

TOURISM STATISTICAL RELEASE

NOVEMBER - 2019

No.35



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TOURISM STATISTICAL RELEASE FOR NOVEMBER 2019

Tourist Arrivals in Zanzibar decreased by **9.8** percent to 47,824 in November from **53,023** in October 2019 and increased by **20.4** percent compared with corresponding month in 2018. Tourists from Europe continue to dominate the Zanzibar market by accounting **71.3** percent of the total visitors in November 2019 and increased by **24.2** percent compared with corresponding month in 2018. In country wise, Italy dominated the Tourism market by accounting **10.9** percent of all visitors entered in November 2019, followed by Germany (9.4 percent) and France (9.4 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 **43,517** visitors entered through Airport, among them **33,255** visitors came by international flights and **10,262** by domestic flights and remaining **4,307** visitors through Seaport, of which **2** came by Cruise Ship and **4,305** by Sea Ferries.

Generally, Zanzibar has received **477,579** visitors from January-November 2019 which is an increase of **2.1** percent compared with the corresponding months (January – November) 2018. Most of visitors were from Europe (**63.7** percent). In country wise, Italy (**11.1** percent) is a leading market for the first eleven months in Zanzibar tourism market. About **422,030** visitors entered through airport while the remaining **55,549** visitors entered through seaport **(Table 3)**.

Information on the purpose of visit **(Table 4)** shows that November 2019, about **47,556** visitors equivalent to **99.4** 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 **20,312** males (**42.5** percent) and **27,512** females (**57.5** percent) in November 2019. Males and Females decreased by **15.8** percent and **4.8** 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 **1,603 (3.4 percent)** visitors were aged less than 15 years; **42,687 (89.2 percent)** were aged 15 to 64 years and **3,534 (7.4 percent)** were aged 65 years and older.

Table 7 shows that 20.4 percent of all visitors in November 2019 stayed in the country for Seven days. Less than two percent (1.6 percent) of visitors stayed in the country for at least a month. The overall average intended length of stay for visitors in November 2019 was about Seven (7.8) nights.

The visitors from emerging markets increased by **39.6 percent** in November 2019 compared with corresponding month in 2018 and they increased by **21.6 percent** compared with previous month. Visitors from Russia increased by more than twice (147.2 percent) compared with the corresponding month in 2018 and showed extremely increase (159.0 percent) compared with previous month. Other performances are shown in **Table 8**.

The total of **503,610** bed-spaces was available in November 2019. Out of these bed-spaces, estimates of **371,842** hotel-beds were sold during that month representing a bed occupancy rate of **73.8 percent (Table 10)**.

Table1: International Visitors by Nationality, November 2019

Nationality	November 2018			October 2019			November 2019			% Change, October 2019 to November 2019	% Change, November 2018 to November 2019
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
EUROPE											
Scandinavian	2,181	5.5	5	2,650	5.0	6	2,523	5.3	7	-4.8	15.7
British	2,031	5.1	7	3,528	6.7	4	2,355	4.9	8	-33.2	16.0
German	3,847	9.7	2	5,167	9.7	3	4,500	9.4	2	-12.9	17.0
Italian	5,387	13.6	1	5,176	9.8	2	5,195	10.9	1	0.4	-3.6
French	2,970	7.5	4	5,374	10.1	1	4,489	9.4	3	-16.5	51.1
Dutch	1,263	3.2	9	1379	2.6	12	1,515	3.2	10	9.9	20.0
Belgium	859	2.2	14	1,909	3.6	9	1,260	2.6	11	-34.0	46.7
Russian	1,177	3	10	1123	2.1	13	2,909	6.1	5	159.0	147.2
Turkish	151	0.4	21	193	0.4	21	411	0.9	21	113.0	172.2
Polish	2,109	5.3	6	1,666	3.1	10	2,330	4.9	9	39.9	10.5
Ukrainian	495	1.2	17	401	0.8	20	542	1.1	18	35.2	9.5
Czech Republic	630	1.6	15	557	1.1	17	710	1.5	15	27.5	12.7
Spanish	975	2.5	12	1481	2.8	11	1,258	2.6	12	-15.1	29.0
Other European	3,366	8.5		4,848	9.1		4,095	8.6		-15.5	21.7
Subtotal	27,441	69.1		35,452	66.9		34,092	71.3		-3.8	24.2
ASIA											
Japanese	80	0.2	22	134	0.3	22	144	0.3	22	7.5	80.0
Chinese	347	0.9	19	534	1.0	18	439	0.9	20	-17.8	26.5
Indian	343	0.9	20	429	0.8	19	626	1.3	17	45.9	82.5
Israeli	1,027	2.6	11	2158	4.1	8	829	1.7	14	-61.6	-19.3
Other Asian	1,184	3		1,234	2.3		1,309	2.7		6.1	10.6
Subtotal	2,981	7.5		4,489	8.5		3,347	7.0		-25.4	12.3
AFRICA											
Kenyan	894	2.3	13	755	1.4	15	1,156	2.4	13	53.1	29.3
South African	1,972	5	8	2,522	4.8	7	2,884	6.0	6	14.4	46.2
Other African	1,309	3.3		1,968	3.7		1,481	3.1		-24.7	13.1
Subtotal	4,175	10.5		5,245	9.9		5,521	11.5		5.3	32.2
AMERICA											
American	3,112	7.8	3	3,338	6.3	5	2,981	6.2	4	-10.7	-4.2
Canadian	582	1.5	16	866	1.6	14	690	1.4	16	-20.3	18.6
Other American	896	2.3		2,375	4.5		463	1.0		-80.5	-48.3
Subtotal	4,590	11.6		6,579	12.4		4,134	8.6		-37.2	-9.9
OCEANIA											
Australian	373	0.9	18	662	1.2	16	452	0.9	19	-31.7	21.2
New Zealand	46	0.1	23	90	0.2	23	48	0.1	23	-46.7	4.3
Subtotal	419	1.1		752	1.4		500	1.0		-33.5	19.3
Not stated	107	0.3		506	1.0		230	0.5			
TOTAL	39,713	100		53,023	100		47,824	100.0		-9.8	20.4

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	1,329	812	2,141	0	382	382
British	1,509	573	2,082	0	273	273
German	2,562	1,628	4,190	0	310	310
Italian	4,894	207	5,101	0	94	94
French	2,837	1,453	4,290	0	199	199
Dutch	1,045	399	1,444	0	71	71
Belgium	976	212	1,188	0	72	72
Russian	2,714	98	2,812	0	97	97
Turkish	314	62	376	0	35	35
Polish	2,105	180	2,285	0	45	45
Ukrainian	439	76	515	0	27	27
Czech Republic	602	80	682	0	28	28
Spanish	650	525	1,175	0	83	83
Other Europeans	2,707	1,159	3,866	0	229	229
Subtotal	24,683	7,464	32,147	0	1,945	1,945
ASIA						
Japanese	43	57	100	0	44	44
Chinese	130	183	313	0	126	126
Indian	302	87	389	0	237	237
Israeli	739	78	817	0	12	12
Other Asians	902	170	1,072	0	237	237
Subtotal	2,116	575	2,691	0	656	656
AFRICA						
Kenyan	622	58	680	0	476	476
South African	2,671	134	2,805	0	79	79
Other Africans	821	219	1,040	0	441	441
Subtotal	4,114	411	4,525	0	996	996
AMERICA						
American	1,508	1,135	2,643	1	337	338
Canadian	233	336	569	0	121	121
Other Americans	206	178	384	0	79	79
Subtotal	1,947	1,649	3,596	1	537	538
OCEANIA						
Australian	181	137	318	0	134	134
New Zealand	20	17	37	0	11	11
Subtotal	201	154	355	0	145	145
Not stated	194	9	203	1	26	27
TOTAL	33,255	10,262	43,517	2	4,305	4,307

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	January- November 2018			January- November 2019					% Change, Jan- November 2018 to Jan- November 2019
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	21,711	4.6	6	17,645	2,886	20,531	4.3	7	-5.4
British	27,989	6	4	23,904	4,074	27,978	5.9	5	0.0
German	39,776	8.5	3	36,054	3,583	39,637	8.3	3	-0.3
Italian	48,386	10.3	1	51,264	1,544	52,808	11.1	1	9.1
French	27,869	6	5	35,982	2,912	38,894	8.1	4	39.6
Dutch	13,333	2.8	11	12,570	1,624	14,194	3.0	10	6.5
Belgium	7,620	1.6	16	15,209	1,114	16,323	3.4	9	114.2
Russian	14,796	3.2	9	8,790	750	9,540	2.0	12	-35.5
Turkish	2,443	0.5	21	2,548	504	3,052	0.6	21	24.9
Polish	14,030	3	10	18,023	371	18,394	3.9	8	31.1
Ukrainian	4,395	0.9	20	3,569	148	3,717	0.8	20	-15.4
Czech Republic	6,313	1.3	19	6,116	287	6,403	1.3	17	1.4
Spanish	10,864	2.3	13	11,431	875	12,306	2.6	11	13.3
Other European	41,076	8.8		36,423	3,838	40,261	8.4		-2.0
Subtotal	280,601	60		279,528	24,510	304,038	63.7		8.4
ASIA									
Japanese	1,442	0.3	22	1,068	423	1,491	0.3	22	3.4
Chinese	7,742	1.7	15	4,285	1,896	6,181	1.3	18	-20.2
Indian	6,437	1.4	18	3,240	1,949	5,189	1.1	19	-19.4
Israeli	16,713	3.6	8	8,554	236	8,790	1.8	14	-47.4
Other Asian	20,932	4.5		14,165	3,143	17,308	3.6		-17.3
Subtotal	53,266	11.4		31,312	7,647	38,959	8.2		-26.9
AFRICA									
Kenyan	7,903	1.7	14	5,814	3,054	8,868	1.9	13	12.2
South African	19,061	4.1	7	20,060	1,165	21,225	4.4	6	11.4
Other African	17,351	3.7		14,574	6,408	20,982	4.4		20.9
Subtotal	44,315	9.5		40,448	10,627	51,075	10.7		15.3
AMERICA									
American	43,462	9.3	2	32,763	7,174	39,937	8.4	2	-8.1
Canadian	7,555	1.6	17	5,744	1,394	7,138	1.5	15	-5.5
Other American	14,005	3		17,623	1,775	19,398	4.1		38.5
Subtotal	65,022	13.9		56,130	10,343	66,473	13.9		2.2
OCEANIA									
Australian	11,519	2.5	12	5,065	1,747	6,812	1.4	16	-40.9
New Zealand	998	0.2	23	1,060	185	1,245	0.3	23	24.7
Subtotal	12,517	2.7		6,125	1,932	8,057	1.7		-35.6
Not stated	12,260	2.6		8,487	490	8,977	1.9		
TOTAL	467,981	100		422,030	55,549	477,579	100		2.1

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 4: International Visitors by Nationality and Purpose of Visit, November 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	10	2,511	0	0	2	2,523
British	0	0	0	0	10	2,345	0	0	0	2,355
German	1	0	0	0	15	4,478	2	0	4	4,500
Italian	0	1	1	0	28	5,159	0	0	6	5,195
French	1	0	0	0	10	4,474	1	0	4	4,490
Dutch	0	0	0	1	8	1,505	0	0	1	1,515
Belgium	0	0	0	0	4	1,256	0	0	0	1,260
Russian	0	0	0	0	8	2,899	0	0	2	2,909
Turkish	0	0	0	0	1	409	0	0	1	411
Polish	0	0	0	0	3	2,324	0	0	3	2,330
Ukrainian	0	0	0	0	3	538	1	0	0	542
Czech Republic	0	0	0	0	1	709	0	0	0	710
Spanish	0	0	0	0	5	1,252	1	0	0	1,258
Other Europeans	0	0	0	0	11	4,081	1	0	2	4,095
Subtotal	2	1	1	1	117	33,940	6	0	25	34,093
ASIA										
Japanese	0	0	0	0	2	142	0	0	0	144
Chinese	0	0	0	0	3	434	1	0	1	439
Indian	0	0	0	1	5	619	1	0	0	626
Israeli	0	0	0	0	4	824	0	0	1	829
Other Asians	0	0	0	0	23	1,282	1	0	3	1,309
Subtotal	0	0	0	1	37	3,301	3	0	5	3,347
AFRICA										
Kenyan	0	0	0	1	7	1,147	0	0	1	1,156
South African	1	0	0	0	2	2,877	0	2	2	2,884
Other Africans	1	0	0	0	9	1,464	4	0	3	1,481
Subtotal	2	0	0	1	18	5,488	4	2	6	5,521
AMERICA										
American	0	0	0	0	4	2,977	0	0	0	2,981
Canadian	0	0	0	0	4	685	0	0	1	690
Other Americans	0	0	0	0	1	461	0	0	1	463
Subtotal	0	0	0	0	9	4,123	0	0	2	4,134
OCEANIA										
Australian	0	0	0	0	1	450	0	0	1	452
New Zealand	0	0	0	0	0	48	0	0	0	48
Subtotal	0	0	0	0	1	498	0	0	1	500
Not stated	0	0	0	0	1	206	0	0	23	230
TOTAL	4	1	1	3	183	47,556	13	2	62	47,825
TOTAL PERCENT	0.0	0.0	0.0	0.0	0.4	99.4	0.0	0.0	0.1	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	959	1,564	2,523
British	995	1,360	2,355
German	1,966	2,534	4,500
Italian	2,247	2,948	5,195
French	1,862	2,627	4,489
Dutch	636	879	1,515
Belgium	532	728	1,260
Russian	1,225	1,684	2,909
Turkish	189	222	411
Polish	978	1,352	2,330
Ukrainian	221	321	542
Czech Republic	329	381	710
Spanish	500	758	1,258
Other European Country	1,696	2,399	4,095
Subtotal	14,335	19,757	34,092
ASIA			
Japanese	77	67	144
Chinese	262	177	439
Indian	388	238	626
Israeli	396	433	829
Other Asian	758	551	1,309
Subtotal	1,881	1,466	3,347
AFRICA			
Kenyan	549	607	1,156
South African	1,058	1,826	2,884
Other African	784	697	1,481
Subtotal	2,391	3,130	5,521
AMERICA			
American	865	2,116	2,981
Canadian	290	400	690
Other American	213	250	463
Subtotal	1,368	2,766	4,134
OCEANIA			
Australian	207	245	452
New Zealand	10	38	48
Subtotal	217	283	500
Not stated	120	110	230
TOTAL NOVEMBER, 2019	20,312	27,512	47,824
TOTAL OCTOBER, 2019	24,111	28,912	53,023
TOTAL PERCENT	42.5	57.5	100
% CHANGE, OCTOBER 2019 TO NOVEMBER 2019	-15.8	-4.8	-9.8

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	118	2,113	292	2,523
British	47	2,050	258	2,355
German	44	3,948	508	4,500
Italian	242	4,567	386	5,195
French	98	4,029	362	4,489
Dutch	14	1,373	128	1,515
Belgium	24	1,157	79	1,260
Russian	191	2,669	49	2,909
Turkish	38	350	23	411
Polish	69	2,156	105	2,330
Ukrainian	21	515	6	542
Czech Republic	36	620	54	710
Spanish	19	1,174	65	1,258
Other European	82	3,742	271	4,095
Subtotal	1,043	30,463	2,586	34,092
ASIA				
Japanese	-	130	14	144
Chinese	2	424	13	439
Indian	41	558	27	626
Israeli	28	715	86	829
Other Asian	31	1,182	96	1,309
Subtotal	102	3,009	236	3,347
AFRICA				
Kenyan	145	972	39	1,156
South African	103	2,648	133	2,884
Other African	54	1,374	53	1,481
Subtotal	302	4,994	225	5,521
AMERICA				
American	109	2,564	308	2,981
Canadian	16	572	102	690
Other American	6	431	26	463
Subtotal	131	3,567	436	4,134
OCEANIA				
Australian	8	403	41	452
New Zealand	4	44	-	48
Subtotal	12	447	41	500
Not stated	13	207	10	230
TOTAL	1,603	42,687	3,534	47,824
TOTAL PERCENT	3.4	89.2	7.4	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	517	346	863	1.8	517	346	863
2	585	513	1,098	2.3	1,170	1,026	2,196
3	1,191	1,255	2,446	5.1	3,573	3,765	7,338
4	1,509	1,717	3,226	6.7	6,036	6,868	12,904
5	1,903	2,233	4,136	8.6	9,515	11,165	20,680
6	1,597	7,257	8,854	18.5	9,582	43,542	53,124
7	4,698	5,035	9,733	20.4	32,886	35,245	68,131
8	2,476	2,869	5,345	11.2	19,808	22,952	42,760
9	786	913	1,699	3.6	7,074	8,217	15,291
10	1,363	1,540	2,903	6.1	13,630	15,400	29,030
11	539	577	1,116	2.3	5,929	6,347	12,276
12	522	531	1,053	2.2	6,264	6,372	12,636
13	224	255	479	1.0	2,912	3,315	6,227
14	905	958	1,863	3.9	12,670	13,412	26,082
15	508	540	1,048	2.2	7,620	8,100	15,720
16	150	156	306	0.6	2,400	2,496	4,896
17	53	60	113	0.2	901	1,020	1,921
18	55	66	121	0.3	990	1,188	2,178
19	34	50	84	0.2	646	950	1,596
20	79	80	159	0.3	1,580	1,600	3,180
21	109	91	200	0.4	2,289	1,911	4,200
22	28	34	62	0.1	616	748	1,364
23	5	12	17	0.0	115	276	391
24	18	15	33	0.1	432	360	792
25	24	18	42	0.1	600	450	1,050
26	10	7	17	0.0	260	182	442
27	11	6	17	0.0	297	162	459
28	14	17	31	0.1	392	476	868
29	5	14	19	0.0	145	406	551
30	149	126	275	0.6	4,470	3,780	8,250
31+	245	221	466	1.0	7,595	6,851	14,446
Total	20,312	27,512	47,824	100.0	162,914	208,928	371,842
Average intended Length of Stay¹					8.0	7.6	7.8

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, November 2019

Nationality	November 2018	October 2019	November 2019	% Change, November 2018 to November 2019	% Change October 2019 to November 2019
Russian	1,177	1,123	2,909	147.2	159.0
Polish	2,109	1,666	2,330	10.5	39.9
Ukrainian	495	401	542	9.5	35.2
Chinese	347	534	439	26.5	-17.8
Indian	343	429	626	82.5	45.9
Israeli	1,027	2,158	829	-19.3	-61.6
Total	5,498	6,311	7,675	39.6	21.6

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Category	Airport	Seaport	Total
International flight/ Cruise Ship	33,255	2	33,257
Domestic flights/ Sea ferries	10,262	4,305	14,567
Total	43,517	4,307	47,824

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	863	1.8	863
2	1,098	2.3	2,196
3	2,446	5.1	7,338
4	3,226	6.7	12,904
5	4,136	8.6	20,680
6	8,854	18.5	53,124
7	9,733	20.4	68,131
8	5,345	11.2	42,760
9	1,699	3.6	15,291
10	2,903	6.1	29,030
11	1,116	2.3	12,276
12	1,053	2.2	12,636
13	479	1.0	6,227
14	1,863	3.9	26,082
15	1,048	2.2	15,720
16	306	0.6	4,896
17	113	0.2	1,921
18	121	0.3	2,178
19	84	0.2	1,596
20	159	0.3	3,180
21	200	0.4	4,200
22	62	0.1	1,364
23	17	0.0	391
24	33	0.1	792
25	42	0.1	1,050
26	17	0.0	442
27	17	0.0	459
28	31	0.1	868
29	19	0.0	551
30	275	0.6	8,250
31+	466	1.0	14,446
Total	47,824	100.0	371,842
	Number of beds available in November		503,610
	Bed Occupancy Rate		73.8

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	47,824
December	39,929	43,863	51,112	52,828	
Total	294,243	376,242	433,474	520,809	477,579

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.

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