



*Statistics for Development*

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# TOURISM STATISTICS RELEASE



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## TOURISM STATISTICAL RELEASE FOR THE MONTH OF APRIL, 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).

**Visitor<sup>1</sup>:** 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.

<sup>1</sup> Visitors are classified as tourists if they spend the night away from home

### **3. Key findings**

About 14,701 visitors entered Zanzibar in April, 2016 which is an increase of 5.4 percent compared to corresponding month in April 2015 and a decrease of 49.4 percent compared to previous month. Europeans remain as the largest source of visitors to Zanzibar tourism. Forty three percent of the visitors (43 percent) who entered Zanzibar in April, 2016 were from Europe. In country wise, Israel (2,451) dominated the Tourism market by accounting 16.7 percent of all visitors entered in April, 2016 followed by South African (9.2 percent) and German (8.1 percent) while New Zealand continued to record the least (0.2 percent). In contrast, Italy which is the giant tourism market source in Zanzibar throughout the year, dropped to 13<sup>th</sup> position from 7<sup>th</sup> in the corresponding month in 2015. Inadequate marketing and emerging of nearby tourism markets for Italians, like Mozambique, Mauritius and Seychelles are among the reasons of dropping Italian market in Zanzibar. Other performances are as shown in table 1.

The data from table 2 shows that 11,983 visitors entered Zanzibar through Airport, among them 9,120 visitors came by international flights and 2,863 by domestic flights. The remaining 2,718 visitors entered through seaport by ferry boat from Tanzania Mainland.

Information on the purpose of visit (Table 3) shows that, in April 2016, a majority of visitors 14,372 (97.8 percent) were in Zanzibar for holidays compared with only 142 (1.0 percent) and 70(0.5 percent) of visitors who were in Zanzibar for 'visiting friends and relatives' and 'business and conference' respectively.

Table 4 shows that in April, 2016 there were 6,163 (41.9 percent) males and 8,538 (58.1 percent) female visitors. Comparing to the previous month males decreased by 45.4 percent while females decreased by 52.0 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 1,023 (7.0 percent) visitors were aged less than 15 years; 12,845 (87.4 percent) were aged 15 and 64 years and 833 (5.7 percent) were aged 65 years and older.

Table 6 shows that majority of the visitors in April stayed in the country for seven and six days while only two percent (2.1 percent) of them stayed for more than a month. The overall average length of stay for visitor in April, 2016 was 7.4 nights which is equal to that of previous month.

Generally, the number of visitors from emerging market increased by almost sixty percent (59.4 percent) compared to corresponding month in 2015 and decreased by 2.6 percent compared to previous month. Visitors from Ukraine significantly increased by more than hundred percent compared to corresponding month but decreased by 54.3 percent compared previous month. Moreover visitors from Russia, Poland and Israel increased compared to corresponding month in 2015 but decreased compared to previous month as shown in the table 7. In contrast, visitors from China and India decreased by 10.9 percent and 18.9 percent respectively compared to corresponding month. ( See table 7 below)

**Table1: International Visitors by Nationality, April 2016**

Nationality	April 2015			March 2016			April 2016			% Change, April 2015 to April 2016	% Change, March 2016 to April 2016
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
<b>EUROPE</b>											
Scandinavian	644	4.6	8	2,350	8.1	3	515	3.5	9	-20.0	-78.1
British	1,000	7.2	5	1,497	5.2	5	980	6.7	4	-2.0	-34.5
German	1,240	8.9	3	3,631	12.5	2	1,194	8.1	3	-3.7	-67.1
Italian	697	5.0	7	4,907	16.9	1	239	1.6	13	-65.7	-95.1
French	523	3.8	9	1,111	3.8	9	623	4.2	7	19.1	-43.9
Dutch	352	2.5	12	911	3.1	10	434	3.0	10	23.3	-52.4
Belgium	264	1.9	13	352	1.2	17	231	1.6	15	-12.5	-34.4
Russian	86	0.6	20	336	1.2	18	235	1.6	14	173.3	-30.1
Turkish	102	0.7	17	101	0.3	22	82	0.6	21	-19.6	-18.8
Polish	98	0.7	18	614	2.1	12	132	0.9	20	34.7	-78.5
Ukrainian	24	0.2	23	1,200	4.1	8	549	3.7	8	2,187.5	-54.3
Czech Republic	42	0.3	22	555	1.9	13	139	0.9	19	231.0	-75.0
Spanish	187	1.3	15	548	1.9	14	170	1.2	17	-9.1	-69.0
Other European	982	7.0		1,896	6.5		793	5.4		-19.2	-58.2
<b>Subtotal</b>	<b>6,241</b>	<b>44.8</b>		<b>20,009</b>	<b>68.9</b>		<b>6,316</b>	<b>43.0</b>		<b>1</b>	<b>-68.4</b>
<b>ASIA</b>											
Japanese	89	0.6	19	120	0.4	21	78	0.5	22	-12.4	-35.0
Chinese	376	2.7	11	320	1.1	19	335	2.3	12	-10.9	4.7
Indian	450	3.2	10	428	1.5	16	365	2.5	11	-18.9	-14.7
Israeli	1,518	10.9	1	1,276	4.4	7	2,451	16.7	1	61.5	92.1
Other Asian	582	4.2		755	2.6		878	6.0		50.9	16.3
<b>Subtotal</b>	<b>3,015</b>	<b>21.6</b>		<b>2,899</b>	<b>10.0</b>		<b>4,107</b>	<b>27.9</b>		<b>36</b>	<b>42</b>
<b>AFRICA</b>											
Kenyan	1,244	8.9	2	883	3.0	11	869	5.9	5	-30.1	-1.6
South African	1,095	7.9	4	1,977	6.8	4	1,350	9.2	2	23.3	-31.7
Other African	895	6.4		833	2.9		769	5.2		-14.1	-7.7
<b>Subtotal</b>	<b>3,234</b>	<b>23.2</b>		<b>3,693</b>	<b>12.7</b>		<b>2,988</b>	<b>20.3</b>		<b>-7.6</b>	<b>-19.1</b>
<b>AMERICA</b>											
American	932	6.7	6	1,415	4.9	6	692	4.7	6	-25.8	-51.1
Canadian	211	1.5	14	541	1.9	15	230	1.6	16	9.0	-57.5
Other American	109	0.8		214	0.7		98	0.7		-10.1	-54.2
<b>Subtotal</b>	<b>1,252</b>	<b>9.0</b>		<b>2,170</b>	<b>7.5</b>		<b>1,020</b>	<b>6.9</b>		<b>-18.5</b>	<b>-53.0</b>
<b>OCEANIA</b>											
Australian	149	1.1	16	192	0.7	20	166	1.1	18	11.4	-13.5
New Zealand	47	0.3	21	39	0.1	23	30	0.2	23	-36.2	-23.1
<b>Subtotal</b>	<b>196</b>	<b>1.4</b>		<b>231</b>	<b>0.8</b>		<b>196</b>	<b>1.3</b>		<b>0.0</b>	<b>-15.2</b>
Not stated	4	0.0		56	0.2		74	0.5		1,750.0	32.1
<b>TOTAL</b>	<b>13,942</b>	<b>100</b>		<b>29,058</b>	<b>100</b>		<b>14,701</b>	<b>100</b>		<b>5.4</b>	<b>-49.4</b>

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
<b>EUROPE</b>						
Scandinavian	186	161	347	0	168	168
British	522	214	736	0	244	244
German	748	264	1,012	0	182	182
Italian	171	31	202	0	37	37
French	345	210	555	0	68	68
Dutch	245	115	360	0	74	74
Belgium	108	80	188	0	43	43
Russian	182	34	216	0	19	19
Turkish	19	26	45	0	37	37
Polish	73	36	109	0	23	23
Ukrainian	505	32	537	0	12	12
Czech Republic	128	5	133	0	6	6
Spanish	90	52	142	0	28	28
Other Europeans	494	168	662	0	131	131
<b>Subtotal</b>	<b>3,816</b>	<b>1,428</b>	<b>5,244</b>	<b>0</b>	<b>1,072</b>	<b>1,072</b>
<b>ASIA</b>						
Japanese	33	20	53	0	25	25
Chinese	82	118	200	0	135	135
Indian	120	41	161	0	204	204
Israeli	1,927	509	2,436	0	15	15
Other Asians	617	66	683	0	195	195
<b>Subtotal</b>	<b>2,779</b>	<b>754</b>	<b>3,533</b>	<b>0</b>	<b>574</b>	<b>574</b>
<b>AFRICA</b>						
Kenyan	561	55	616	0	253	253
South African	1,119	117	1,236	0	114	114
Other Africans	383	128	511	0	258	258
<b>Subtotal</b>	<b>2,063</b>	<b>300</b>	<b>2,363</b>	<b>0</b>	<b>625</b>	<b>625</b>
<b>AMERICA</b>						
American	268	197	465	0	227	227
Canadian	60	87	147	0	83	83
Other Americans	39	22	61	0	37	37
<b>Subtotal</b>	<b>367</b>	<b>306</b>	<b>673</b>	<b>0</b>	<b>347</b>	<b>347</b>
<b>OCEANIA</b>						
Australian	35	54	89	0	77	77
New Zealand	5	9	14	0	16	16
<b>Subtotal</b>	<b>40</b>	<b>63</b>	<b>103</b>	<b>0</b>	<b>93</b>	<b>93</b>
Not stated	55	12	67	0	7	7
<b>TOTAL</b>	<b>9,120</b>	<b>2,863</b>	<b>11,983</b>	<b>0</b>	<b>2,718</b>	<b>2,718</b>

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Returning Resident	Prospective Resident	Seeking Employment	Temporary Employment	Visiting Friends and Relatives	Holidays	Business and Conference	In Transit	Others	Total
<b>EUROPE</b>										
Scandinavian	1	0	0	0	4	503	4	0	3	515
British	2	0	0	0	6	967	4	0	1	980
German	1	0	0	0	2	1,186	0	0	5	1,194
Italian	0	0	0	0	3	234	0	0	2	239
French	0	0	0	0	7	612	2	0	2	623
Dutch	0	0	0	0	2	429	1	0	2	434
Belgium	0	0	0	0	1	230	0	0	0	231
Russian	0	0	1	0	5	228	0	0	1	235
Turkish	0	0	0	0	0	81	1	0	0	82
Polish	1	0	0	0	2	127	1	0	1	132
Ukrainian	0	6	0	1	4	530	0	0	8	549
Czech Republic	0	0	0	0	1	138	0	0	0	139
Spanish	0	0	0	0	0	170	0	0	0	170
Other Europeans	0	0	0	0	6	786	0	0	1	793
<b>Subtotal</b>	<b>5</b>	<b>6</b>	<b>1</b>	<b>1</b>	<b>43</b>	<b>6,221</b>	<b>13</b>	<b>0</b>	<b>26</b>	<b>6,316</b>
<b>ASIA</b>										
Japanese	0	0	0	0	0	78	0	0	0	78
Chinese	0	0	0	0	5	311	10	0	9	335
Indian	0	0	1	1	3	351	5	0	4	365
Israeli	1	0	1	0	19	2,419	1	0	10	2,451
Other Asians	1	0	0	1	27	837	4	1	7	878
<b>Subtotal</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>54</b>	<b>3,996</b>	<b>20</b>	<b>1</b>	<b>30</b>	<b>4,107</b>
<b>AFRICA</b>										
Kenyan	0	0	0	0	21	820	18	0	10	869
South African	0	0	0	0	5	1,335	1	1	8	1,350
Other Africans	1	0	0	0	5	745	10	0	8	769
<b>Subtotal</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>31</b>	<b>2,900</b>	<b>29</b>	<b>1</b>	<b>26</b>	<b>2,988</b>
<b>AMERICA</b>										
American	0	0	0	0	13	673	4	0	2	692
Canadian	0	0	0	0	1	224	4	0	1	230
Other Americans	0	0	0	0	0	98	0	0	0	98
<b>Subtotal</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>14</b>	<b>995</b>	<b>8</b>	<b>0</b>	<b>3</b>	<b>1,020</b>
<b>OCEANIA</b>										
Australian	0	0	0	0	0	165	0	0	1	166
New Zealand	0	0	0	0	0	30	0	0	0	30
<b>Subtotal</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>195</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>196</b>
<b>Not stated</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>65</b>	<b>0</b>	<b>0</b>	<b>8</b>	<b>74</b>
<b>TOTAL</b>	<b>9</b>	<b>6</b>	<b>3</b>	<b>3</b>	<b>142</b>	<b>14,372</b>	<b>70</b>	<b>2</b>	<b>94</b>	<b>14,701</b>
<b>TOTAL PERCENT</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>1.0</b>	<b>97.8</b>	<b>0.5</b>	<b>0.0</b>	<b>0.6</b>	<b>100.0</b>

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

**Table 4: International Visitors by Nationality and Sex, April 2016**

<b>Nationality</b>	<b>Male</b>	<b>Female</b>	<b>Total</b>
<b>EUROPE</b>			
Scandinavian	168	347	515
British	390	590	980
German	426	768	1,194
Italian	103	136	239
French	255	368	623
Dutch	116	318	434
Belgium	86	145	231
Russian	94	141	235
Turkish	49	33	82
Polish	49	83	132
Ukrainian	219	330	549
Czech Republic	55	84	139
Spanish	71	99	170
Other European Country	270	523	793
<b>Subtotal</b>	<b>2,351</b>	<b>3,965</b>	<b>6,316</b>
<b>ASIA</b>			
Japanese	45	33	78
Chinese	183	152	335
Indian	246	119	365
Israeli	986	1,465	2,451
Other Asian	462	416	878
<b>Subtotal</b>	<b>1,922</b>	<b>2,185</b>	<b>4,107</b>
<b>AFRICA</b>			
Kenyan	422	447	869
South African	555	795	1,350
Other African	394	375	769
<b>Subtotal</b>	<b>1,371</b>	<b>1,617</b>	<b>2,988</b>
<b>AMERICA</b>			
American	266	426	692
Canadian	89	141	230
Other American	44	54	98
<b>Subtotal</b>	<b>399</b>	<b>621</b>	<b>1,020</b>
<b>OCEANIA</b>			
Australian	73	93	166
New Zealand	17	13	30
<b>Subtotal</b>	<b>90</b>	<b>106</b>	<b>196</b>
Not stated	<b>30</b>	<b>44</b>	<b>74</b>
<b>TOTAL APRIL</b>	<b>6,163</b>	<b>8,538</b>	<b>14,701</b>
<b>TOTAL MARCH</b>	<b>11,284</b>	<b>17,774</b>	<b>29,058</b>
<b>TOTAL PERCENT APRIL</b>	<b>41.9</b>	<b>58.1</b>	<b>100</b>
<b>% CHANGE, MARCH TO APRIL 2016</b>	<b>-45.4</b>	<b>-52.0</b>	<b>-49.4</b>

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
<b>EUROPE</b>				
Scandinavian	22	461	32	515
British	77	828	75	980
German	23	1,076	95	1,194
Italian	16	209	14	239
French	84	501	38	623
Dutch	21	387	26	434
Belgium	16	204	11	231
Russian	15	219	1	235
Turkish	1	80	1	82
Polish	6	124	2	132
Ukrainian	21	522	6	549
Czech Republic	7	111	21	139
Spanish	6	160	4	170
Other European	43	716	34	793
<b>Subtotal</b>	<b>358</b>	<b>5,598</b>	<b>360</b>	<b>6,316</b>
<b>ASIA</b>				
Japanese	5	71	2	78
Chinese	17	309	9	335
Indian	11	316	38	365
Israeli	328	1,973	150	2,451
Other Asian	29	777	72	878
<b>Subtotal</b>	<b>390</b>	<b>3,446</b>	<b>271</b>	<b>4,107</b>
<b>AFRICA</b>				
Kenyan	82	749	38	869
South African	91	1,205	54	1,350
Other African	30	724	15	769
<b>Subtotal</b>	<b>203</b>	<b>2,678</b>	<b>107</b>	<b>2,988</b>
<b>AMERICA</b>				
American	43	595	54	692
Canadian	10	199	21	230
Other American	6	91	1	98
<b>Subtotal</b>	<b>59</b>	<b>885</b>	<b>76</b>	<b>1,020</b>
<b>OCEANIA</b>				
Australian	8	145	13	166
New Zealand	0	26	4	30
<b>Subtotal</b>	<b>8</b>	<b>171</b>	<b>17</b>	<b>196</b>
<b>Not stated</b>	<b>5</b>	<b>67</b>	<b>2</b>	<b>74</b>
<b>TOTAL</b>	<b>1,023</b>	<b>12,845</b>	<b>833</b>	<b>14,701</b>
<b>TOTAL PERCENT</b>	<b>7.0</b>	<b>87.4</b>	<b>5.7</b>	<b>100.0</b>

*Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar*

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

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	292	175	467	3.2	292	175	467
2	399	323	722	4.9	798	646	1,444
3	579	583	1,162	7.9	1,737	1,749	3,486
4	561	631	1,192	8.1	2,244	2,524	4,768
5	606	774	1,380	9.4	3,030	3,870	6,900
6	705	2,084	2,789	19.0	4,230	12,504	16,734
7	1,283	1,633	2,916	19.8	8,981	11,431	20,412
8	367	592	959	6.5	2,936	4,736	7,672
9	155	263	418	2.8	1,395	2,367	3,762
10	363	485	848	5.8	3,630	4,850	8,480
11	111	143	254	1.7	1,221	1,573	2,794
12	62	115	177	1.2	744	1,380	2,124
13	38	58	96	0.7	494	754	1,248
14	175	254	429	2.9	2,450	3,556	6,006
15	51	64	115	0.8	765	960	1,725
16	19	17	36	0.2	304	272	576
17	8	19	27	0.2	136	323	459
18	9	12	21	0.1	162	216	378
19	2	2	4	0.0	38	38	76
20	30	24	54	0.4	600	480	1,080
21	27	29	56	0.4	567	609	1,176
22	1	4	5	0.0	22	88	110
23	3	3	6	0.0	69	69	138
24	7	6	13	0.1	168	144	312
25	7	8	15	0.1	175	200	375
26	4	5	9	0.1	104	130	234
27	0	1	1	0.0	0	27	27
28	5	18	23	0.2	140	504	644
29	1	1	2	0.0	29	29	58
30	114	83	197	1.3	3,420	2,490	5,910
31+	179	129	308	2.1	5,549	3,999	9,548
<b>Total</b>	<b>6,163</b>	<b>8,538</b>	<b>14,701</b>	<b>100.0</b>	<b>46,430</b>	<b>62,693</b>	<b>109,123</b>
	<b>Intended Average Length of Stay<sup>2</sup></b>				<b>7.5</b>	<b>7.3</b>	<b>7.4</b>

<sup>2</sup> 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, April 2016**

Nationality	April 2015	March 2016	April 2016	% Change, April 2015 to April 2016	% Change, March 2016 to April 2016
Russian	86	336	235	173.3	-30.1
Polish	98	614	132	34.7	-78.5
Ukrainian	24	1,200	549	2187.5	-54.3
Chinese	376	320	335	-10.9	4.7
Indian	450	428	365	-18.9	-14.7
Israeli	1,518	1,276	2,451	61.5	92.1
<b>Total</b>	<b>2,552</b>	<b>4,174</b>	<b>4,067</b>	<b>59.4</b>	<b>-2.6</b>

*Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar*

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

Category	Airport	Seaport	Total
International flight/ Cruise Ship	9,120	0	9,120
Domestic flights/ Sea ferries	2,863	2,718	5,581
<b>Total</b>	<b>11,983</b>	<b>2,718</b>	<b>14,701</b>

*Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar*

**For more clarifications please contact:**

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