



Statistics for Development

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TOURISM STATISTICS RELEASE



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TOURISM STATISTICAL RELEASE FOR THE MONTH OF DECEMBER, 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 **43,863** visitors entered Zanzibar in December, 2016 which is an increase of **9.9** percent compared to corresponding month in December 2015 and **39.0** percent compared to previous month. European continent has continued to dominate Zanzibar tourism market whereby almost six of every ten visitors (**58.2** percent) who entered Zanzibar in December, 2016 were from Europe. In country wise, Italy took the lead (**14.8** percent) followed by South Africa (**8.7** percent) while New Zealand continued to record the least (**0.2** percent)

The data from table 2 shows that **35,152** visitors entered Zanzibar through Airport, among them **28,456** visitors came by international flights and **6,696** by domestic flights. Also **8,711** visitors entered through Seaport whereby **763** are day visitors (excursionist) and the remaining **7,948** came by ferry boat from Tanzania Mainland.

Generally, Zanzibar received **376,242** visitors in 2016 which is an increase of **27.9** percent compared to previous year, 2015. About six of every ten (**62.0** percent) of all visitors were from European continent. In country wise, Italy (**12.4** percent) is the leading market in 2016 tourism market. About **304,178** visitors entered through airport which is equivalent to **80.8** percent while the remaining **72,064** visitors entered through seaport that accounting **19.2** percent (Table 3).

Information on the purpose of visit (Table 4) shows that, majority of visitors **43,071** (**98.2** percent) in December 2016 were in Zanzibar for holidays followed by **603** (**1.4** percent) and **72** (**0.2** percent) of visitors were in Zanzibar for 'visiting friends and relatives' and 'business and conference' respectively.

Table 5 shows that in December, 2016 there were **18,553** (**42.3** percent) males and **25,310** (**57.7** percent) female visitors. Comparing to the previous month, males increased by **29.0** percent while females increased by **47.3** 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 **4,221** (**9.6** percent) visitors were aged less than 15 years; **37,291** (**85.0** percent) were aged 15 and 64 years and **2,352** (**5.4** percent) were aged 65 years and older.

Table 7 shows that **27.4** percent of all visitors in December stayed in the country for seven days while less than one percent (**0.9** percent) of them stayed for a month or more. The overall average length of stay for visitor in December, 2016 was almost **8.2** nights.

The total number of visitors from emerging market shows a growth of **76.2** percent compared with corresponding month in 2015 and **58.4** percent compared with previous month. All emerging countries show the growth whereby Ukrainian show a remarkable growth compared to the corresponding month in 2015. Comparing with previous month, all countries show positive growth (Table 8).

The total of **542,252** bed-spaces was available in December. Out of these bed-spaces, an estimate of **352,695** hotel-beds were sold during that month representing a bed occupancy rate of **65.0** percent.(Table 9).

Table1: International Visitors by Nationality, December 2016

Nationality	December 2015			November 2016			December 2016			% Change, December 2015 to December 2016	% Change, November 2016 to December 2016
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
EUROPE											
Scandinavian	3,443	8.6	2	1,658	5.3	4	2,690	6.1	5	-21.9	62.2
British	2,332	5.8	6	2,553	8.1	3	3,330	7.6	3	42.8	30.4
German	3,077	7.7	4	3,450	10.9	2	2,882	6.6	4	-6.3	-16.5
Italian	6,788	17.0	1	4,581	14.5	1	6,512	14.8	1	-4.1	42.2
French	1,826	4.6	9	1,433	4.5	7	1,926	4.4	9	5.5	34.4
Dutch	1,855	4.6	8	1,195	3.8	8	1,433	3.3	11	-22.7	19.9
Belgium	600	1.5	14	653	2.1	14	846	1.9	12	41.0	29.6
Russian	461	1.2	17	341	1.1	18	585	1.3	17	26.9	71.6
Turkish	187	0.5	21	95	0.3	21	228	0.5	21	21.9	140.0
Polish	1,064	2.7	11	1,061	3.4	10	1,926	4.4	9	81.0	81.5
Ukrainian	262	0.7	20	775	2.5	12	805	1.8	13	207.3	3.9
Czech Republic	625	1.6	13	707	2.2	13	669	1.5	16	7.0	-5.4
Spanish	355	0.9	19	522	1.7	15	490	1.1	18	38.0	-6.1
Other European	2,582	6.5		826	2.6		1,186	2.7		-54.1	43.6
Subtotal	25,457	63.8		19,850	62.9		25,508	58.2		0.2	28.5
ASIA											
Japanese	177	0.4	22	94	0.3	22	225	0.5	22	27.1	139.4
Chinese	453	1.1	18	243	0.8	20	468	1.1	19	3.3	92.6
Indian	519	1.3	16	407	1.3	16	753	1.7	14	45.1	85.0
Israeli	1,094	2.7	10	1,460	4.6	6	2,252	5.1	7	105.9	54.2
Other Asian	872	2.2		2,272	7.2		2,831	6.5		224.7	24.6
Subtotal	3,115	7.8		4,476	14.2		6,529	14.9		109.6	45.9
AFRICA											
Kenyan	2,103	5.3	7	911	2.9	11	2,292	5.2	6	9.0	151.6
South African	3,391	8.5	3	1,567	5.0	5	3,805	8.7	2	12.2	142.8
Other African	1,821	4.6		939	3.0		2,120	4.8		16.4	125.8
Subtotal	7,315	18.3		3,417	10.8		8,217	18.7		12.3	140.5
AMERICA		0.0									
American	2,338	5.9	5	1,181	3.7	9	2,112	4.8	8	-9.7	78.8
Canadian	735	1.8	12	398	1.3	17	694	1.6	15	-5.6	74.4
Other American	278	0.7		239	0.8		237	0.5		-14.7	-0.8
Subtotal	3,351	8.4		1,818	5.8		3,043	6.9		-9.2	67.4
OCEANIA											
Australian	574	1.4	15	287	0.9	19	448	1.0	20	-22.0	56.1
New Zealand	99	0.2	23	38	0.1	23	75	0.2	23	-24.2	97.4
Subtotal	673	1.7		325	1.0		523	1.2		-22.3	60.9
Not stated	18	0.0		1,671	5.3		43	0.1		138.9	-97.4
TOTAL	39,929	100.0		31,557	100.0		43,863	100.0		9.9	39.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	1,239	817	2,056	25	601	626
British	1,233	1,710	2,943	272	396	668
German	1,745	452	2,197	39	629	668
Italian	5,839	230	6,069	7	330	337
French	1,151	538	1,689	10	221	231
Dutch	945	218	1,163	15	245	261
Belgium	619	122	741	11	92	103
Russian	500	16	516	5	57	63
Turkish	151	27	178	0	45	45
Polish	1,763	61	1,824	2	69	71
Ukrainian	729	30	759	3	33	36
Czech Republic	598	18	615	0	41	41
Spanish	284	126	410	2	74	76
Other Europeans	806	27	833	32	319	352
Subtotal	17,603	4,390	21,993	423	3,153	3,576
ASIA			0	0	0	0
Japanese	120	19	139	0	80	80
Chinese	127	64	191	0	260	260
Indian	297	121	418	0	314	314
Israeli	2,070	112	2,181	2	37	39
Other Asians	2,065	403	2,468	2	320	323
Subtotal	4,678	719	5,397	5	1,010	1,015
AFRICA			0	0	0	0
Kenyan	1,204	108	1,312	0	904	904
South African	2,754	599	3,353	9	399	408
Other Africans	910	169	1,079	7	968	975
Subtotal	4,869	875	5,743	16	2,272	2,288
AMERICA			0	0	0	0
American	745	528	1,274	210	791	1,001
Canadian	208	158	367	39	308	347
Other Americans	145	23	167	8	64	72
Subtotal	1,098	709	1,807	257	1,163	1,420
OCEANIA			0	0	0	0
Australian	161	1	162	55	266	321
New Zealand	34	0	34	6	38	44
Subtotal	196	1	197	61	303	364
Not stated	12	3	15	1	47	48
TOTAL	28,456	6,696	35,152	763	7,948	8,711

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	January-December 2015			January-December 2016					% Change, Jan-December 2015 to Jan-December 2016
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	18,167	6.2	4	15,957	4,643	20,600	5.5	6	13.4
British	22,303	7.6	3	24,394	7,469	31,863	8.5	3	42.9
German	32,574	11.1	2	34,280	5,618	39,898	10.6	2	22.5
Italian	43,207	14.7	1	45,052	1,646	46,697	12.4	1	8.1
French	16,334	5.6	6	16,102	2,509	18,611	4.9	8	13.9
Dutch	11,288	3.8	8	11,091	2,366	13,457	3.6	9	19.2
Belgium	5,463	1.9	13	5,137	1,016	6,153	1.6	17	12.6
Russian	2,285	0.8	19	3,641	444	4,085	1.1	20	78.8
Turkish	2,003	0.7	20	1,483	670	2,153	0.6	21	7.5
Polish	5,598	1.9	11	6,748	581	7,329	1.9	13	30.9
Ukrainian	878	0.3	23	5,931	324	6,254	1.7	16	612.4
Czech Republic	3,342	1.1	18	4,149	384	4,534	1.2	18	35.7
Spanish	5,591	1.9	12	7,528	1,110	8,638	2.3	12	54.5
Other European	24,690	8.4		18,850	4,097	22,947	6.1		-7.1
Subtotal	193,723	65.8		200,343	32,875	233,218	62.0		20.4
ASIA									
Japanese	1,242	0.4	21	959	635	1,593	0.4	22	28.3
Chinese	4,838	1.6	15	3,919	2,423	6,342	1.7	15	31.1
Indian	4,560	1.5	16	4,139	7,846	11,985	3.2	10	162.8
Israeli	9,774	3.3	10	20,171	382	20,553	5.5	7	110.3
Other Asian	10,710	3.6		12,773	4,745	17,517	4.7		63.6
Subtotal	31,124	10.6		41,961	16,030	57,991	15.4		86.3
AFRICA									
Kenyan	11,096	3.8	9	7,146	3,870	11,016	2.9	11	-0.7
South African	16,028	5.4	7	20,842	2,090	22,932	6.1	4	43.1
Other African	11,408	3.9		6,926	4,956	11,882	3.2		4.2
Subtotal	38,532	13.1		34,913	10,917	45,830	12.2		18.9
AMERICA									
American	18,136	6.2	5	14,636	6,450	21,085	5.6	5	16.3
Canadian	5,391	1.8	14	4,407	2,181	6,588	1.8	14	22.2
Other American	2,096	0.7		2,178	737	2,915	0.8		39.1
Subtotal	25,623	8.7		21,220	9,368	30,588	8.1		19.4
OCEANIA									
Australian	4,023	1.4	17	2,724	1,671	4,395	1.2	19	9.2
New Zealand	974	0.3	22	592	410	1,002	0.3	23	2.9
Subtotal	4,997	1.7		3,317	2,080	5,397	1.4		8.0
Not stated	244	0.1		2,424	794	3,218	0.9		1,218.7
TOTAL	294,243	100.0		304,178	72,064	376,242	100.0		27.9

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Prospective Resident	Seeking Employment	Temporary Employment	Visiting Friends and Relatives	Holidays	Business and Conference	In Transit	Others	Total
EUROPE									
Scandinavian	2	0	0	25	2,661	1	0	1	2,690
British	2	0	0	49	3,272	2	0	5	3,330
German	0	0	0	29	2,847	1	0	5	2,882
Italian	2	0	2	50	6,444	3	0	11	6,512
French	0	0	0	26	1,899	0	0	1	1,926
Dutch	0	0	1	0	1,429	1	0	2	1,433
Belgium	1	0	1	4	840	0	0	0	846
Russian	0	0	0	11	574	0	0	0	585
Turkish	1	0	0	7	207	13	0	0	228
Polish	0	0	2	13	1,903	2	1	5	1,926
Ukrainian	0	0	0	13	786	0	0	6	805
Czech Republic	0	0	0	7	661	0	0	1	669
Spanish	0	0	0	2	488	0	0	0	490
Other Europeans	1	0	0	136	1,037	4	0	8	1,186
Subtotal	9	0	6	372	25,048	27	1	45	25,508
ASIA									
Japanese	0	0	1	2	218	3	0	1	225
Chinese	1	0	0	3	458	6	0	0	468
Indian	0	0	0	8	742	2	1	0	753
Israeli	0	0	0	6	2,242	2	2	0	2,252
Other Asians	0	0	0	55	2,769	0	0	7	2,831
Subtotal	1	0	1	74	6,429	13	3	8	6,529
AFRICA									
Kenyan	1	0	0	75	2,196	9	1	10	2,292
South African	0	0	0	11	3,782	4	0	8	3,805
Other Africans	0	0	0	29	2,065	14	0	12	2,120
Subtotal	1	0	0	115	8,043	27	1	30	8,217
AMERICA									
American	0	1	1	27	2,076	3	0	4	2,112
Canadian	0	0	0	7	684	1	0	2	694
Other Americans	0	0	0	1	235	1	0	0	237
Subtotal	0	1	1	35	2,995	5	0	6	3,043
OCEANIA									
Australian	0	0	0	6	442	0	0	0	448
New Zealand	0	0	0	1	74	0	0	0	75
Subtotal	0	0	0	7	516	0	0	0	523
Not stated	0	0	0	0	40	0	0	3	43
TOTAL	11	1	8	603	43,071	72	5	92	43,863
TOTAL PERCENT	0.0	0.0	0.0	1.4	98.2	0.2	0.0	0.2	100.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	897	1,793	2,690
British	886	2,444	3,330
German	1,217	1,665	2,882
Italian	3,010	3,502	6,512
French	740	1,186	1,926
Dutch	614	819	1,433
Belgium	356	490	846
Russian	267	318	585
Turkish	145	83	228
Polish	933	993	1,926
Ukrainian	388	417	805
Czech Republic	306	363	669
Spanish	169	321	490
Other European Country	718	468	1,186
Subtotal	10,646	14,862	25,508
ASIA			
Japanese	116	109	225
Chinese	288	180	468
Indian	405	348	753
Israeli	994	1,258	2,252
Other Asian	1,120	1,711	2,831
Subtotal	2,923	3,606	6,529
AFRICA			
Kenyan	1,033	1,259	2,292
South African	1,543	2,262	3,805
Other African	1,040	1,080	2,120
Subtotal	3,616	4,601	8,217
AMERICA			
American	742	1,370	2,112
Canadian	250	444	694
Other American	108	129	237
Subtotal	1,100	1,943	3,043
OCEANIA			
Australian	215	233	448
New Zealand	33	42	75
Subtotal	248	275	523
Not stated	20	23	43
TOTAL DECEMBER, 2016	18,553	25,310	43,863
TOTAL NOVEMBER, 2016	14,377	17,180	31,557
TOTAL PERCENT DECEMBER % CHANGE, NOVEMBER TO DECEMBER 2016	42.3	57.7	100.0
	29.0	47.3	39.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	319	2,231	140	2,690
British	333	2,758	239	3,330
German	122	2,589	171	2,882
Italian	748	5,412	352	6,512
French	263	1,587	76	1,926
Dutch	118	1,218	97	1,433
Belgium	145	669	32	846
Russian	37	541	7	585
Turkish	8	212	8	228
Polish	164	1,674	88	1,926
Ukrainian	54	739	12	805
Czech Republic	43	587	39	669
Spanish	24	445	21	490
Other European	71	1,036	79	1,186
Subtotal	2,449	21,698	1,361	25,508
ASIA				
Japanese	19	200	6	225
Chinese	17	433	18	468
Indian	81	652	20	753
Israeli	160	1,929	163	2,252
Other Asian	203	2,534	94	2,831
Subtotal	480	5,748	301	6,529
AFRICA				
Kenyan	380	1,855	57	2,292
South African	389	3,333	83	3,805
Other African	279	1,813	28	2,120
Subtotal	1,048	7,001	168	8,217
AMERICA				
American	150	1,616	346	2,112
Canadian	45	520	129	694
Other American	9	222	6	237
Subtotal	204	2,358	481	3,043
OCEANIA				
Australian	32	379	37	448
New Zealand	5	67	3	75
Subtotal	37	446	40	523
Not stated	3	40	1	43
TOTAL	4,221	37,291	2,352	43,863
TOTAL PERCENT	9.6	85.0	5.4	100.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	533	485	1,018	2.3	533	485	1,018
2	446	349	795	1.8	892	698	1,590
3	648	609	1,257	2.9	1,944	1,827	3,771
4	825	850	1,675	3.8	3,300	3,400	6,700
5	857	1,049	1,906	4.3	4,285	5,245	9,530
6	1,170	6,983	8,153	18.6	7,020	41,898	48,918
7	5,852	6,187	12,039	27.4	40,964	43,309	84,273
8	2,548	2,821	5,369	12.2	20,384	22,568	42,952
9	764	848	1,612	3.7	6,876	7,632	14,508
10	1,167	1,290	2,457	5.6	11,670	12,900	24,570
11	458	502	960	2.2	5,038	5,522	10,560
12	496	509	1,005	2.3	5,952	6,108	12,060
13	279	316	595	1.4	3,627	4,108	7,735
14	995	996	1,991	4.5	13,930	13,944	27,874
15	458	492	950	2.2	6,870	7,380	14,250
16	142	154	296	0.7	2,272	2,464	4,736
17	67	66	133	0.3	1,139	1,122	2,261
18	61	49	110	0.3	1,098	882	1,980
19	31	25	56	0.1	589	475	1,064
20	118	125	243	0.6	2,360	2,500	4,860
21	131	136	267	0.6	2,751	2,856	5,607
22	20	26	46	0.1	440	572	1,012
23	15	20	35	0.1	345	460	805
24	10	12	22	0.1	240	288	528
25	15	17	32	0.1	375	425	800
26	5	8	13	0.0	130	208	338
27	8	13	21	0.0	216	351	567
28	36	25	61	0.1	1,008	700	1,708
29	9	1	10	0.0	261	29	290
30	170	156	326	0.7	5,100	4,680	9,780
31	219	191	410	0.9	6,775	5,935	12,710
Total	18,553	25,310	43,863	100	158,384	200,971	359,355
					8.5	7.9	8.2

Table 8: Visitors Arrival from Emerging Markets, December 2016

Nationality	December 2015	November 2016	December 2016	% Change, December 2015 to December 2016	% Change, November 2016 to December 2016
Russian	461	341	585	26.9	71.6
Polish	1,064	1,061	1,926	81.0	81.5
Ukrainian	262	775	805	207.3	3.9
Chinese	453	243	468	3.3	92.6
Indian	519	407	753	45.1	85.0
Israeli	1,094	1,460	2,252	105.9	54.2
Total	3,853	4,287	6,789	76.2	58.4

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Category	Airport	Seaport	Total
International flight/ Cruise Ship	28,456	763	29,219
Domestic flights/ Sea ferries	6,696	7,948	14,644
Total	35,152	8,711	43,863

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	1,009	2.3	1,009
2	782	1.8	1,564
3	1,231	2.8	3,693
4	1,650	3.8	6,600
5	1,875	4.3	9,375
6	8,125	18.8	48,750
7	11,911	27.5	83,377
8	5,328	12.3	42,624
9	1,598	3.7	14,382
10	2,396	5.5	23,960
11	953	2.2	10,483
12	990	2.3	11,880
13	580	1.3	7,540
14	1,961	4.5	27,454
15	931	2.2	13,965
16	294	0.7	4,704
17	133	0.3	2,261
18	109	0.3	1,962
19	55	0.1	1,045
20	239	0.6	4,780
21	257	0.6	5,397
22	43	0.1	946
23	35	0.1	805
24	20	0.0	480
25	31	0.1	775
26	10	0.0	260
27	21	0.0	567
28	55	0.1	1,540
29	10	0.0	290
30	264	0.6	7,920
31+	397	0.9	12,307
Total	43,293	100.0	352,695
Number of beds available in December			542,252
Bed Occupancy Rate			65.0

For more clarifications please contact:

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