



Statistics for Development

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TOURISM STATISTICS RELEASE



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Release No.: 11

Date: 29/12/2016

TOURISM STATISTICAL RELEASE FOR THE MONTH OF NOVEMBER, 2016

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

Visitor¹: 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.

Tourist: Is a visitor who stays at least one night in any facility that regularly or occasionally provides overnight accommodation in the place visited.

This release categories visitor into four groups in term of mode of transport:

- (i) International flight – comprising of tourists entered the country direct from abroad;
- (ii) Domestic flight – comprising of tourists entered Zanzibar via Tanzania Mainland;
- (iii) Cruise ship – comprising of visitors (**excursionist**) entered Zanzibar by cruise ship; and
- (iv) Sea ferries – comprising of tourists entered Zanzibar by using local sea boats.

¹ Visitors are classified as tourists if they spend the night away from home

3. Key findings

The data from table 1 shows that **31,557** visitors entered Zanzibar in November, 2016 which is an increase of **21.8** percent compared to corresponding month in November 2015 and a decrease of **28.6** percent compared to previous month. Zanzibar tourism market continue to be dominated by European countries which accounted almost two thirds of the total visitors (**62.9** percent) who entered Zanzibar in November, 2016. In country wise, Italy took the lead (**14.5** percent) followed by German (**10.9** percent) while New Zealand continued to record the least (**0.1** percent)

The data from table 2 shows that **27,550** visitors entered Zanzibar through Airport, among them **21,057** visitors came by international flights and **6,493** by domestic flights. Also **4,007** visitors entered through Seaport by ferry boat from Tanzania Mainland.

Generally, Zanzibar received **332,379** visitors from January to November 2016 which is an increase of **30.7** percent compared to the corresponding January - November, 2015. Six of every ten (**62.5** percent) of all visitors were from European countries. In country wise, Italy (**12.1** percent) is the leading market for January-November tourism market. About **269,026** visitors entered through airport which is equivalent to **80.9** percent while the remaining **63,353** visitors entered through seaport that accounting **19.1** percent (Table 3).

Information on the purpose of visit (Table 4) shows that, majority of visitors **31,210** (**98.9** percent) in November 2016 were in Zanzibar for holidays followed by **170** (**0.5** percent) and **35** (**0.1** percent) of visitors were in Zanzibar for 'visiting friends and relatives' and 'business and conference' respectively.

Table 5 shows that in November, 2016 there were **14,377**(**45.6** percent) males and **17,180** (**54.4** percent) female visitors. Comparing to the previous month, males decreased by **27.6** percent while females decreased by **29.3** 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 **928** (**2.9** percent) visitors were aged less than 15 years; **28,461** (**90.2** percent) were aged 15 and 64 years and **2,168** (**6.9** percent) were aged 65 years and older.

Table 7 shows that almost a quarter of all visitors (**23.7** percent) in November stayed in the country for seven days while less than one percent (**0.8** percent) of them stayed for a month or more. The overall average length of stay for visitor in November, 2016 was almost 8 nights.

The total number of visitors from emerging market shows a growth (30.2 percent) compared with corresponding month in 2015 and a high decrease of 63 percent compared with previous month. With the exception of Russia, the remaining emerging countries show the growth compared to the corresponding month in 2015. Comparing with previous month, Russia, Poland and Ukraine show the growth while China, India and Israel portray the decline (Table 8).

The total of **524,760** bed-spaces was available in November. Out of these bed-spaces, an estimate of **242,372** hotel-beds were sold during that month representing a bed occupancy rate of **46.2** percent.(Table 9).

Table1: International Visitors by Nationality, November 2016

Nationality	November 2015			October 2016			November 2016			% Change, November 2015 to November 2016	% Change, October 2016 to November 2016
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
EUROPE											
Scandinavian	1,389	5.4	4	1,922	4.4	8	1,658	5.3	4	19.4	-13.7
British	1,466	5.7	3	3,371	7.6	5	2,553	8.1	3	74.1	-24.3
German	3,566	13.8	2	4,183	9.5	3	3,450	10.9	2	-3.3	-17.5
Italian	4,122	15.9	1	3,758	8.5	4	4,581	14.5	1	11.1	21.9
French	1,297	5.0	6	2,065	4.7	7	1,433	4.5	7	10.5	-30.6
Dutch	1,190	4.6	7	1,509	3.4	10	1,195	3.8	8	0.4	-20.8
Belgium	428	1.7	16	590	1.3	14	653	2.1	14	52.6	10.7
Russian	448	1.7	15	252	0.6	20	341	1.1	18	-23.9	35.3
Turkish	98	0.4	21	105	0.2	23	95	0.3	21	-3.1	-9.5
Polish	1,043	4.0	10	255	0.6	19	1,061	3.4	10	1.7	316.1
Ukrainian	139	0.5	20	455	1.0	17	775	2.5	12	457.6	70.3
Czech Republic	549	2.1	13	376	0.9	18	707	2.2	13	28.8	88.0
Spanish	576	2.2	12	883	2.0	12	522	1.7	15	-9.4	-40.9
Other European	1,956	7.5		2,691	6.1		826	2.6		-57.8	-69.3
Subtotal	18,267	70.5		22,415	50.7		19,850	62.9		8.7	-11.4
ASIA											
Japanese	64	0.2	23	114	0.3	21	94	0.3	22	46.9	-17.5
Chinese	233	0.9	19	471	1.1	15	243	0.8	20	4.3	-48.4
Indian	295	1.1	18	5,733	13.0	1	407	1.3	16	38.0	-92.9
Israeli	1,135	4.4	9	4,713	10.7	2	1,460	4.6	6	28.6	-69.0
Other Asian	491	1.9		2,474	5.6		2,272	7.2		362.7	-8.2
Subtotal	2,218	8.6		13,505	30.6		4,476	14.2		101.8	-66.9
AFRICA											
Kenyan	810	3.1	11	969	2.2	11	911	2.9	11	12.5	-6.0
South African	1,172	4.5	8	2,179	4.9	6	1,567	5.0	5	33.7	-28.1
Other African	973	3.8		1,113	2.5		939	3.0		-3.5	-15.6
Subtotal	2,955	11.4		4,261	9.6		3,417	10.8		15.6	-19.8
AMERICA		0.0									
American	1,350	5.2	5	1,732	3.9	9	1,181	3.7	9	-12.5	-31.8
Canadian	508	2.0	14	646	1.5	13	398	1.3	17	-21.7	-38.4
Other American	145	0.6		261	0.6		239	0.8		64.8	-8.4
Subtotal	2,003	7.7		2,639	6.0		1,818	5.8		-9.2	-31.1
OCEANIA											
Australian	348	1.3	17	462	1.0	16	287	0.9	19	-17.5	-37.9
New Zealand	68	0.3	22	107	0.2	22	38	0.1	23	-44.1	-64.5
Subtotal	416	1.6		569	1.3		325	1.0		-21.9	-42.9
Not stated	55	0.2		780	1.8		1,671	5.3		2,938.2	114.2
TOTAL	25,914	100.0		44,169	100.0		31,557	100.0		21.8	-28.6

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 2: International Visitors by Nationality through entry points, November 2016

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	658	676	1,334	0	324	324
British	1,849	448	2,297	0	256	256
German	2,211	885	3,096	0	354	354
Italian	4,368	119	4,487	0	94	94
French	658	649	1,307	0	126	126
Dutch	821	254	1,075	0	120	120
Belgium	403	181	584	0	69	69
Russian	214	109	323	0	18	18
Turkish	23	35	58	0	37	37
Polish	882	102	984	0	77	77
Ukrainian	724	31	755	0	20	20
Czech Republic	629	50	679	0	28	28
Spanish	167	293	460	0	62	62
Other Europeans	566	84	650	0	176	176
Subtotal	14,173	3,916	18,089	0	1,761	1,761
ASIA						
Japanese	16	30	46	0	48	48
Chinese	52	82	134	0	109	109
Indian	139	52	191	0	216	216
Israeli	1,309	130	1,439	0	21	21
Other Asians	1,309	734	2,043	0	229	229
Subtotal	2,825	1,028	3,853	0	623	623
AFRICA						
Kenyan	541	57	598	0	313	313
South African	1,264	128	1,392	0	175	175
Other Africans	377	126	503	0	436	436
Subtotal	2,182	311	2,493	0	924	924
AMERICA						
American	413	500	913	0	268	268
Canadian	123	168	291	0	107	107
Other Americans	83	86	169	0	70	70
Subtotal	619	754	1,373	0	445	445
OCEANIA						
Australian	46	100	146	0	141	141
New Zealand	4	11	15	0	23	23
Subtotal	50	111	161	0	164	164
Not stated	1,208	373	1,581	0	90	90
TOTAL	21,057	6,493	27,550	0	4,007	4,007

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 3: International Visitors by Nationality through entry points, January-November 2016

Nationality	January-November 2015			January-November 2016					% Change, Jan-November 2015 to Jan-November 2016
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	14,724	5.8	5	13,901	4,017	17,918	5.4	7	21.7
British	19,971	7.9	3	21,451	6,801	28,252	8.5	3	41.5
German	29,497	11.6	2	32,083	4,950	37,033	11.1	2	25.5
Italian	36,419	14.3	1	38,983	1,309	40,292	12.1	1	10.6
French	14,508	5.7	6	14,413	2,278	16,691	5.0	8	15.0
Dutch	9,433	3.7	8	9,928	2,105	12,033	3.6	9	27.6
Belgium	4,863	1.9	12	4,396	913	5,309	1.6	17	9.2
Russian	1,824	0.7	19	3,125	381	3,506	1.1	20	92.2
Turkish	1,816	0.7	20	1,305	625	1,930	0.6	21	6.3
Polish	4,534	1.8	14	4,924	510	5,434	1.6	16	19.9
Ukrainian	616	0.2	23	5,172	288	5,460	1.6	15	786.4
Czech Republic	2,717	1.1	18	3,534	343	3,877	1.2	19	42.7
Spanish	5,236	2.1	11	7,118	1,034	8,152	2.5	12	55.7
Other European	22,108	8.7		18,017	3,745	21,762	6.5		-1.6
Subtotal	168,266	66.2		178,350	29,299	207,649	62.5		23.4
ASIA									
Japanese	1,065	0.4	21	820	555	1,375	0.4	22	29.1
Chinese	4,385	1.7	15	3,728	2,163	5,891	1.8	13	34.3
Indian	4,041	1.6	16	3,721	7,532	11,253	3.4	10	178.5
Israeli	8,680	3.4	10	17,990	343	18,333	5.5	6	111.2
Other Asian	9,838	3.9		10,305	4,422	14,727	4.4		49.7
Subtotal	28,009	11.0		36,564	15,015	51,579	15.5		84.2
AFRICA									
Kenyan	8,993	3.5	9	5,834	2,966	8,800	2.6	11	-2.1
South African	12,637	5.0	7	17,489	1,682	19,171	5.8	4	51.7
Other African	9,587	3.8		5,847	3,981	9,828	3.0		2.5
Subtotal	31,217	12.3		29,170	8,629	37,799	11.4		21.1
AMERICA									
American	15,798	6.2	4	13,362	5,449	18,811	5.7	5	19.1
Canadian	4,656	1.8	13	4,040	1,834	5,874	1.8	14	26.2
Other American	1,818	0.7		2,011	665	2,676	0.8		47.2
Subtotal	22,272	8.8		19,413	7,948	27,361	8.2		22.8
OCEANIA									
Australian	3,449	1.4	17	2,562	1,350	3,912	1.2	18	13.4
New Zealand	875	0.3	22	558	366	924	0.3	23	5.6
Subtotal	4,324	1.7		3,120	1,716	4,836	1.5		11.8
Not stated	226	0.1		2,409	746	3,155	0.9		1,296.0
TOTAL	254,314	100.0		269,026	63,353	332,379	100.0		30.7

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 4: International Visitors by Nationality and Purpose of Visit, November 2016

Nationality	Prospective Resident	Seeking Employment	Temporary Employment	Visiting Friends and Relatives	Holidays	Business and Conference	In Transit	Others	Total
EUROPE									
Scandinavian	0	0	0	4	1,652	1	0	1	1,658
British	1	0	0	7	2,541	0	0	4	2,553
German	0	0	1	11	3,431	2	0	5	3,450
Italian	0	1	1	10	4,547	3	1	18	4,581
French	0	0	2	2	1,427	0	0	2	1,433
Dutch	1	0	1	1	1,187	2	0	3	1,195
Belgium	0	1	0	6	645	0	0	1	653
Russian	0	0	0	0	341	0	0	0	341
Turkish	0	0	0	1	90	0	0	4	95
Polish	1	0	0	4	1,053	1	0	2	1,061
Ukrainian	0	0	0	6	760	0	1	8	775
Czech Republic	0	0	0	2	699	1	0	5	707
Spanish	0	0	0	2	519	0	0	1	522
Other Europeans	0	2	2	45	767	2	0	8	826
Subtotal	3	4	7	101	19,659	12	2	62	19,850
ASIA									
Japanese	0	0	0	0	94	0	0	0	94
Chinese	0	0	0	1	242	0	0	0	243
Indian	0	1	0	4	401	0	0	1	407
Israeli	5	3	0	1	1,437	1	1	12	1,460
Other Asians	1	1	0	14	2,251	0	0	5	2,272
Subtotal	6	5	0	20	4,425	1	1	18	4,476
AFRICA									
Kenyan	0	0	1	21	878	6	0	5	911
South African	0	0	1	3	1,554	6	0	3	1,567
Other Africans	0	0	1	4	922	6	0	6	939
Subtotal	0	0	3	28	3,354	18	0	14	3,417
AMERICA									
American	0	0	0	8	1,167	0	2	4	1,181
Canadian	0	0	0	2	392	1	2	1	398
Other Americans	0	0	0	1	238	0	0	0	239
Subtotal	0	0	0	11	1,797	1	4	5	1,818
OCEANIA									
Australian	0	0	0	1	284	1	0	1	287
New Zealand	0	0	0	0	38	0	0	0	38
Subtotal	0	0	0	1	322	1	0	1	325
Not stated	1	1	1	9	1,653	2	0	6	1,671
TOTAL	10	10	11	170	31,210	35	7	106	31,557
TOTAL PERCENT	0.0	0.0	0.0	0.5	98.9	0.1	0.0	0.3	100.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 5: International Visitors by Nationality and Sex, November 2016

Nationality	Male	Female	Total
EUROPE			
Scandinavian	659	999	1,658
British	1,028	1,525	2,553
German	1,471	1,979	3,450
Italian	1,982	2,599	4,581
French	683	750	1,433
Dutch	536	659	1,195
Belgium	299	354	653
Russian	157	184	341
Turkish	62	33	95
Polish	485	576	1,061
Ukrainian	393	382	775
Czech Republic	359	348	707
Spanish	240	282	522
Other European Country	508	318	826
Subtotal	8,862	10,988	19,850
ASIA			
Japanese	53	41	94
Chinese	156	87	243
Indian	263	144	407
Israeli	658	802	1,460
Other Asian	1,008	1,264	2,272
Subtotal	2,138	2,338	4,476
AFRICA			
Kenyan	449	462	911
South African	695	872	1,567
Other African	533	406	939
Subtotal	1,677	1,740	3,417
AMERICA			
American	513	668	1,181
Canadian	180	218	398
Other American	119	120	239
Subtotal	812	1,006	1,818
OCEANIA			
Australian	119	168	287
New Zealand	19	19	38
Subtotal	138	187	325
Not stated	750	921	1,671
TOTAL NOVEMBER, 2016	14,377	17,180	31,557
TOTAL OCTOBER, 2016	19,856	24,313	44,169
TOTAL PERCENT NOVEMBER % CHANGE, SEPTEMBER TO NOVEMBER 2016	45.6	54.4	100.0
	-27.6	-29.3	-28.6

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 6: International Visitors by Nationality and Categorized Age, November 2016

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	93	1,394	171	1,658
British	66	2,284	203	2,553
German	41	3,111	298	3,450
Italian	202	4,074	305	4,581
French	17	1,313	103	1,433
Dutch	11	1,089	95	1,195
Belgium	6	587	60	653
Russian	13	326	2	341
Turkish	1	92	2	95
Polish	30	967	64	1,061
Ukrainian	23	743	9	775
Czech Republic	23	631	53	707
Spanish	8	482	32	522
Other European	27	764	35	826
Subtotal	561	17,857	1,432	19,850
ASIA				
Japanese	1	87	6	94
Chinese	2	230	11	243
Indian	21	368	18	407
Israeli	51	1,302	107	1,460
Other Asian	57	2,070	145	2,272
Subtotal	132	4,057	287	4,476
AFRICA				
Kenyan	68	799	44	911
South African	35	1,460	72	1,567
Other African	31	876	32	939
Subtotal	134	3,135	148	3,417
AMERICA				
American	36	1,029	116	1,181
Canadian	6	338	54	398
Other American	4	229	6	239
Subtotal	46	1,596	176	1,818
OCEANIA				
Australian	6	274	7	287
New Zealand	0	35	3	38
Subtotal	6	309	10	325
Not stated	49	1,507	115	1,671
TOTAL	928	28,461	2,168	31,557
TOTAL PERCENT	2.9	90.2	6.9	100.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 7: Intended Length of Stay and Sex of International Visitors in Zanzibar, November 2016.

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	312	137	449	1.4	312	137	449
2	513	378	891	2.8	1,026	756	1,782
3	800	802	1,603	5.1	2,401	2,406	4,808
4	905	1,016	1,921	6.1	3,619	4,065	7,684
5	852	991	1,843	5.8	4,260	4,955	9,215
6	2,049	4,295	6,343	20.1	12,297	25,770	38,057
7	3,668	3,803	7,472	23.7	25,678	26,623	52,304
8	1,564	1,836	3,400	10.8	12,512	14,690	27,202
9	385	524	910	2.9	3,469	4,720	8,189
10	728	784	1,512	4.8	7,277	7,841	15,119
11	425	444	870	2.8	4,680	4,887	9,568
12	471	471	942	3.0	5,649	5,648	11,298
13	192	193	385	1.2	2,492	2,511	5,003
14	598	609	1,207	3.8	8,375	8,525	16,901
15	326	326	653	2.1	4,897	4,891	9,789
16	101	126	227	0.7	1,618	2,009	3,627
17	22	25	47	0.2	376	431	807
18	34	38	72	0.2	607	684	1,290
19	8	11	19	0.1	160	201	361
20	33	21	54	0.2	653	422	1,075
21	62	63	125	0.4	1,305	1,330	2,635
22	11	17	27	0.1	232	371	603
23	7	7	15	0.0	170	170	339
24	2	2	4	0.0	51	51	101
25	9	6	16	0.1	237	158	395
26	4	0	4	0.0	110	0	110
27	2	3	5	0.0	57	85	142
28	12	18	30	0.1	324	502	827
29	2	6	8	0.0	61	184	245
30	138	103	241	0.8	4,139	3,103	7,243
31+	140	122	263	0.8	4,342	3,795	8,138
Total	14,377	17,180	31,557	100	113,384	131,918	245,306
	Intended Average Length of Stay²				7.9	7.7	7.8

² The average 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 2016

Nationality	November 2015	October 2016	November 2016	% Change, November 2015 to November 2016	% Change, October 2016 to November 2016
Russian	448	252	341	-23.9	35.3
Polish	1,043	255	1,061	1.7	316.1
Ukrainian	139	455	775	457.6	70.3
Chinese	233	471	243	4.3	-48.4
Indian	295	5,733	407	38.0	-92.9
Israeli	1,135	4,713	1,460	28.6	-69.0
Total	3,293	11,879	4,287	30.2	-63.9

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

**Table 9: Summary of Visitors by Mode of Travel through entry point,
November 2016**

Category	Airport	Seaport	Total
International flight/ Cruise Ship	21,057	0	21,057
Domestic flights/ Sea ferries	6,493	4,007	10,500
Total	27,550	4,007	31,557

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 10 : International Visitors nights and Estimated Bed Occupancy Rate in Zanzibar, November 2016

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	446	1.4	446
2	884	2.8	1,768
3	1,582	5.1	4,745
4	1,907	6.1	7,626
5	1,825	5.8	9,123
6	6,312	20.2	37,875
7	7,421	23.7	51,949
8	3,379	10.8	27,032
9	904	2.9	8,135
10	1,492	4.8	14,925
11	863	2.8	9,492
12	936	3.0	11,238
13	382	1.2	4,960
14	1,199	3.8	16,789
15	646	2.1	9,696
16	226	0.7	3,616
17	47	0.2	804
18	71	0.2	1,286
19	19	0.1	359
20	53	0.2	1,051
21	124	0.4	2,604
22	26	0.1	578
23	15	0.0	338
24	4	0.0	101
25	16	0.1	394
26	4	0.0	109
27	4	0.0	114
28	28	0.1	795
29	8	0.0	244
30	221	0.7	6,621
31	244	0.8	7,559
Total	31,289	100.0	242,372
Number of beds available in November			524,760
Bed Occupancy Rate			46.2

For more clarifications please contact:

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