



Statistics for Development

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TOURISM STATISTICS RELEASE



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TOURISM STATISTICAL RELEASE FOR THE MONTH OF MARCH, 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 29,058 visitors entered Zanzibar in March, 2016 which is an increase of 43.4 percent compared to corresponding month in March 2015 and a decrease of 15.9 percent compared to previous month. Europeans remain as the largest source of visitors to Zanzibar tourism. Almost seven of every ten visitors (68.9 percent) who entered Zanzibar in March, 2016 were from Europe. In country wise, Italians (4,907) continue to dominate the Tourism market by accounting 16.9 percent of all visitors entered in March, followed by German (12.5 percent) and Scandinavian (8.1 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 25,003 visitors entered Zanzibar through Airport, among them 19,822 visitors came by international flights and 5,181 by domestic flights. The remaining 4,055 visitors entered through seaport whereby 355 are day visitors (excursionist) and 3,700 entered by ferry boat from Tanzania Mainland.

Information on the purpose of visit (Table 3) shows that, in March 2016, a majority of visitors 28,470 (98.0 percent) were in Zanzibar for holidays compared with only 284 (1.0 percent) and 73 (0.3 percent) of visitors who were in Zanzibar for 'visiting friends and relatives' and 'business and conference' respectively.

Table 4 shows that in March, 2016 there were 11,284 (38.8 percent) males and 17,774 (61.5 percent) female visitors. Comparing to the previous month males decreased by 18.2 percent while females decreased by 12.8 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 1,936 (6.7 percent) visitors were aged less than 15 years; 24,879 (85.6 percent) were aged 15 and 64 years and 2,243 (7.7 percent) were aged 65 years and older.

Table 6 shows that majority of the visitors (22.4 percent) stayed in the country for seven days while less than one percent (0.7 percent) of visitors stayed for more than a month. The overall average length of stay for visitor in March, 2016 was 7.4 nights while that of previous month was 7.9.

Generally, the number of visitors from emerging market increased by more than a hundred percent compared to corresponding month in 2015 and 20.8 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 India inclined by 91.4 and 38.1 percents respectively compared to previous month. In contrast, visitors from Russia, Poland and China declined by 23.6 percent, 33.3 percent and 54.6 percent respectively as shown in the table 7.

Table1: International Visitors by Nationality, March 2016

Nationality	March 2015			February 2016			March 2016			% Change, March 2015 to March 2016	% Change, Feb 2016 to March 2016
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
EUROPE											
Scandinavian	1,463	7.2	3	3,065	9.0	3	2,350	8.1	3	60.6	-23.3
British	981	4.8	6	2,339	6.8	5	1,497	5.2	5	52.6	-36.0
German	1,974	9.7	2	3,675	10.8	2	3,631	12.5	2	83.9	-1.2
Italian	4,528	22.3	1	6,813	19.9	1	4,907	16.9	1	8.4	-28.0
French	985	4.9	5	2,510	7.3	4	1,111	3.8	9	12.8	-55.7
Dutch	579	2.9	9	1,459	4.3	7	911	3.1	10	57.3	-37.6
Belgium	178	0.9	19	387	1.1	17	352	1.2	17	97.8	-9.0
Russian	80	0.4	20	440	1.3	16	336	1.2	18	320.0	-23.6
Turkish	197	1.0	17	224	0.7	21	101	0.3	22	-48.7	-54.9
Polish	528	2.6	10	921	2.7	9	614	2.1	12	16.3	-33.3
Ukrainian	25	0.1	23	627	1.8	14	1,200	4.1	8		91.4
Czech Republic	182	0.9	18	725	2.1	11	555	1.9	13	204.9	-23.4
Spanish	285	1.4	13	354	1.0	18	548	1.9	14	92.3	54.8
Other European	1,869	9.2		2,569	7.5		1,896	6.5		1.4	-26.2
Subtotal	13,854	68.4		26,108	76.4		20,009	68.9		44	-23
ASIA											
Japanese	73	0.4	21	120	0.4	22	120	0.4	21	64.4	0.0
Chinese	304	1.5	12	705	2.1	13	320	1.1	19	5.3	-54.6
Indian	268	1.3	14	310	0.9	19	428	1.5	16	59.7	38.1
Israeli	230	1.1	16	453	1.3	15	1,276	4.4	7	454.8	181.7
Other Asian	704	3.5		938	2.7		755	2.6		7.2	-19.5
Subtotal	1,579	7.8		2,526	7.4		2,899	10.0		84	15
AFRICA											
Kenyan	664	3.3	8	722	2.1	12	883	3.0	11	33.0	22.3
South African	931	4.6	7	1,095	3.2	8	1,977	6.8	4	112.4	80.5
Other African	948	4.7		608	1.8		833	2.9		-12.1	37.0
Subtotal	2,543	12.5		2,425	7.1		3,693	12.7		45.2	52.3
AMERICA											
American	1,403	6.9	4	1,770	5.2	6	1,415	4.9	6	0.9	-20.1
Canadian	446	2.2	11	742	2.2	10	541	1.9	15	21.3	-27.1
Other American	116	0.6		218	0.6		214	0.7		84.5	-1.8
Subtotal	1,965	9.7		2,730	8.0		2,170	7.5		10.4	-20.5
OCEANIA											
Australian	250	1.2	15	289	0.8	20	192	0.7	20	-23.2	-33.6
New Zealand	51	0.3	22	39	0.1	23	39	0.1	23	-23.5	0.0
Subtotal	301	1.5		328	1.0		231	0.8		-23.3	-29.6
Not stated	23	0.1		58	0.2		56	0.2		143.5	-3.4
TOTAL	20,265	100		34,175	100		29,058	100		43.4	-15.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	978	876	1,854	32	464	496
British	914	322	1,236	1	260	261
German	2,246	799	3,045	189	397	586
Italian	4,755	88	4,843	0	64	64
French	602	307	909	94	108	202
Dutch	690	140	830	0	81	81
Belgium	237	61	298	1	53	54
Russian	249	49	298	0	38	38
Turkish	23	32	55	0	46	46
Polish	542	44	586	1	27	28
Ukrainian	1,103	34	1,137	0	63	63
Czech Republic	468	41	509	0	46	46
Spanish	246	250	496	0	52	52
Other Europeans	1,242	409	1,651	37	208	245
Subtotal	14,295	3,452	17,747	355	1,907	2,262
ASIA						
Japanese	40	36	76	0	44	44
Chinese	77	69	146	0	174	174
Indian	199	55	254	0	174	174
Israeli	1,191	71	1,262	0	14	14
Other Asians	488	80	568	0	187	187
Subtotal	1,995	311	2,306	0	593	593
AFRICA						
Kenyan	563	48	611	0	272	272
South African	1,617	225	1,842	0	135	135
Other Africans	405	149	554	0	279	279
Subtotal	2,585	422	3,007	0	686	686
AMERICA				0		
American	582	589	1,171	0	244	244
Canadian	160	247	407	0	134	134
Other Americans	103	74	177	0	37	37
Subtotal	845	910	1,755	0	415	415
OCEANIA						
Australian	51	65	116	0	76	76
New Zealand	16	2	18	0	21	21
Subtotal	67	67	134	0	97	97
Not stated	35	19	54	0	2	2
TOTAL	19,822	5,181	25,003	355	3,700	4,055

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Returning Resident	Prospective Resident	Seeking Employment	Temporary Employment	Visiting Friends and Relatives	Holidays	Business and Conference	In Transit	Others	Total
EUROPE										
Scandinavian	0	0	0	0	27	2,318	1	0	4	2,350
British	0	2	0	2	26	1,456	4	0	7	1,497
German	0	0	1	0	16	3,595	1	2	16	3,631
Italian	0	2	1	1	12	4,862	2	0	27	4,907
French	0	0	2	0	13	1,089	0	1	6	1,111
Dutch	0	0	0	0	2	904	2	0	3	911
Belgium	0	0	0	0	2	350	0	0	0	352
Russian	0	0	0	0	5	329	0	0	2	336
Turkish	0	0	0	0	2	96	1	0	2	101
Polish	0	0	0	0	2	609	0	0	3	614
Ukrainian	0	6	2	0	7	1,171	1	0	13	1,200
Czech Republic	0	2	0	0	1	548	1	0	3	555
Spanish	1	0	0	0	8	537	0	0	2	548
Other Europeans	1	5	2	0	21	1,856	3	0	8	1,896
Subtotal	2	17	8	3	144	19,720	16	3	96	20,009
ASIA										
Japanese	0	0	0	0	1	116	0	0	3	120
Chinese	0	0	0	1	12	289	2	1	15	320
Indian	0	0	0	1	12	391	11	0	13	428
Israeli	0	0	1	1	1	1,262	1	3	7	1,276
Other Asians	0	1	0	0	24	715	5	0	10	755
Subtotal	0	1	1	3	50	2,773	19	4	48	2,899
AFRICA										
Kenyan	0	0	0	2	27	830	17	0	7	883
South African	1	0	2	0	13	1,947	12	0	2	1,977
Other Africans	0	1	0	1	13	796	8	0	14	833
Subtotal	1	1	2	3	53	3,573	37	0	23	3,693
AMERICA										
American	1	1	0	0	20	1,393	0	0	0	1,415
Canadian	0	0	0	0	11	528	1	0	1	541
Other Americans	0	0	0	0	3	209	0	0	2	214
Subtotal	1	1	0	0	34	2,130	1	0	3	2,170
OCEANIA										
Australian	0	0	0	0	3	188	0	0	1	192
New Zealand	0	0	0	0	0	39	0	0	0	39
Subtotal	0	0	0	0	3	227	0	0	1	231
Not stated	0	0	0	0	0	47	0	1	8	56
TOTAL	4	20	11	9	284	28,470	73	8	179	29,058

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	857	1,493	2,350
British	574	923	1,497
German	1,353	2,278	3,631
Italian	1,613	3,294	4,907
French	439	672	1,111
Dutch	355	556	911
Belgium	137	215	352
Russian	120	216	336
Turkish	64	37	101
Polish	286	328	614
Ukrainian	366	834	1,200
Czech Republic	233	322	555
Spanish	192	356	548
Other European Country	671	1,225	1,896
Subtotal	7,260	12,749	20,009
ASIA			
Japanese	53	67	120
Chinese	183	137	320
Indian	241	187	428
Israeli	566	710	1,276
Other Asian	407	348	755
Subtotal	1,450	1,449	2,899
AFRICA			
Kenyan	385	498	883
South African	892	1,085	1,977
Other African	365	468	833
Subtotal	1,642	2,051	3,693
AMERICA			
American	493	922	1,415
Canadian	204	337	541
Other American	99	115	214
Subtotal	796	1,374	2,170
OCEANIA			
Australian	83	109	192
New Zealand	21	18	39
Subtotal	104	127	231
Not stated	32	24	56
TOTAL	11,284	17,774	29,058

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	179	1,865	306	2,350
British	127	1,248	122	1,497
German	191	3,112	328	3,631
Italian	456	4,086	365	4,907
French	42	899	170	1,111
Dutch	35	808	68	911
Belgium	19	311	22	352
Russian	27	308	1	336
Turkish	9	88	4	101
Polish	24	531	59	614
Ukrainian	64	1,117	19	1,200
Czech Republic	17	452	86	555
Spanish	37	465	46	548
Other European	99	1,673	124	1,896
Subtotal	1,326	16,963	1,720	20,009
ASIA				
Japanese	7	98	15	120
Chinese	9	305	6	320
Indian	48	367	13	428
Israeli	78	1,040	158	1,276
Other Asian	35	701	19	755
Subtotal	177	2,511	211	2,899
AFRICA				
Kenyan	76	778	29	883
South African	144	1,762	71	1,977
Other African	49	756	28	833
Subtotal	269	3,296	128	3,693
AMERICA				
American	96	1,200	119	1,415
Canadian	50	445	46	541
Other American	12	196	6	214
Subtotal	158	1,841	171	2,170
OCEANIA				
Australian	0	184	8	192
New Zealand	2	36	1	39
Subtotal	2	220	9	231
Not stated	4	48	4	56
TOTAL	1,936	24,879	2,243	29,058

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	406	353	759	2.6	406	353	759
2	419	349	768	2.6	838	698	1,536
3	716	826	1,542	5.3	2,148	2,478	4,626
4	789	1,013	1,802	6.2	3,156	4,052	7,208
5	900	1,186	2,086	7.2	4,500	5,930	10,430
6	731	4,743	5,474	18.8	4,386	28,458	32,844
7	2,946	3,556	6,502	22.4	20,622	24,892	45,514
8	1,504	2,033	3,537	12.2	12,032	16,264	28,296
9	435	616	1,051	3.6	3,915	5,544	9,459
10	750	968	1,718	5.9	7,500	9,680	17,180
11	344	432	776	2.7	3,784	4,752	8,536
12	269	360	629	2.2	3,228	4,320	7,548
13	120	179	299	1.0	1,560	2,327	3,887
14	402	496	898	3.1	5,628	6,944	12,572
15	161	208	369	1.3	2,415	3,120	5,535
16	95	112	207	0.7	1,520	1,792	3,312
17	15	15	30	0.1	255	255	510
18	21	23	44	0.2	378	414	792
19	10	14	24	0.1	190	266	456
20	36	35	71	0.2	720	700	1,420
21	22	41	63	0.2	462	861	1,323
22	2	5	7	0.0	44	110	154
23	2	10	12	0.0	46	230	276
24	3	6	9	0.0	72	144	216
25	10	9	19	0.1	250	225	475
26	1	2	3	0.0	26	52	78
27	2	5	7	0.0	54	135	189
28	8	11	19	0.1	224	308	532
29	2	2	4	0.0	58	58	116
30	65	74	139	0.5	1,950	2,220	4,170
31+	98	92	190	0.7	3,038	2,852	5,890
Total	11,284	17,774	29,058	100.0	85,405	130,434	215,839
Intended Average Length of Stay²					7.6	7.3	7.4

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, March 2016

Nationality	March 2015	February 2016	March 2016	% Change, March 2015 to March 2016	% Change, Feb 2016 to March 2016
Russian	80	440	336	320.0	-23.6
Polish	528	921	614	16.3	-33.3
Ukrainian	25	627	1,200	4700.0	91.4
Chinese	304	705	320	5.3	-54.6
Indian	268	310	428	59.7	38.1
Israeli	230	453	1,276	454.8	181.7
Total	1,435	3,456	4,174	190.9	20.8

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Category	Airport	Seaport	Total
International flight/ Cruise Ship	19,822	355	20,177
Domestic flights/ Sea ferries	5,181	3,700	8,881
Total	25,003	4,055	29,058

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

For more clarifications please contact:

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