

TOURISM STATISTICAL RELEASE SEPTEMBER - 2019

No.34



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TOURISM STATISTICAL RELEASE FOR OCTOBER 2019

Tourist Arrivals in Zanzibar increased by **8.1** percent to **53,023** in October from **49,054** in September 2019 and increased by **6.1** percent compared with corresponding month in 2018. Tourists from Europe continue to dominate the Zanzibar market by accounting **66.9** percent of the total visitors in October 2019 and increased by **15.6** percent compared with corresponding month in 2018. In country wise, France dominated the Tourism market by accounting **10.1** percent of all visitors entered in October 2019, followed by Italy (9.8 percent) and Germany (9.7 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 **48,886** visitors entered through Airport, among them **31,660** visitors came by international flights and **17,226** by domestic flights and remaining **4,137** visitors through Seaport, of which **80** came by Cruise Ship and **4,057** by Sea Ferries.

Generally, Zanzibar has received **429,755** visitors from January-October 2019 which is an increase of **0.3** percent compared with the corresponding months (January – October) 2018. Most of visitors were from Europe (**62.8** percent). In country wise, Italy (**11.1** percent) is a leading market for the first ten months in Zanzibar tourism market. About **378,513** visitors entered through airport while the remaining **51,242** visitors entered through seaport (**Table 3**).

Information on the purpose of visit (**Table 4**) shows that October 2019, about **52,299** visitors equivalent to **98.6** percent of visitors came for holidays and less than one percent (**0.4** percent) visitors came for visiting friends and relatives.

Table 5 shows that among the visitors there were **24,111** males (**45.5** percent) and **28,912** females (**54.5** percent) in October 2019. Males and Females increased by **4.4** percent and **8.6** 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 **3,443 (6.5 percent)** visitors were aged less than 15 years; **46,464 (87.6 percent)** were aged 15 to 64 years and **3,116 (5.9 percent)** were aged 65 years and older.

Table 7 shows that 28.5 percent of all visitors in October 2019 stayed in the country for Six days. About one percent (0.6 percent) of visitors stayed in the country for at least a month. The overall average intended length of stay for visitors in October 2019 was about Seven (7.1) nights.

The visitors from emerging markets decreased by **34.0 percent** in October 2019 compared with corresponding month in 2018 and they increased by **26.1 percent** compared with previous month. Other performances are shown in **Table 8**.

The total of **520,397** bed-spaces was available in October 2019. Out of these bed-spaces, estimates of **376,863** hotel-beds were sold during that month representing a bed occupancy rate of **72.4 percent (Table 10)**.

Table: International Visitors by Nationality, October 2019

Nationality	October 2018			September 2019			October 2019			% Change, September 2019 to October 2019	% Change, October 2018 to October 2019
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
EUROPE											
Scandinavian	2,195	4.4	6	1,066	2.2	11	2,650	5.0	6	148.6	20.7
British	3,042	6.1	5	3,399	6.9	5	3,528	6.7	4	3.8	16.0
German	5,256	10.6	2	5,411	11	1	5,167	9.7	3	-4.5	-1.7
Italian	3,720	7.5	3	4,669	9.5	2	5,176	9.8	2	10.9	39.1
French	3,270	6.6	4	3,760	7.7	4	5,374	10.1	1	42.9	64.3
Dutch	1,250	2.5	12	1194	2.4	10	1,379	2.6	12	15.5	10.3
Belgium	634	1.3	18	2,102	4.3	7	1,909	3.6	9	-9.2	201.1
Russian	1,881	3.8	8	542	1.1	17	1,123	2.1	13	107.2	-40.3
Turkish	76	0.2	23	301	0.6	20	193	0.4	21	-35.9	153.9
Polish	1,578	3.2	9	2,100	4.3	8	1,666	3.1	10	-20.7	5.6
Ukrainian	1,207	2.4	14	305	0.6	19	401	0.8	20	31.5	-66.8
Czech Republic	562	1.1	19	299	0.6	21	557	1.1	17	86.3	-0.9
Spanish	1,155	2.3	15	1590	3.2	9	1,481	2.8	11	-6.9	28.2
Other European	4,831	9.7		3,757	7.7		4,848	9.1		29.0	0.4
Subtotal	30,657	61.6		30,495	62.2		35,452	66.9		16.3	15.6
ASIA											
Japanese	85	0.2	22	180	0.4	22	134	0.3	22	-25.6	57.6
Chinese	1,500	3	10	735	1.5	15	534	1.0	18	-27.3	-64.4
Indian	1,380	2.8	11	464	0.9	18	429	0.8	19	-7.5	-68.9
Israeli	2,009	4	7	857	1.7	13	2,158	4.1	8	151.8	7.4
Other Asian	1,545	3.1		1,426	2.9		1,234	2.3		-13.5	-20.1
Subtotal	6,519	13.1		3,662	7.5		4,489	8.5		22.6	-31.1
AFRICA											
Kenyan	460	0.9	20	883	1.8	12	755	1.4	15	-14.5	64.1
South African	1,243	2.5	13	2,863	5.8	6	2,522	4.8	7	-11.9	102.9
Other African	1,675	3.4		2,740	5.6		1,968	3.7		-28.2	17.5
Subtotal	3,378	6.8		6,486	13.2		5,245	9.9		-19.1	55.3
AMERICA											
American	5,342	10.7	1	3,797	7.7	3	3,338	6.3	5	-12.1	-37.5
Canadian	791	1.6	17	738	1.5	14	866	1.6	14	17.3	9.5
Other American	1,595	3.2		2,426	4.9		2,375	4.5		-2.1	48.9
Subtotal	7,728	15.5		6,961	14.2		6,579	12.4		-5.5	-14.9
OCEANIA											
Australian	852	1.7	16	709	1.4	16	662	1.2	16	-6.6	-22.3
New Zealand	103	0.2	21	97	0.2	23	90	0.2	23	-7.2	-12.6
Subtotal	955	1.9		806	1.6		752	1.4		-6.7	-21.3
Not stated	559	1.1		644	1.3		506	1.0			
TOTAL	49,796	100		49,054	100		53,023	100.0		8.1	6.5

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	1,255	1,120	2,375	7	268	275
British	1,886	1,337	3,223	3	302	305
German	2,630	2,152	4,782	2	383	385
Italian	4,702	388	5,090	3	83	86
French	2,581	2,431	5,012	4	358	362
Dutch	527	671	1,198	4	177	181
Belgium	1,120	702	1,822	2	85	87
Russian	968	99	1,067	0	56	56
Turkish	122	42	164	0	29	29
Polish	1,465	172	1,637	0	29	29
Ukrainian	342	45	387	0	14	14
Czech Republic	433	97	530	1	26	27
Spanish	711	687	1,398	4	79	83
Other Europeans	2,829	1,722	4,551	6	291	297
Subtotal	21,571	11,665	33,236	36	2,180	2,216
ASIA						
Japanese	48	45	93	0	41	41
Chinese	140	263	403	1	130	131
Indian	160	100	260	1	168	169
Israeli	1,351	763	2,114	0	44	44
Other Asians	788	248	1,036	7	191	198
Subtotal	2,487	1,419	3,906	9	574	583
AFRICA						
Kenyan	493	66	559	2	194	196
South African	2,238	151	2,389	2	131	133
Other Africans	1,061	505	1,566	16	386	402
Subtotal	3,792	722	4,514	20	711	731
AMERICA						
American	1,559	1,526	3,085	6	247	253
Canadian	196	565	761	1	104	105
Other Americans	1,395	921	2,316	3	56	59
Subtotal	3,150	3,012	6,162	10	407	417
OCEANIA						
Australian	243	265	508	5	149	154
New Zealand	27	38	65	0	25	25
Subtotal	270	303	573	5	174	179
Not stated	390	105	495	0	11	11
TOTAL	31,660	17,226	48,886	80	4,057	4,137

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	January- October 2018			January- October 2019					% Change, Jan-September 2018 to Jan- September 2019
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	19,530	4.6	6	15,504	2,504	18,008	4.2	7	-7.8
British	25,958	6.1	4	21,822	3,801	25,623	6.0	5	-1.3
German	35,929	8.4	3	31,864	3,273	35,137	8.2	3	-2.2
Italian	42,999	10	1	46,163	1,450	47,613	11.1	1	10.7
French	24,899	5.8	5	31,692	2,713	34,405	8.0	4	38.2
Dutch	12,070	2.8	10	11,126	1,553	12,679	3.0	10	5.0
Belgium	6,761	1.6	17	14,021	1,042	15,063	3.5	9	122.8
Russian	13,619	3.2	9	5,978	653	6,631	1.5	14	-51.3
Turkish	2,292	0.5	21	2,172	469	2,641	0.6	21	15.2
Polish	11,921	2.8	11	15,738	326	16,064	3.7	8	34.8
Ukrainian	3,900	0.9	20	3,054	121	3,175	0.7	20	-18.6
Czech Republic	5,683	1.3	19	5,434	259	5,693	1.3	18	0.2
Spanish	9,889	2.3	13	10,256	792	11,048	2.6	11	11.7
Other European	37,710	8.8		32,557	3,609	36,166	8.4		-4.1
Subtotal	253,160	59.1		247,381	22,565	269,946	62.8		6.6
ASIA									
Japanese	1,362	0.3	22	968	379	1,347	0.3	22	-1.1
Chinese	7,395	1.7	14	3,972	1,770	5,742	1.3	17	-22.4
Indian	6,094	1.4	18	2,851	1,712	4,563	1.1	19	-25.1
Israeli	15,686	3.7	8	7,737	224	7,961	1.9	12	-49.2
Other Asian	19,748	4.6		13,093	2,906	15,999	3.7		-19.0
Subtotal	50,285	11.7		28,621	6,991	35,612	8.3		-29.2
AFRICA									
Kenyan	7,009	1.6	15	5,134	2,578	7,712	1.8	13	10.0
South African	17,089	4	7	17,255	1,086	18,341	4.3	6	7.3
Other African	16,042	3.7		13,534	5,967	19,501	4.5		21.6
Subtotal	40,140	9.4		35,923	9,631	45,554	10.6		13.5
AMERICA									
American	40,350	9.4	2	30,120	6,836	36,956	8.6	2	-8.4
Canadian	6,973	1.6	16	5,175	1,273	6,448	1.5	15	-7.5
Other American	13,109	3.1		17,239	1,696	18,935	4.4		44.4
Subtotal	60,432	14.1		52,534	9,805	62,339	14.5		3.2
OCEANIA									
Australian	11,146	2.6	12	4,747	1,613	6,360	1.5	16	-42.9
New Zealand	952	0.2	23	1,023	174	1,197	0.3	23	25.7
Subtotal	12,098	2.8		5,770	1,787	7,557	1.8		-37.5
Not stated	12,153	2.8		8,284	463	8,747	2.0		
TOTAL	428,268	100		378,513	51,242	429,755	100		0.3

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 4: International Visitors by Nationality and Purpose of Visit, October 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	1	0	19	2,621	1	0	8	2,650
British	0	0	0	0	27	3,488	0	1	12	3,528
German	0	0	1	1	19	5,132	0	0	14	5,167
Italian	0	0	0	2	18	5,138	1	0	17	5,176
French	0	0	0	0	28	5,329	1	0	16	5,374
Dutch	0	0	0	0	7	1,367	0	0	5	1,379
Belgium	0	0	0	0	1	1,835	1	0	72	1,909
Russian	0	0	0	0	2	1,116	0	0	5	1,123
Turkish	0	0	0	0	1	191	0	0	1	193
Polish	0	1	0	0	15	1,635	0	0	15	1,666
Ukrainian	0	0	0	0	1	400	0	0	0	401
Czech Republic	0	0	0	0	0	554	0	0	3	557
Spanish	0	0	0	0	3	1,475	0	0	3	1,481
Other Europeans	0	0	2	0	21	4,776	2	1	46	4,848
Subtotal	0	1	4	3	162	35,057	6	2	217	35,452
ASIA										
Japanese	0	0	0	0	1	133	0	0	0	134
Chinese	0	0	0	0	3	531	0	0	0	534
Indian	0	0	0	1	6	421	0	0	1	429
Israeli	0	0	0	0	7	2,150	0	0	1	2,158
Other Asians	0	0	0	1	12	1,203	0	1	17	1,234
Subtotal	0	0	0	2	29	4,438	0	1	19	4,489
AFRICA										
Kenyan	0	0	0	0	10	740	2	2	1	755
South African	0	0	0	0	9	2,510	0	0	3	2,522
Other Africans	0	0	0	1	3	1,910	3	0	51	1,968
Subtotal	0	0	0	1	22	5,160	5	2	55	5,245
AMERICA										
American	0	0	0	0	12	3,310	0	0	16	3,338
Canadian	0	0	0	0	2	861	0	0	3	866
Other Americans	1	1	0	0	3	2,268	0	0	102	2,375
Subtotal	1	1	0	0	17	6,439	0	0	121	6,579
OCEANIA										
Australian	0	0	0	0	2	658	0	0	2	662
New Zealand	0	0	0	0	1	89	0	0	0	90
Subtotal	0	0	0	0	3	747	0	0	2	752
Not stated	0	0	0	0	0	458	0	0	48	506
TOTAL	1	2	4	6	233	52,299	11	5	462	53,023
TOTAL PERCENT	0.0	0.0	0.0	0.0	0.4	98.6	0.0	0.0	0.9	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	1,060	1,590	2,650
British	1,541	1,987	3,528
German	2,160	3,007	5,167
Italian	2,167	3,009	5,176
French	2,319	3,055	5,374
Dutch	601	778	1,379
Belgium	1,261	648	1,909
Russian	469	654	1,123
Turkish	98	95	193
Polish	696	970	1,666
Ukrainian	158	243	401
Czech Republic	245	312	557
Spanish	601	880	1,481
Other European Country	2,292	2,556	4,848
Subtotal	15,668	19,784	35,452
ASIA			
Japanese	71	63	134
Chinese	275	259	534
Indian	240	189	429
Israeli	927	1,231	2,158
Other Asian	780	454	1,234
Subtotal	2,293	2,196	4,489
AFRICA			
Kenyan	382	373	755
South African	885	1,637	2,522
Other African	1,201	767	1,968
Subtotal	2,468	2,777	5,245
AMERICA			
American	886	2,452	3,338
Canadian	356	510	866
Other American	1,718	657	2,375
Subtotal	2,960	3,619	6,579
OCEANIA			
Australian	316	346	662
New Zealand	39	51	90
Subtotal	355	397	752
Not stated	367	139	506
TOTAL OCTOBER, 2019	24,111	28,912	53,023
TOTAL SEPTEMBER, 2019	23,105	26,627	49,732
TOTAL PERCENT	45.5	54.5	100
% CHANGE, SEPTEMBER 2019 TO			
OCTOBER 2019	4.4	8.6	6.6

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	360	2,104	186	2,650
British	232	3,019	277	3,528
German	262	4,490	415	5,167
Italian	207	4,779	190	5,176
French	700	4,431	243	5,374
Dutch	37	1,238	104	1,379
Belgium	143	1,670	96	1,909
Russian	116	991	16	1,123
Turkish	2	187	4	193
Polish	66	1,565	35	1,666
Ukrainian	18	374	9	401
Czech Republic	42	483	32	557
Spanish	32	1,395	54	1,481
Other European	361	4,233	254	4,848
Subtotal	2,578	30,959	1,915	35,452
ASIA				
Japanese	6	126	2	134
Chinese	20	501	13	534
Indian	25	381	23	429
Israeli	232	1,829	97	2,158
Other Asian	43	1,120	71	1,234
Subtotal	326	3,957	206	4,489
AFRICA				
Kenyan	23	699	33	755
South African	70	2,349	103	2,522
Other African	76	1,800	92	1,968
Subtotal	169	4,848	228	5,245
AMERICA				
American	140	2,800	398	3,338
Canadian	28	703	135	866
Other American	142	2,096	137	2,375
Subtotal	310	5,599	670	6,579
OCEANIA				
Australian	38	544	80	662
New Zealand	8	74	8	90
Subtotal	46	618	88	752
Not stated	14	483	9	506
TOTAL	3,443	46,464	3,116	53,023
TOTAL PERCENT	6.5	87.6	5.9	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	317	235	552	1.0	317	235	552
2	577	514	1,091	2.1	1,154	1,028	2,182
3	1,284	1,328	2,612	4.9	3,852	3,984	7,836
4	1,813	2,065	3,878	7.3	7,252	8,260	15,512
5	2,593	3,003	5,596	10.6	12,965	15,015	27,980
6	5,931	9,204	15,135	28.5	35,586	55,224	90,810
7	5,043	5,324	10,367	19.6	35,301	37,268	72,569
8	2,100	2,442	4,542	8.6	16,800	19,536	36,336
9	721	762	1,483	2.8	6,489	6,858	13,347
10	1,163	1,237	2,400	4.5	11,630	12,370	24,000
11	357	419	776	1.5	3,927	4,609	8,536
12	361	389	750	1.4	4,332	4,668	9,000
13	179	226	405	0.8	2,327	2,938	5,265
14	640	722	1,362	2.6	8,960	10,108	19,068
15	330	328	658	1.2	4,950	4,920	9,870
16	87	104	191	0.4	1,392	1,664	3,056
17	47	51	98	0.2	799	867	1,666
18	37	46	83	0.2	666	828	1,494
19	19	30	49	0.1	361	570	931
20	54	53	107	0.2	1,080	1,060	2,140
21	75	77	152	0.3	1,575	1,617	3,192
22	16	8	24	0.0	352	176	528
23	20	11	31	0.1	460	253	713
24	10	9	19	0.0	240	216	456
25	15	24	39	0.1	375	600	975
26	10	7	17	0.0	260	182	442
27	2	5	7	0.0	54	135	189
28	20	23	43	0.1	560	644	1,204
29	4	4	8	0.0	116	116	232
30	113	93	206	0.4	3,390	2,790	6,180
31+	173	169	342	0.6	5,363	5,239	10,602
Total	24,111	28,912	53,023	100.0	172,885	203,978	376,863
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, October 2019

Nationality	October 2018	September 2019	October 2019	% Change, October 2018 to October 2019	% Change September 2019 to October 2019
Russian	1881	542	1,123	-40.3	107.2
Polish	1,578	2,100	1,666	5.6	-20.7
Ukrainian	1,207	305	401	-66.8	31.5
Chinese	1,500	735	534	-64.4	-27.3
Indian	1,380	464	429	-68.9	-7.5
Israeli	2,009	857	2,158	7.4	151.8
Total	9,555	5,003	6,311	-34.0	26.1

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Category	Airport	Seaport	Total
International flight/ Cruise Ship	31,660	80	31,740
Domestic flights/ Sea ferries	17,226	4,057	21,283
Total	48,886	4,137	53,023

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	552	1.0	552
2	1,091	2.1	2,182
3	2,612	4.9	7,836
4	3,878	7.3	15,512
5	5,596	10.6	27,980
6	15,135	28.5	90,810
7	10,367	19.6	72,569
8	4,542	8.6	36,336
9	1,483	2.8	13,347
10	2,400	4.5	24,000
11	776	1.5	8,536
12	750	1.4	9,000
13	405	0.8	5,265
14	1,362	2.6	19,068
15	658	1.2	9,870
16	191	0.4	3,056
17	98	0.2	1,666
18	83	0.2	1,494
19	49	0.1	931
20	107	0.2	2,140
21	152	0.3	3,192
22	24	0.0	528
23	31	0.1	713
24	19	0.0	456
25	39	0.1	975
26	17	0.0	442
27	7	0.0	189
28	43	0.1	1,204
29	8	0.0	232
30	206	0.4	6,180
31+	342	0.6	10,602
Total	53,023	100.0	376,863
	Number of beds available in October		520,397
	Bed Occupancy Rate		72.4

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	50,387
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	49,732
October	25,422	44,169	43,470	49,796	53,023
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	429,755

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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