



Statistics for Development

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TOURISM STATISTICS RELEASE



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Release No.: 07

Date: 15/07/2016

TOURISM STATISTICAL RELEASE FOR THE MONTH OF JULY, 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

About **37,553** visitors entered Zanzibar in July, 2016 which is an increase of **33.3** percent compared to corresponding month in July 2015 and an increase of **82.8** percent compared to previous month. Europeans continue to be the largest source of visitors to Zanzibar tourism. Six of every ten visitors (**60.8** percent) who entered Zanzibar in July, 2016 were from Europe. In country wise, British took the first position (**12.2** percent) followed by German (**9.2** percent) while New Zealand continued to record the least (**0.2** percent). Italy dropped by one position from position five in 2015 to position six in 2016. (Table 1).

The data from table 2 shows that **29,776** visitors entered Zanzibar through Airport, among them **17,676** visitors came by international flights and **12,100** by domestic flights. Also **7,777** visitors entered through Seaport by ferry boat from Tanzania Mainland.

Generally, Zanzibar received **181,404** visitors from January to July of 2016 which is an increase of **26.6** percent compared to the corresponding January - July, 2015. Almost two third (**64.8** percent) of all visitors were from Europe. In country wise, Italy (**11.9** percent) is a leading market for the first seven months to Zanzibar tourism market. About **149,076** visitors entered through airport which is equivalent to **82.2** percent while the remaining **32,328** visitors entered through seaport that accounting **17.8** percent.(Table 3)

Information on the purpose of visit (Table 4) shows that, majority of visitors **36,337** (**96.8** percent) in July 2016 were in Zanzibar for holidays followed by **970** (**2.6** percent) and **38** (**0.1** percent) of visitors who were in Zanzibar for 'visiting friends and relatives' and 'business and conference' respectively.

Table 5 shows that in July, 2016 there were **16,536** (**44.0** percent) males and **21,017** (**56.0** percent) female visitors. Comparing to the previous month, males increased by **80.6** percent while females increased by **84.5** 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 **3,431** (**9.1** percent) visitors were aged less than 15 years; **32,586** (**86.8** percent) were aged 15 and 64 years and **1,536** (**4.1** percent) were aged 65 years and older.

Table 7 shows that almost one of every five visitors (**18.1** percent) in July stayed in the country for seven days while less than three percent (**2.5** percent) of them stayed for a month or more. The overall average length of stay for visitor in July, 2016 was **8** nights.

The total number of visitors from emerging market shows a remarkable growth compared to corresponding month in 2015 and previous month (**121.3 and 102.4** percent respectively) . In country wise, all countries show the growth except Poland compared to the corresponding month in 2015 and except for Russia and Ukraine compared to previous months. The significant variation is observed for Ukrainian and Israeli compared to corresponding month in 2015 (Table 8)

The total of **542,252** bed-spaces were available in July. Out of these bed-spaces, an estimate of **301,430** hotel-beds were sold during that month representing a bed occupancy rate of **55.6** percent.(Table 9).

Table1: International Visitors by Nationality, July 2016

Nationality	July 2015			June 2016			July 2016			% Change, July 2015 to July 2016	% Change, June 2016 to July 2016
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
EUROPE											
Scandinavian	2,250	8.0	4	988	4.8	5	2,777	7.4	4	23.4	181.1
British	3,088	11.0	1	1,815	8.8	4	4,585	12.2	1	48.5	152.6
German	2,915	10.4	2	3,268	15.9	1	3,460	9.2	2	18.7	5.9
Italian	2,072	7.4	5	443	2.2	13	2,066	5.5	6	-0.3	366.4
French	1,186	4.2	8	697	3.4	6	1,733	4.6	8	46.1	148.6
Dutch	1,456	5.2	6	613	3.0	7	1,407	3.7	9	-3.4	129.5
Belgium	885	3.1	9	216	1.1	19	1,147	3.1	10	29.6	431.0
Russian	107	0.4	21	281	1.4	17	213	0.6	21	99.1	-24.2
Turkish	209	0.7	18	125	0.6	20	318	0.8	18	52.2	154.4
Polish	334	1.2	17	305	1.5	16	325	0.9	17	-2.7	6.6
Ukrainian	79	0.3	23	360	1.8	15	249	0.7	19	215.2	-30.8
Czech Republic	137	0.5	20	113	0.5	22	232	0.6	20	69.3	105.3
Spanish	639	2.3	12	588	2.9	8	1,021	2.7	12	59.8	73.6
Other European	2,356	8.4		1,611	7.8		3,309	8.8		40.4	105.4
Subtotal	17,713	62.9		11,423	55.6		22,842	60.8		29.0	100.0
ASIA											
Japanese	103	0.4	22	118	0.6	21	158	0.4	22	53.4	33.9
Chinese	700	2.5	11	463	2.3	12	1,137	3.0	11	62.4	145.6
Indian	476	1.7	15	572	2.8	9	768	2.0	13	61.3	34.3
Israeli	540	1.9	14	464	2.3	11	2,257	6.0	5	318.0	386.4
Other Asian	1,709	6.1		691	3.4		1,870	5.0		9.4	170.6
Subtotal	3,528	12.5		2,308	11.2		6,190	16.5		75.5	168.2
AFRICA											
Kenyan	855	3.0	10	565	2.7	10	755	2.0	14	-11.7	33.6
South African	1,386	4.9	7	2,455	11.9	2	2,058	5.5	7	48.5	-16.2
Other African	912	3.2		706	3.4		953	2.5		4.5	35.0
Subtotal	3,153	11.2		3,726	18.1		3,766	10.0		19.4	1.1
AMERICA											
American	2,281	8.1	3	2,042	9.9	3	3,118	8.3	3	36.7	52.7
Canadian	576	2.0	13	440	2.1	14	732	1.9	15	27.1	66.4
Other American	262	0.9		228	1.1		331	0.9		26.3	45.2
Subtotal	3,119	11.1		2,710	13.2		4,181	11.1		34.0	54.3
OCEANIA											
Australian	471	1.7	16	240	1.2	18	450	1.2	16	-4.5	87.5
New Zealand	156	0.6	19	99	0.5	23	86	0.2	23	-44.9	-13.1
Subtotal	627	2.2		339	1.6		536	1.4		-14.5	58.1
Not stated	23	0.1		40	0.2		38	0.1		65.2	-5.0
TOTAL	28,163	100.0		20,546	100.0		37,553	100.0		33.3	82.8

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	1,016	1,239	2,255	0	522	522
British	1,533	1,252	2,785	0	1,800	1,800
German	1,675	1,357	3,032	0	428	428
Italian	1,787	163	1,950	0	116	116
French	823	654	1,477	0	256	256
Dutch	424	675	1,099	0	308	308
Belgium	301	660	961	0	186	186
Russian	112	77	189	0	24	24
Turkish	66	173	239	0	79	79
Polish	182	101	283	0	42	42
Ukrainian	212	15	227	0	22	22
Czech Republic	179	30	209	0	23	23
Spanish	332	543	875	0	146	146
Other Europeans	1,270	1,328	2,598	0	711	711
Subtotal	9,912	8,267	18,179	0	4,663	4,663
ASIA						
Japanese	48	54	102	0	56	56
Chinese	358	399	757	0	380	380
Indian	266	191	457	0	311	311
Israeli	1,991	200	2,191	0	66	66
Other Asians	1,371	239	1,610	0	260	260
Subtotal	4,034	1,083	5,117	0	1,073	1,073
AFRICA						
Kenyan	462	60	522	0	233	233
South African	1,619	239	1,858	0	200	200
Other Africans	448	155	603	0	350	350
Subtotal	2,529	454	2,983	0	783	783
AMERICA						
American	667	1,450	2,117	0	1,001	1,001
Canadian	182	322	504	0	228	228
Other Americans	114	193	307	0	24	24
Subtotal	963	1,965	2,928	0	1,253	1,253
OCEANIA						
Australian	186	260	446	0	4	4
New Zealand	26	60	86	0	0	0
Subtotal	212	320	532	0	4	4
Not stated	26	11	37	0	1	1
TOTAL	17,676	12,100	29,776	0	7,777	7,777

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	January-July 2015			January-July 2016					% Change, Jan-July 2015 to Jan-July 2016
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% share	Rank	
EUROPE									
Scandinavian	9,813	6.9	5	9,690	2,831	12,521	6.9	4	27.6
British	10,499	7.3	3	9,894	4,221	14,115	7.8	3	34.4
German	13,924	9.7	2	17,660	2,581	20,241	11.2	2	45.4
Italian	18,637	13.0	1	20,940	589	21,529	11.9	1	15.5
French	8,415	5.9	6	8,121	1,099	9,220	5.1	7	9.6
Dutch	5,313	3.7	9	5,464	1,057	6,521	3.6	9	22.7
Belgium	3,079	2.1	10	2,557	474	3,031	1.7	17	-1.6
Russian	826	0.6	20	2,188	241	2,429	1.3	19	194.1
Turkish	1,127	0.8	19	848	399	1,247	0.7	21	10.6
Polish	2,635	1.8	14	3,265	280	3,545	2.0	14	34.5
Ukrainian	262	0.2	23	3,560	212	3,772	2.1	12	1,339.7
Czech Republic	1,651	1.2	18	2,245	228	2,473	1.4	18	49.8
Spanish	1,983	1.4	17	2,893	481	3,374	1.9	15	70.1
Other European	14,183	9.9		11,233	2,260	13,493	7.4		-4.9
Subtotal	92,347	64.5		100,558	16,953	117,511	64.8		27.2
ASIA		0.0							
Japanese	628	0.4	21	502	295	797	0.4	22	26.9
Chinese	2,822	2.0	11	2,489	1,342	3,831	2.1	11	35.8
Indian	2,626	1.8	15	1,806	1,487	3,293	1.8	16	25.4
Israeli	2,720	1.9	13	6,962	160	7,122	3.9	8	161.8
Other Asian	6,405	4.5		5,615	1,575	7,190	4.0		12.3
Subtotal	15,201	10.6		17,374	4,859	22,233	12.3		46.3
AFRICA		0.0							
Kenyan	5,619	3.9	8	3,469	1,508	4,977	2.7	10	-11.4
South African	7,490	5.2	7	10,454	1,004	11,458	6.3	6	53.0
Other African	5,972	4.2		3,384	2,000	5,384	3.0		-9.8
Subtotal	19,081	13.3		17,307	4,512	21,819	12.0		14.3
AMERICA		0.0							
American	10,149	7.1	4	8,102	3,691	11,793	6.5	5	16.2
Canadian	2,726	1.9	12	2,449	1,147	3,596	2.0	13	31.9
Other American	1,076	0.8		1,184	329	1,513	0.8		40.6
Subtotal	13,951	9.7		11,735	5,167	16,902	9.3		21.2
OCEANIA		0.0							
Australian	2,013	1.4	16	1,445	666	2,111	1.2	20	4.9
New Zealand	533	0.4	22	317	132	449	0.2	23	-15.8
Subtotal	2,546	1.8		1,762	798	2,560	1.4		0.5
Not stated	112	0.1		340	39	379	0.2		238.4
TOTAL	143,238	100.0		149,076	32,328	181,404	100.0		26.6

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Prospective Resident	Seeking Employment	Temporary Employment	Visiting Friends and Relatives	Holidays	Business and Conference	In Transit	Others	Total
EUROPE									
Scandinavian	0	0	5	30	2,733	0	1	8	2,777
British	5	0	0	131	4,435	2	3	9	4,585
German	2	1	2	72	3,368	0	1	14	3,460
Italian	0	0	0	28	2,029	1	4	4	2,066
French	1	0	0	19	1,709	0	1	3	1,733
Dutch	0	0	0	22	1,383	0	0	2	1,407
Belgium	0	0	1	13	1,130	0	0	3	1,147
Russian	0	0	0	12	199	0	0	2	213
Turkish	0	0	0	4	314	0	0	0	318
Polish	0	0	0	9	310	0	0	6	325
Ukrainian	0	0	0	10	236	3	0	0	249
Czech Republic	0	0	0	8	221	0	0	3	232
Spanish	1	0	0	38	974	1	0	7	1,021
Other Europeans	1	1	1	66	3,229	2	1	8	3,309
Subtotal	10	2	9	462	22,270	9	11	69	22,842
ASIA									
Japanese	0	0	0	5	152	0	0	1	158
Chinese	1	0	0	26	1,098	0	0	12	1,137
Indian	0	0	0	12	750	1	0	5	768
Israeli	0	0	0	7	2,227	2	0	21	2,257
Other Asians	0	0	0	290	1,558	1	1	20	1,870
Subtotal	1	0	0	340	5,785	4	1	59	6,190
AFRICA									
Kenyan	1	0	0	23	712	11	3	5	755
South African	0	0	3	12	2,036	2	1	4	2,058
Other Africans	2	1	0	29	909	6	0	6	953
Subtotal	3	1	3	64	3,657	19	4	15	3,766
AMERICA									
American	1	1	0	62	3,040	4	1	9	3,118
Canadian	0	0	0	16	714	2	0	0	732
Other Americans	1	0	0	17	311	0	0	2	331
Subtotal	2	1	0	95	4,065	6	1	11	4,181
OCEANIA									
Australian	0	0	0	8	440	0	0	2	450
New Zealand	0	0	0	1	84	0	1	0	86
Subtotal	0	0	0	9	524	0	1	2	536
Not stated	0	0	0	0	36	0	0	2	38
TOTAL	16	4	12	970	36,337	38	18	158	37,553
TOTAL PERCENT	0.0	0.0	0.0	2.6	96.8	0.1	0.0	0.4	100.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	1,168	1,609	2,777
British	1,828	2,757	4,585
German	1,576	1,884	3,460
Italian	960	1,106	2,066
French	825	908	1,733
Dutch	626	781	1,407
Belgium	513	634	1,147
Russian	96	117	213
Turkish	145	173	318
Polish	149	176	325
Ukrainian	110	139	249
Czech Republic	106	126	232
Spanish	452	569	1,021
Other European Country	1,387	1,922	3,309
Subtotal	9,941	12,901	22,842
ASIA			
Japanese	69	89	158
Chinese	498	639	1,137
Indian	426	342	768
Israeli	1,073	1,184	2,257
Other Asian	996	874	1,870
Subtotal	3,062	3,128	6,190
AFRICA			
Kenyan	353	402	755
South African	885	1,173	2,058
Other African	447	506	953
Subtotal	1,685	2,081	3,766
AMERICA			
American	1,150	1,968	3,118
Canadian	281	451	732
Other American	151	180	331
Subtotal	1,582	2,599	4,181
OCEANIA			
Australian	201	249	450
New Zealand	41	45	86
Subtotal	242	294	536
Not stated	24	14	38
TOTAL JULY, 2016	16,536	21,017	37,553
TOTAL JUNE, 2016	9,155	11,391	20,546
TOTAL PERCENT JULY	44.0	56.0	100.0
% CHANGE, JUNE TO JULY 2016	80.6	84.5	82.8

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	376	2309	92	2,777
British	543	3845	197	4,585
German	223	3096	141	3,460
Italian	160	1836	70	2,066
French	208	1486	39	1,733
Dutch	199	1181	27	1,407
Belgium	126	1002	19	1,147
Russian	21	189	3	213
Turkish	15	297	6	318
Polish	29	292	4	325
Ukrainian	11	236	2	249
Czech Republic	11	218	3	232
Spanish	32	967	22	1,021
Other European	228	2992	89	3,309
Subtotal	2,182	19,946	714	22,842
ASIA				
Japanese	3	143	12	158
Chinese	114	993	30	1,137
Indian	48	686	34	768
Israeli	227	1915	115	2,257
Other Asian	176	1564	130	1,870
Subtotal	568	5,301	321	6,190
AFRICA				
Kenyan	59	660	36	755
South African	189	1792	77	2,058
Other African	70	867	16	953
Subtotal	318	3,319	129	3,766
AMERICA				
American	225	2643	250	3,118
Canadian	64	623	45	732
Other American	26	295	10	331
Subtotal	315	3,561	305	4,181
OCEANIA				
Australian	42	357	51	450
New Zealand	4	69	13	86
Subtotal	46	426	64	536
Not stated	2	33	3	38
TOTAL	3,431	32,586	1,536	37,553
TOTAL PERCENT	9.1	86.8	4.1	100.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	160	151	311	0.8	160	151	311
2	414	470	884	2.4	828	940	1,768
3	950	1,087	2,037	5.4	2,850	3,261	6,111
4	1,352	1,664	3,016	8.0	5,408	6,656	12,064
5	1,652	1,869	3,521	9.4	8,260	9,345	17,605
6	2,898	5,377	8,275	22.0	17,388	32,262	49,650
7	3,241	3,570	6,811	18.1	22,687	24,990	47,677
8	1,474	1,716	3,190	8.5	11,792	13,728	25,520
9	452	493	945	2.5	4,068	4,437	8,505
10	782	893	1,675	4.5	7,820	8,930	16,750
11	206	234	440	1.2	2,266	2,574	4,840
12	279	317	596	1.6	3,348	3,804	7,152
13	202	249	451	1.2	2,626	3,237	5,863
14	760	851	1,611	4.3	10,640	11,914	22,554
15	363	416	779	2.1	5,445	6,240	11,685
16	114	146	260	0.7	1,824	2,336	4,160
17	57	74	131	0.3	969	1,258	2,227
18	47	55	102	0.3	846	990	1,836
19	18	31	49	0.1	342	589	931
20	110	114	224	0.6	2,200	2,280	4,480
21	137	166	303	0.8	2,877	3,486	6,363
22	28	47	75	0.2	616	1,034	1,650
23	34	40	74	0.2	782	920	1,702
24	20	36	56	0.1	480	864	1,344
25	19	34	53	0.1	475	850	1,325
26	11	20	31	0.1	286	520	806
27	7	18	25	0.1	189	486	675
28	17	37	54	0.1	476	1,036	1,512
29	6	6	12	0.0	174	174	348
30	305	306	611	1.6	9,150	9,180	18,330
31	421	530	951	2.5	13,051	16,430	29,481
Total	16,536	21,017	37,553	100	140,323	174,902	315,225
	Intended Average Length of Stay²				8.5	8.3	8.4

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, July 2016

Nationality	July 2015	June 2016	July 2016	% Change, July 2015 to July 2016	% Change, June 2016 to July 2016
Russian	107	281	213	99.1	-24.2
Polish	334	305	325	-2.7	6.6
Ukrainian	79	360	249	215.2	-30.8
Chinese	700	463	1,137	62.4	145.6
Indian	476	572	768	61.3	34.3
Israeli	540	464	2,257	318.0	386.4
Total	2,236	2,445	4,949	121.3	102.4

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Category	Airport	Seaport	Total
International flight/ Cruise Ship	17,650	0	17,650
Domestic flights/ Sea ferries	12,089	7,776	19,865
Total	29,739	7,776	37,515

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	305	0.8	305
2	864	2.4	1,728
3	1,962	5.4	5,886
4	2,961	8.1	11,844
5	3,423	9.4	17,115
6	8,235	22.5	49,410
7	6,675	18.2	46,725
8	3,164	8.6	25,312
9	920	2.5	8,280
10	1,617	4.4	16,170
11	424	1.2	4,664
12	586	1.6	7,032
13	439	1.2	5,707
14	1,562	4.3	21,868
15	757	2.1	11,355
16	254	0.7	4,064
17	127	0.3	2,159
18	97	0.3	1,746
19	45	0.1	855
20	208	0.6	4,160
21	286	0.8	6,006
22	72	0.2	1,584
23	72	0.2	1,656
24	49	0.1	1,176
25	49	0.1	1,225
26	29	0.1	754
27	24	0.1	648
28	53	0.1	1,484
29	11	0.0	319
30	510	1.4	15,300
31	803	2.2	24,893
Total	36,583	100.0	301,430
	Number of beds available in July		542,252
	Bed Occupancy Rate		55.6

For more clarifications please contact:

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