



Statistics for Development

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TOURISM STATISTICS RELEASE



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TOURISM STATISTICAL RELEASE FOR THE MONTH OF FEBRUARY, 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

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).

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.

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

About 34,175 visitors entered Zanzibar in February, 2016 which is an increase of 18.2 percent compared to corresponding month in February 2015 and 7.7 percent compared to previous month. Europeans remain as the largest source of visitors to Zanzibar tourism. More than three quarters (76.4 percent) of all visitors entered Zanzibar in February, 2016 were from Europe. In country wise, Italians (6,813) continue to dominate the Tourism market by accounting 19.9 percent of all visitors entered in February, followed by German (10.8 percent) and Scandinavian (9.0 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 28,669 visitors entered Zanzibar through Airport, among them 20,752 visitors came by international flights and 7,907 by domestic flights. The remaining 5,506 visitors entered through seaport whereby 1,120 are day visitors (excursionist) and 4,386 entered by ferry boat from Tanzania Mainland.

Information on the purpose of visit (Table 3) shows that, in February 2016, a majority of visitors 33,567 (98.2 percent) were in Zanzibar for holidays compared with only 281 (0.8 percent) and 66 (0.2 percent) of visitors who were in Zanzibar for 'visiting friend and relatives' and 'business and conference' respectively.

Table 4 shows that in February, 2016 there were 13,794 (40.4 percent) males and 20,381 (59.6 percent) female visitors. Comparing to the previous month males decreased by 8.4 percent while females increased by 22.4 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 5 show that 1,884 (5.5 percent) visitors were aged less than 15 years; 28,426 (83.2 percent) were aged 15 and 64 years and 3,865 (11.3 percent) were aged 65 years and older.

Table 6 shows that majority of the visitors (21.6 percent) stayed in the country for seven days. Only one percent (1.1 percent) of visitors stayed for more than a month. The overall average length of stay for tourists in February, 2016 was 7.9 nights. However, the result obtained in the previous month revealed that the average length of stay for a visitor in Zanzibar was 8.3 days

Generally, the number of visitors from emerging market increased by more than a hundred percent compared to corresponding month in 2015 and 8.7 percent compared to previous month. Visitors from Israel significantly increased by more than hundred percent compared to corresponding month and previous month, moreover visitors from Ukraine and China inclined by 40.3 and 72.4 percents respectively compared to previous month. In contrast, visitors from Russia, Poland and India declined by 38.1 percent, 18.6 percent and 15.8 percent respectively as shown in the table 7.

Table1: International Visitors by Nationality, February 2016

Nationality	February 2015			January 2016			February 2016			% Change, Feb 2015 to Feb 2016	% Change, Jan 2016 to Feb 2016
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
EUROPE											
Scandinavian	2,452	8.5	4	2,374	7.5	3	3,065	9.0	3	25.0	29.1
British	1,488	5.1	6	1,834	5.8	5	2,339	6.8	5	57.2	27.5
German	2,495	8.6	3	2,983	9.4	2	3,675	10.8	2	47.3	23.2
Italian	5,531	19.1	1	6,869	21.7	1	6,813	19.9	1	23.2	-0.8
French	2,752	9.5	2	2,029	6.4	4	2,510	7.3	4	-8.8	23.7
Dutch	942	3.3	7	1,247	3.9	7	1,459	4.3	7	54.9	17.0
Belgium	598	2.1	12	484	1.5	15	387	1.1	17	-35.3	-20.0
Russian	108	0.4	21	711	2.2	10	440	1.3	16	307.4	-38.1
Turkish	203	0.7	18	254	0.8	20	224	0.7	21	10.3	-11.8
Polish	660	2.3	10	1,132	3.6	9	921	2.7	9	39.5	-18.6
Ukrainian	-	-	-	447	1.4	16	627	1.8	14		40.3
Czech Republic	642	2.2	11	646	2.0	11	725	2.1	11	12.9	12.2
Spanish	204	0.7	17	338	1.1	19	354	1.0	18	73.5	4.7
Other European	3,425	11.8		2,575	8.1		2,569	7.5		-25.0	-0.2
Subtotal	21,500	74.3		23,923	75.4		26,108	76.4		21	9
ASIA											
Japanese	125	0.4	20	107	0.3	23	120	0.4	22	-4.0	12.1
Chinese	429	1.5	14	409	1.3	17	705	2.1	13	64.3	72.4
Indian	239	0.8	16	368	1.2	18	310	0.9	19	29.7	-15.8
Israeli	150	0.5	19	112	0.4	22	453	1.3	15	202.0	304.5
Other Asian	1,057	3.7		1,058	3.3		938	2.7		-11.3	-11.3
Subtotal	2,000	6.9		2,054	6.5		2,526	7.4		26	23
AFRICA											
Kenyan	886	3.1	8	549	1.7	14	722	2.1	12	-18.5	31.5
South African	857	3.0	9	1,199	3.8	8	1,095	3.2	8	27.8	-8.7
Other African	821	2.8		754	2.4		608	1.8		-25.9	-19.4
Subtotal	2,564	8.9		2,502	7.9		2,425	7.1		-5.4	-3.1
AMERICA											
American	1,589	5.5	5	1,626	5.1	6	1,770	5.2	6	11.4	8.9
Canadian	575	2.0	13	562	1.8	13	742	2.2	10	29.0	32.0
Other American	207	0.7		255	0.8		218	0.6		5.3	-14.5
Subtotal	2,371	8.2		2,443	7.7		2,730	8.0		15.1	11.7
OCEANIA											
Australian	354	1.2	15	609	1.9	12	289	0.8	20	-18.4	-52.5
New Zealand	81	0.3	22	114	0.4	21	39	0.1	23	-51.9	-65.8
Subtotal	435	2		723	2		328	1.0		-24.6	-54.6
Not stated	48	0.2		72	0.2		58	0.2		20.8	-19.4
TOTAL	28,918	100		31,717	100		34,175	100		18.2	7.7

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	1,129	1,279	2,408	34	623	657
British	1,024	556	1,580	470	289	759
German	2,177	1,044	3,221	17	437	454
Italian	6,468	243	6,711	0	102	102
French	1,605	709	2,314	3	193	196
Dutch	972	313	1,285	30	144	174
Belgium	231	101	332	7	48	55
Russian	340	61	401	0	39	39
Turkish	37	118	155	0	69	69
Polish	635	232	867	0	54	54
Ukrainian	556	41	597	0	30	30
Czech Republic	581	73	654	0	71	71
Spanish	134	145	279	2	73	75
Other Europeans	1,438	777	2,215	20	334	354
Subtotal	17,327	5,692	23,019	583	2,506	3,089
ASIA						
Japanese	28	43	71	1	48	49
Chinese	117	375	492	2	211	213
Indian	100	58	158	0	152	152
Israeli	318	108	426	0	27	27
Other Asians	519	173	692	3	243	246
Subtotal	1,082	757	1,839	6	681	687
AFRICA						
Kenyan	519	27	546	0	176	176
South African	853	122	975	3	117	120
Other Africans	248	115	363	0	245	245
Subtotal	1,620	264	1,884	3	538	541
AMERICA						
American	395	661	1,056	380	334	714
Canadian	143	342	485	115	142	257
Other Americans	75	95	170	12	36	48
Subtotal	613	1,098	1,711	507	512	1,019
OCEANIA						
Australian	74	73	147	17	125	142
New Zealand	11	8	19	4	16	20
Subtotal	85	81	166	21	141	162
Not stated	35	15	50	0	8	8
TOTAL	20,762	7,907	28,669	1,120	4,386	5,506

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 3: International Visitors by Nationality and Purpose of Visit, February 2016

Nationality	Returning Resident	Prospective Resident	Seeking Employment	Temporary Employment	Visiting Friends and Relatives	Holidays	Business and Conference	In Transit	Others	Total
EUROPE										
Scandinavian	2	1	0	0	16	3,029	3	3	11	3,065
British	2	0	0	1	18	2,304	4	0	10	2,339
German	2	0	0	0	13	3,634	0	2	24	3,675
Italian	1	0	0	1	18	6,763	3	0	27	6,813
French	2	0	0	0	15	2,476	3	0	14	2,510
Dutch	0	0	0	0	5	1,443	1	0	10	1,459
Belgium	1	0	0	0	4	378	2	0	2	387
Russian	1	0	1	0	19	408	0	0	11	440
Turkish	0	0	2	0	1	217	0	0	4	224
Polish	1	0	0	0	11	900	1	0	8	921
Ukrainian	0	0	0	0	6	618	0	1	2	627
Czech Republic	1	0	0	0	6	718	0	0	0	725
Spanish	0	0	0	0	2	350	0	0	2	354
Other Europeans	0	0	0	0	32	2,513	0	0	24	2,569
Subtotal	13	1	3	2	166	25,751	17	6	149	26,108
ASIA										
Japanese	0	0	0	0	0	120	0	0	0	120
Chinese	0	0	0	5	14	665	0	0	21	705
Indian	0	0	0	0	2	306	1	1	0	310
Israeli	0	0	0	0	4	444	1	0	4	453
Other Asians	1	1	0	1	37	891	3	0	4	938
Subtotal	1	1	0	6	57	2,426	5	1	29	2,526
AFRICA										
Kenyan	0	0	0	0	11	686	19	4	2	722
South African	0	0	0	0	4	1,078	11	2	0	1,095
Other Africans	4	0	0	0	8	572	13	0	11	608
Subtotal	4	0	0	0	23	2,336	43	6	13	2,425
AMERICA										
American	0	0	0	2	20	1,739	1	4	4	1,770
Canadian	0	0	0	0	7	733	0	0	2	742
Other Americans	0	0	0	0	4	209	0	0	5	218
Subtotal	0	0	0	2	31	2,681	1	4	11	2,730
OCEANIA										
Australian	0	0	0	1	4	283	0	0	1	289
New Zealand	0	0	0	0	0	39	0	0	0	39
Subtotal	0	0	0	1	4	322	0	0	1	328
Not stated	0	0	0	0	0	51	0	1	6	58
TOTAL	18	2	3	11	281	33,567	66	18	209	34,175

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 4: International Visitors by Nationality and Sex, February 2016

Nationality	Male	Female	Total
EUROPE			
Scandinavian	1,072	1,993	3,065
British	964	1,375	2,339
German	1,409	2,266	3,675
Italian	2,425	4,388	6,813
French	977	1,533	2,510
Dutch	549	910	1,459
Belgium	173	214	387
Russian	158	282	440
Turkish	134	90	224
Polish	431	490	921
Ukrainian	265	362	627
Czech Republic	307	418	725
Spanish	158	196	354
Other European Country	1,039	1,530	2,569
Subtotal	10,061	16,047	26,108
ASIA			
Japanese	55	65	120
Chinese	296	409	705
Indian	200	110	310
Israeli	218	235	453
Other Asian	524	414	938
Subtotal	1,293	1,233	2,526
AFRICA			
Kenyan	332	390	722
South African	470	625	1,095
Other African	350	258	608
Subtotal	1,152	1,273	2,425
AMERICA			
American	709	1,061	1,770
Canadian	305	437	742
Other American	108	110	218
Subtotal	1,122	1,608	2,730
OCEANIA			
Australian	118	171	289
New Zealand	20	19	39
Subtotal	138	190	328
Not stated	28	30	58
TOTAL	13,794	20,381	34,175

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 5: International Visitors by Nationality and Categorized Age, February 2016

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	256	2,432	377	3,065
British	110	1,571	658	2,339
German	72	3,232	371	3,675
Italian	527	5,629	657	6,813
French	299	2,086	125	2,510
Dutch	47	1,197	215	1,459
Belgium	13	319	55	387
Russian	25	407	8	440
Turkish	10	207	7	224
Polish	56	792	73	921
Ukrainian	20	604	3	627
Czech Republic	49	618	58	725
Spanish	5	319	30	354
Other European	95	2,310	164	2,569
Subtotal	1,584	21,723	2,801	26,108
ASIA				
Japanese	2	111	7	120
Chinese	58	626	21	705
Indian	14	285	11	310
Israeli	13	372	68	453
Other Asian	31	859	48	938
Subtotal	118	2,253	155	2,526
AFRICA				
Kenyan	44	650	28	722
South African	20	998	77	1,095
Other African	32	559	17	608
Subtotal	96	2,207	122	2,425
AMERICA				
American	47	1,207	516	1,770
Canadian	23	515	204	742
Other American	4	203	11	218
Subtotal	74	1,925	731	2,730
OCEANIA				
Australian	7	246	36	289
New Zealand	1	28	10	39
Subtotal	8	274	46	328
Not stated	4	44	10	58
TOTAL	1,884	28,426	3,865	34,175

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 6: Intended Length of Stay and Sex of International Visitors in Zanzibar, February 2016

Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	816	776	1,592	4.7	816	776	1,592
2	560	431	991	2.9	1,120	862	1,982
3	817	887	1,704	5.0	2,451	2,661	5,112
4	1,017	1,198	2,215	6.5	4,068	4,792	8,860
5	968	1,205	2,173	6.4	4,840	6,025	10,865
6	943	3,918	4,861	14.2	5,658	23,508	29,166
7	3,237	4,160	7,397	21.6	22,659	29,120	51,779
8	1,474	2,277	3,751	11.0	11,792	18,216	30,008
9	508	745	1,253	3.7	4,572	6,705	11,277
10	802	1,084	1,886	5.5	8,020	10,840	18,860
11	325	442	767	2.2	3,575	4,862	8,437
12	464	662	1,126	3.3	5,568	7,944	13,512
13	165	257	422	1.2	2,145	3,341	5,486
14	654	940	1,594	4.7	9,156	13,160	22,316
15	344	488	832	2.4	5,160	7,320	12,480
16	112	167	279	0.8	1,792	2,672	4,464
17	38	55	93	0.3	646	935	1,581
18	47	54	101	0.3	846	972	1,818
19	12	22	34	0.1	228	418	646
20	59	83	142	0.4	1,180	1,660	2,840
21	84	95	179	0.5	1,764	1,995	3,759
22	10	17	27	0.1	220	374	594
23	13	28	41	0.1	299	644	943
24	11	12	23	0.1	264	288	552
25	8	11	19	0.1	200	275	475
26	5	5	10	0.0	130	130	260
27	3	4	7	0.0	81	108	189
28	18	29	47	0.1	504	812	1,316
29	6	9	15	0.0	174	261	435
30	127	99	226	0.7	3,810	2,970	6,780
31+	147	221	368	1.1	4,557	6,851	11,408
Total	13,794	20,381	34,175	100.0	108,295	161,497	269,792
Average Length of Stay²					7.9	7.9	7.9

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

² The average length of stay is determined by dividing the number of visitor nights by the number of international visitors

Table 7: Visitors Arrival from Emerging Markets, February 2016

Nationality	February 2015	January 2016	February 2016	% Change, Feb 2015 to Feb 2016	% Change, Jan 2015 to Feb 2016
Russian	108	711	440	307.4	-38.1
Polish	660	1,132	921	39.5	-18.6
Ukrainian	33	447	627	1800.0	40.3
Chinese	429	409	705	64.3	72.4
Indian	239	368	310	29.7	-15.8
Israeli	150	112	453	202.0	304.5
Total	1,586	3,179	3,456	117.9	8.7

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 8: Summary of Visitors by Mode of Travel through entry point, February 2016

Category	Airport	Seaport	Total
International flight/ Cruise Ship	20,762	1,120	21,882
Domestic flights/ Sea ferries	7,907	4,386	12,293
Total	28,669	5,506	34,175

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

For more clarifications please contact:

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