



STATISTICAL RELEASE

SEPTEMBER - 2017



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TOURISM STATISTICAL RELEASE FOR SEPTEMBER, 2017

1. Introduction

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.

2. 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.

3. Key findings

About **38,977** visitors entered Zanzibar in September, 2017 which is an increase of 19 percent compared with corresponding month in September 2016 and an decrease of 25 percent compared with previous month. Europeans remain as the largest source of visitors to Zanzibar tourism. Almost three quarters (62.9 percent) of all visitors entered Zanzibar in September, 2017 were from Europe. In country wise, Germany (5,101) dominated the Tourism market by accounting 13.1 percent of all visitors entered in September, followed by Italy (11.2 percent) and Britain (9.9 percent) while New Zealand recorded the least (0.3 percent). Other performances are as shown in table 1.

The data from table 2 shows that **33,974** visitors entered Zanzibar through Airport, among them **21,308** visitors came by international flights and **12,666** by domestic flights. The remaining **5,003** visitors entered through seaport.

Generally, Zanzibar has received **302,529** visitors from January to September 2017 which is an increase of **17.9** percent compared with the corresponding months January - September, 2016. Almost three quarters (63.7 percent) of all visitors were from Europe. In country wise, Italy (12.3 percent) is a leading market for the first nine months to Zanzibar tourism market. About **251,366** visitors entered through airport which is equivalent to **83.1** percent while the remaining **51,163** visitors entered through seaport that accounting **16.9** percent (Table 3).

Information on the purpose of visit (Table 4) shows that, in September 2017, a majority of visitors **38,143** (97.9 percent) were in Zanzibar for holidays compared to only **620** (1.6 percent) and **19** (0.05 percent) of visitors who were in Zanzibar for 'visiting friend and relatives' and 'business and conference' respectively.

Table 5 shows that in September, 2017 there were **16,528** (42.4 percent) males and **22,449** (57.6 percent) female visitors. Comparing with the previous month males and females decreased by 28.2 percent and 22.3 percent respectively.

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 **758** (1.9 percent) visitors were aged less than 15 years; **35,897** (92.1 percent) were aged 15 and 64 years and **2,322** (6.0 percent) were aged 65 years and older.

Table 7 shows that majority of the visitors (25.7 percent) stayed in the country for eight days. Only one percent (1.0 percent) of visitors stayed for more than a month. The overall average intended length of stay for visitors in September, 2017 was almost Eight (7.8) nights.

The number of visitors from emerging markets for the month of September increased by 17.9 percent compared with corresponding month in September, 2016 and decreased by 24.7 percent compared with previous month. Visitors from Poland have increased 1.5times (152.9 percent)for the month of September compared with corresponding month in September, 2016 and increased by 15.6 percent from previous month. Other performance are shown in Table 8.

The total of **532,487** bed-spaces was available in September 2017. Out of these bed-spaces, an estimate of **297,754** hotel-beds were sold during that month representing a bed occupancy rate of **55.9** percent.(Table 10).

Table1: International Visitors by Nationality, September 2017

Nationality	September 2016			August 2017			September 2017			% Change, August 2017 September to 2017	% Change, September 2017 to September 2016
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
EUROPE											
Scandinavian	903	2.8	10	1,103	2.1	12	1,127	2.9	9	2.2	24.8
British	3,523	10.8	3	5,247	10.1	2	3,876	9.9	3	-26.1	10.0
German	4,485	13.7	1	4,831	9.3	3	5,101	13.1	1	5.6	13.7
Italian	3,879	11.8	2	8,436	16.2	1	4,370	11.2	2	-48.2	12.7
French	1,205	3.7	7	3,720	7.2	5	2,148	5.5	7	-42.3	78.3
Dutch	868	2.6	11	2,130	4.1	8	930	2.4	10	-56.3	7.1
Belgium	388	1.2	16	807	1.6	14	628	1.6	15	-22.2	61.9
Russian	226	0.7	19	291	0.6	20	324	0.8	19	11.3	43.4
Turkish	363	1.1	17	337	0.6	18	401	1.0	18	19.0	10.5
Polish	272	0.8	18	595	1.1	17	688	1.8	12	15.6	152.9
Ukrainian	211	0.6	20	249	0.5	21	264	0.7	21	6.0	25.1
Czech Republic	156	0.5	22	183	0.4	22	303	0.8	20	65.6	94.2
Spanish	1,016	3.1	9	2,939	5.7	6	1,392	3.6	8	-52.6	37.0
Other European	2,137	6.5		3,084	5.9		2,869	7.4		-7.0	34.3
Subtotal	19,632	59.9		33,952	65.4		24,421	62.7		-28.1	24.4
ASIA		0.0									
Japanese	157	0.5	21	292	0.6	19	228	0.6	22	-21.9	45.2
Chinese	406	1.2	15	1,112	2.1	11	667	1.7	14	-40.0	64.3
Indian	1,155	3.5	8	758	1.5	15	413	1.1	17	-45.5	-64.2
Israeli	2,371	7.2	4	4,259	8.2	4	3,114	8.0	4	-26.9	31.3
Other Asian	1,366	4.2		1,617	3.1		1,222	3.1		-24.4	-10.5
Subtotal	5,455	16.6		8,038	15.5		5,644	14.5		-29.8	3.5
AFRICA											
Kenyan	761	2.3	12	1,349	2.6	10	808	2.1	11	-40.1	6.2
South African	2,168	6.6	5	1,741	3.4	9	2,343	6.0	6	34.6	8.1
Other African	1,236	3.8		1,713	3.3		1,446	3.7		-15.6	17.0
Subtotal	4,165	12.7		4,803	9.2		4,597	11.8		-4.3	10.4
AMERICA		0.0									
American	1,877	5.7	6	2,923	5.6	7	2,452	6.3	5	-16.1	30.6
Canadian	522	1.6	14	862	1.7	13	686	1.8	13	-20.4	31.4
Other American	351	1.1		467	0.9		420	1.1		-10.1	19.7
Subtotal	2,750	8.4		4,252	8.2		3,558	9.1		-16.3	29.4
OCEANIA		0.0									
Australian	530	1.6	13	659	1.3	16	605	1.6	16	-8.2	14.2
New Zealand	155	0.5	23	169	0.3	23	113	0.3	23	-33.1	-27.1
Subtotal	685	2.1		828	1.6		718	1.8		-13.3	4.8
Not stated	78	0.2		64	0.1		39	0.1		-39.1	-50.0
TOTAL	32,765	100.0		51,937	100.0		38,977	100.0		-25.0	19.0

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

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	406	480	886	-	241	241
British	1,298	2,098	3,396	-	480	480
German	2,722	1,817	4,539	-	562	562
Italian	3,734	507	4,241	-	129	129
French	879	1,003	1,882	-	266	266
Dutch	314	496	810	-	120	120
Belgium	190	297	487	-	141	141
Russian	226	53	279	-	45	45
Turkish	204	104	308	-	93	93
Polish	420	199	619	-	69	69
Ukrainian	218	24	242	-	22	22
Czech Republic	228	38	266	-	37	37
Spanish	584	704	1,288	-	104	104
Other Europeans	1,410	1,142	2,552	-	317	317
Subtotal	12,833	8,962	21,795	-	2626	2,626
ASIA						
Japanese	82	91	173	-	55	55
Chinese	165	298	463	-	204	204
Indian	143	92	235	-	178	178
Israeli	2,815	274	3,089	-	25	25
Other Asians	831	123	954	-	268	268
Subtotal	4,036	878	4,914	-	730	730
AFRICA						
Kenyan	502	70	572	-	236	236
South African	1,897	272	2,169	-	174	174
Other Africans	902	101	1,003	-	443	443
Subtotal	3,301	443	3,744	-	853	853
AMERICA						
American	573	1,513	2,086	-	366	366
Canadian	150	420	570	-	116	116
Other Americans	135	199	334	-	86	86
Subtotal	858	2,132	2,990	-	568	568
OCEANIA						
Australian	232	194	426	-	179	179
New Zealand	34	42	76	-	37	37
Subtotal	266	236	502	-	216	216
Not stated	14	15	29	-	10	10
TOTAL	21,308	12,666	33,974	-	5,003	5,003

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	January-September 2016			January-September 2017					% Change, Jan-September 2016 to Jan-September 2017
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	14,338	5.6	6	10,995	3,533	14,528	4.8	8	1.3
British	22,328	8.7	3	22,305	4,443	26,748	8.8	3	19.8
German	29,400	11.5	2	25,601	4,166	29,767	9.8	2	1.2
Italian	31,953	12.4	1	35,548	1,618	37,166	12.3	1	16.3
French	13,193	5.1	7	14,080	2,301	16,381	5.4	7	24.2
Dutch	9,329	3.6	9	8,542	1,967	10,509	3.5	9	12.6
Belgium	4,066	1.6	17	4,238	839	5,077	1.7	15	24.9
Russian	2,913	1.1	19	2,930	495	3,425	1.1	20	17.6
Turkish	1,730	0.7	21	1,583	539	2,122	0.7	21	22.7
Polish	4,118	1.6	16	7,783	801	8,584	2.8	10	108.5
Ukrainian	4,230	1.6	15	3,760	246	4,006	1.3	18	-5.3
Czech Republic	2,794	1.1	20	3,769	359	4,128	1.4	17	47.7
Spanish	6,747	2.6	11	7,191	927	8,118	2.7	11	20.3
Other European	18,245	7.1		18,998	3,206	22,204	7.3		21.7
Subtotal	165,384	64.4		167,323	25,440	192,763	63.7		16.6
ASIA	-	0.0							
Japanese	1,167	0.5	22	794	471	1,265	0.4	22	8.4
Chinese	5,177	2.0	12	3,425	2,146	5,571	1.8	13	7.6
Indian	5,113	2.0	13	2,518	2,337	4,855	1.6	16	-5.0
Israeli	12,160	4.7	8	20,152	248	20,400	6.7	4	67.8
Other Asian	9,981	3.9		8,346	3,072	11,418	3.8		14.4
Subtotal	33,598	13.1		35,235	8,274	43,509	14.4		29.5
AFRICA	-	0.0							
Kenyan	6,920	2.7	10	5,444	2,405	7,849	2.6	12	13.4
South African	15,425	6.0	5	15,483	1,483	16,966	5.6	6	10.0
Other African	7,776	3.0		5,733	4,135	9,868	3.3		26.9
Subtotal	30,121	11.7		26,660	8,023	34,683	11.5		15.1
AMERICA	-	0.0							
American	15,898	6.2	4	12,865	4,839	17,704	5.9	5	11.4
Canadian	4,830	1.9	14	3,745	1,628	5,373	1.8	14	11.2
Other American	2,176	0.8		2,288	932	3,220	1.1		48.0
Subtotal	22,904	8.9		18,898	7,399	26,297	8.7		14.8
OCEANIA	-	0.0							
Australian	3,163	1.2	18	2,327	1,542	3,869	1.3	19	22.3
New Zealand	779	0.3	23	558	324	882	0.3	23	13.2
Subtotal	3,942	1.5		2,885	1,866	4,751	1.6		20.5
Not stated	704	0.3		365	161	526	0.2		-25.3
TOTAL	256,653	100.0		251,366	51,163	302,529	100.0		17.9

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 4: International Visitors by Nationality and Purpose of Visit, September 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	-	4	12	1,108	0	0	3	1,127
British	0	0	1	0	45	3822	0	0	8	3876
German	0	1	0	0	111	4968	0	0	21	5101
Italian	1	1	0	2	39	4300	3	0	24	4370
French	0	0	0	0	16	2121	0	0	11	2148
Dutch	0	0	0	0	6	923	0	0	1	930
Belgium	0	0	0	0	13	613	0	0	2	628
Russian	0	0	0	0	5	317	0	0	2	324
Turkish	0	1	0	0	0	397	0	0	3	401
Polish	0	0	0	0	11	676	0	0	1	688
Ukrainian	0	0	0	0	8	255	0	0	1	264
Czech Republic	0	0	0	0	6	296	0	0	1	303
Spanish	0	0	0	0	36	1351	0	0	5	1392
Other Europeans	1	0	1	1	43	2,814	0	0	9	2,869
Subtotal	2	3	2	7	351	23,961	3	-	92	24,421
ASIA										
										-
Japanese	0	0	0	0	1	226	1	0	-	228
Chinese	0	1	0	5	24	622	2	0	13	667
Indian	0	0	0	0	6	405	0	0	2	413
Israeli	0	0	1	0	41	3067	0	0	5	3114
Other Asians	0	0	-	0	80	1,127	1	0	14	1,222
Subtotal	-	1	1	5	152	5,447	4	-	34	5,644
AFRICA										
										-
Kenyan	0	0	0	1	19	778	5	0	5	808
South African	0	0	1	0	11	2328	1	0	2	2343
Other Africans	3	0	-	0	16	1,415	4	0	8	1,446
Subtotal	3	-	1	1	46	4,521	10	-	15	4,597
AMERICA										
										-
American	1	0	0	1	39	2400	2	0	9	2452
Canadian	0	0	0	0	12	673	0	0	1	686
Other Americans	0	0	-	0	15	400	0	0	5	420
Subtotal	1	-	-	1	66	3,473	2	-	15	3,558
OCEANIA										
										-
Australian	0	0	0	0	4	596	0	0	5	605
New Zealand	0	0	0	0	1	112	0	0	-	113
Subtotal	-	-	-	-	5	708	-	-	5	718
Not stated	-	-	-	-	-	33	-	-	6	39
TOTAL	6	4	4	14	620	38,143	19	-	167	38,977
TOTAL PERCENT	0.0	0.0	0.0	0.0	1.6	97.9	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, September 2017

Nationality	Male	Female	Total
EUROPE			
Scandinavian	417	710	1,127
British	1,277	2,599	3,876
German	2,198	2,903	5,101
Italian	2,006	2,364	4,370
French	798	1,350	2,148
Dutch	340	590	930
Belgium	238	390	628
Russian	154	170	324
Turkish	203	198	401
Polish	295	393	688
Ukrainian	141	123	264
Czech Republic	161	142	303
Spanish	548	844	1,392
Other European Country	1,122	1,747	2,869
Subtotal	9,898	14,523	24,421
ASIA			
Japanese	102	126	228
Chinese	384	283	667
Indian	266	147	413
Israeli	1,429	1,685	3,114
Other Asian	785	437	1,222
Subtotal	2,966	2,678	5,644
AFRICA			
Kenyan	425	383	808
South African	995	1,348	2,343
Other African	813	633	1,446
Subtotal	2,233	2,364	4,597
AMERICA			
American	673	1,779	2,452
Canadian	256	430	686
Other American	188	232	420
Subtotal	1,117	2,441	3,558
OCEANIA			
Australian	245	360	605
New Zealand	43	70	113
Subtotal	288	430	718
Not stated	26	13	39
TOTAL SEPTEMBER, 2017	16,528	22,449	38,977
TOTAL AUGUST, 2017	23,033	28,904	51,937
TOTAL % SEPTEMBER	42.4	57.6	100.0
% CHANGE, AUGUST TO SEPTEMBER 2017	-28.2	-22.3	-25.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	26	1,006	95	1,127
British	58	3,503	315	3,876
German	60	4,739	302	5,101
Italian	72	4,138	160	4,370
French	21	2,023	104	2,148
Dutch	6	870	54	930
Belgium	4	601	23	628
Russian	9	309	6	324
Turkish	8	386	7	401
Polish	6	677	5	688
Ukrainian	4	256	4	264
Czech Republic	6	286	11	303
Spanish	8	1,341	43	1,392
Other European	51	2,701	117	2,869
Subtotal	339	22,836	1,246	24,421
ASIA				
Japanese	11	211	6	228
Chinese	13	612	42	667
Indian	19	379	15	413
Israeli	121	2,827	166	3,114
Other Asian	27	1,108	87	1,222
Subtotal	191	5,137	316	5,644
AFRICA				
Kenyan	20	763	25	808
South African	88	2,116	139	2,343
Other African	45	1,368	33	1,446
Subtotal	153	4,247	197	4,597
AMERICA				
American	40	2,087	325	2,452
Canadian	17	581	88	686
Other American	5	380	35	420
Subtotal	62	3,048	448	3,558
OCEANIA				
Australian	12	505	88	605
New Zealand	-	91	22	113
Subtotal	12	596	110	718
Not stated	1	33	5	39
TOTAL	758	35,897	2,322	38,977
TOTAL PERCENT	1.9	92.1	6.0	100.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	260	225	485	1.2	260	225	485
2	412	452	864	2.2	824	904	1,728
3	814	1,203	2,017	5.2	2,442	3,609	6,051
4	1,199	1,843	3,042	7.8	4,796	7,372	12,168
5	1,333	1,995	3,328	8.5	6,665	9,975	16,640
6	1,176	4,317	5,493	14.1	7,056	25,902	32,958
7	4,650	5,119	9,769	25.1	32,550	35,833	68,383
8	2,207	2,549	4,756	12.2	17,656	20,392	38,048
9	617	777	1,394	3.6	5,553	6,993	12,546
10	912	993	1,905	4.9	9,120	9,930	19,050
11	300	327	627	1.6	3,300	3,597	6,897
12	368	413	781	2.0	4,416	4,956	9,372
13	247	234	481	1.2	3,211	3,042	6,253
14	786	782	1,568	4.0	11,004	10,948	21,952
15	434	457	891	2.3	6,510	6,855	13,365
16	134	132	266	0.7	2,144	2,112	4,256
17	42	56	98	0.3	714	952	1,666
18	37	48	85	0.2	666	864	1,530
19	15	13	28	0.1	285	247	532
20	59	61	120	0.3	1,180	1,220	2,400
21	86	75	161	0.4	1,806	1,575	3,381
22	17	26	43	0.1	374	572	946
23	23	21	44	0.1	529	483	1,012
24	8	13	21	0.1	192	312	504
25	9	9	18	0.0	225	225	450
26	8	11	19	0.0	208	286	494
27	3	3	6	0.0	81	81	162
28	8	20	28	0.1	224	560	784
29	5	2	7	0.0	145	58	203
30	151	98	249	0.6	4,530	2,940	7,470
31+	208	175	383	1.0	6,448	5,425	11,873
Total	16,528	22,449	38,977	100.0	135,114	168,445	303,559
	Average intended Length of Stay ¹				8.2	7.5	7.8

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, September 2017

Nationality	September 2016	August 2017	September 2017	% Change, September 2016 to September 2017	% Change, August 2017 to September 2017
Russian	226	291	324	43.4	11.3
Polish	272	595	688	152.9	15.6
Ukrainian	211	249	264	25.1	6.0
Chinese	406	1,112	667	64.3	-40.0
Indian	1,155	758	413	-64.2	-45.5
Israeli	2,371	4,259	3,114	31.3	-26.9
Total	4,641	7,264	5,470	17.9	-24.7

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Category	Airport	Seaport	Total
International flight/ Cruise Ship	21,308	-	21,308
Domestic flights/ Sea ferries	12,666	5,003	17,669
Total	33,974	5,003	38,977

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	474	1.2	474
2	851	2.2	1,702
3	1,962	5.1	5,886
4	2,987	7.8	11,948
5	3,287	8.6	16,435
6	5,465	14.2	32,790
7	9,643	25.1	67,501
8	4,700	12.3	37,600
9	1,375	3.6	12,375
10	1,871	4.9	18,710
11	611	1.6	6,721
12	740	1.9	8,880
13	468	1.2	6,084
14	1,529	4.0	21,406
15	878	2.3	13,170
16	258	0.7	4,128
17	97	0.3	1,649
18	85	0.2	1,530
19	28	0.1	532
20	118	0.3	2,360
21	153	0.4	3,213
22	42	0.1	924
23	44	0.1	1,012
24	21	0.1	504
25	17	0.0	425
26	19	0.0	494
27	5	0.0	135
28	28	0.1	784
29	7	0.0	203
30	235	0.6	7,050
31+	359	0.9	11,129
Total	38,357	100.0	297,754
Number of beds available in August			532,487
Bed Occupancy Rate			55.9

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

For more clarifications please contact:
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