3,309
AFRICA			
Kenyan	436	378	814
South African	807	1,130	1,937
Other African	867	511	1,378
Subtotal	2,110	2,019	4,129
AMERICA			
American	481	826	1,307
Canadian	125	142	267
Other American	710	121	831
Subtotal	1,316	1,089	2,405
OCEANIA			
Australian	440	132	572
New Zealand	10	13	23
Subtotal	450	145	595
Not stated	935	24	959
TOTAL APRIL, 2018	11,698	9,441	21,139
TOTAL MARCH, 2018	19,182	20,410	39,592
TOTAL %APRIL	55.3	44.7	100
% CHANGE, MARCH TO APRIL 2018	-39.0	-53.7	-46.6

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 6: International Visitors by Nationality and Categorized Age, April 2018

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	42	588	37	667
British	97	989	103	1,189
German	51	1,312	98	1,461
Italian	36	371	27	434
French	93	792	73	958
Dutch	44	523	32	599
Belgium	39	310	8	357
Russian	72	1,026	29	1,127
Turkish	6	137	5	148
Polish	5	171	4	180
Ukrainian	13	257	1	271
Czech Republic	7	156	13	176
Spanish	9	244	4	257
Other European	103	1,738	77	1,918
Subtotal	617	8,614	511	9,742
ASIA				
Japanese	3	69	2	74
Chinese	15	392	7	414
Indian	30	320	25	375
Israeli	109	709	70	888
Other Asian	65	1,394	99	1,558
Subtotal	222	2,884	203	3,309
AFRICA				
Kenyan	66	725	23	814
South African	142	1,718	77	1,937
Other African	97	1,248	33	1,378
Subtotal	305	3,691	133	4,129
AMERICA				
American	84	1,130	93	1,307
Canadian	15	215	37	267
Other American	53	748	30	831
Subtotal	152	2,093	160	2,405
OCEANIA				
Australian	36	500	36	572
New Zealand	1	19	3	23
Subtotal	37	519	39	595
Not stated	26	927	6	959
TOTAL	1,359	18,728	1,052	21,139
TOTAL PERCENT	6.4	88.6	5.0	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 7: Intended Length of Stay and Sex of International Visitors in Zanzibar, April 2018

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	471	238	709	3.4	471	238	709
2	496	379	875	4.1	992	758	1,750
3	793	693	1,486	7.0	2,379	2,079	4,458
4	906	840	1,746	8.3	3,624	3,360	6,984
5	984	1,025	2,009	9.5	4,920	5,125	10,045
6	1,843	1,260	3,103	14.7	11,058	7,560	18,618
7	2,074	1,930	4,004	18.9	14,518	13,510	28,028
8	1,312	648	1,960	9.3	10,496	5,184	15,680
9	344	308	652	3.1	3,096	2,772	5,868
10	678	581	1,259	6.0	6,780	5,810	12,590
11	269	250	519	2.5	2,959	2,750	5,709
12	310	328	638	3.0	3,720	3,936	7,656
13	114	118	232	1.1	1,482	1,534	3,016
14	336	335	671	3.2	4,704	4,690	9,394
15	135	129	264	1.2	2,025	1,935	3,960
16	66	29	95	0.4	1,056	464	1,520
17	19	13	32	0.2	323	221	544
18	24	16	40	0.2	432	288	720
19	9	13	22	0.1	171	247	418
20	36	26	62	0.3	720	520	1,240
21	55	34	89	0.4	1,155	714	1,869
22	13	7	20	0.1	286	154	440
23	2	2	4	0.0	46	46	92
24	2	3	5	0.0	48	72	120
25	10	10	20	0.1	250	250	500
26	5	1	6	0.0	130	26	156
27	-	5	5	0.0	-	135	135
28	14	18	32	0.2	392	504	896
29	-	2	2	0.0	-	58	58
30	142	77	219	1.0	4,260	2,310	6,570
31+	236	123	359	1.7	7,316	3,813	11,129
Total	11,698	9,441	21,139	100.0	89,809	71,063	160,872
	Average intended Length of Stay¹				7.7	7.5	7.6

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, April 2018

v	April 2017	March 2018	April 2018	% Change, April 2017 to April 2018	% Change, March 2018 to April 2018
Russian	280	1,793	1,127	302.5	-37.1
Polish	268	1,433	180	-32.8	-87.4
Ukrainian	414	556	271	-34.5	-51.3
Chinese	579	431	414	-28.5	-3.9
Indian	545	441	375	-31.2	-15.0
Israeli	2,939	1,649	888	-69.8	-46.1
Total	5,025	6,303	3,255	-35.2	-48.4

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 9: Summary of Visitors by Mode of Travel Through Entry Point, April 2017

Category	Airport	Seaport	Total
International flight/ Cruise Ship	14,282	115	14,397
Domestic flights/ Sea ferries	3,489	3,253	6,742
Total	17,771	3,368	21,139

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 10: International Visitors nights and Estimated Bed Occupancy Rate in Zanzibar, April 2018

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	709	3.4	709
2	875	4.1	1,750
3	1,486	7.0	4,458
4	1,746	8.3	6,984
5	2,009	9.5	10,045
6	3,103	14.7	18,618
7	4,004	18.9	28,028
8	1,960	9.3	15,680
9	652	3.1	5,868
10	1,259	6.0	12,590
11	519	2.5	5,709
12	638	3.0	7,656
13	232	1.1	3,016
14	671	3.2	9,394
15	264	1.2	3,960
16	95	0.4	1,520
17	32	0.2	544
18	40	0.2	720
19	22	0.1	418
20	62	0.3	1,240
21	89	0.4	1,869
22	20	0.1	440
23	4	0.0	92
24	5	0.0	120
25	20	0.1	500
26	6	0.0	156
27	5	0.0	135
28	32	0.2	896
29	2	0.0	58
30	219	1.0	6,570
31	359	1.7	11,129
Total	21,139	100.0	160,872
Number of beds available in April 2018			507,900
Bed Occupancy Rate			31.7

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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