



*Statistics for Development*

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# TOURISM STATISTICS RELEASE



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## TOURISM STATISTICAL RELEASE FOR THE MONTH OF MAY, 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 13,654 visitors entered Zanzibar in May, 2016 which is an increase of 18.7 percent compared to corresponding month in May 2015 and a decrease of 7.1 percent compared to previous month. Europeans remain as the largest source of visitors to Zanzibar tourism. About half of the visitors (50.5 percent) who entered Zanzibar in May, 2016 were from Europe. In country wise, German (2,030) dominated the Tourism market by accounting 14.9 percent of all visitors entered in May, 2016 followed by South African (9.7 percent) and America (8.1 percent) while New Zealand continued to record the least (0.3 percent). As in the previous month, Italy which is the giant tourism market source in Zanzibar throughout the year, continue to drop to 16<sup>th</sup> from 12<sup>th</sup> position compared to the same 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.

The data from table 2 shows that 10,659 visitors entered Zanzibar through Airport, among them 7,528 visitors came by international flights and 3,131 by domestic flights. Also 2,995 visitors entered through Seaport by ferry boat from Tanzania Mainland.

Generally, Zanzibar received 123,305 visitors from January to May of which 102,438 visitors entered through airport which is equivalent to 83.1 percent while the remaining 20,867 visitors entered through seaport that accounting 16.7 percent.

Information on the purpose of visit (Table 3) shows that, in May 2016, a majority of visitors 13,250 (97 percent) were in Zanzibar for holidays followed by 209 (1.5 percent) and 69(0.5 percent) of visitors who were in Zanzibar for 'visiting friends and relatives' and 'business and conference' respectively.

Table 4 shows that in May, 2016 there were 6,149 (45 percent) males and 7,505 (55 percent) female visitors. Comparing to the previous month males decreased by 0.2 percent while females decreased by 12.1 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 590 (7.0 percent) visitors were aged less than 15 years; 12,352 (90.5 percent) were aged 15 and 64 years and 712 (5.2 percent) were aged 65 years and older.

Table 6 shows that majority of the visitors in May stayed in the country for seven days that accounted 17.1 percent of all visitors, while only two percent (2.3 percent) of them stayed for a month or more. The overall average length of stay for visitor in May, 2016 was almost 8 nights.

The number of visitors from emerging market increased by around sixty three (63.4 percent) compared to corresponding month in 2015 and decreased by more than half (-57.7 percent) compared to previous month. Visitors from Ukraine significantly increased by more than hundred percent compared to corresponding month but decreased by 38.1 percent compared previous month. Apart from Ukraine, visitors from other emerging countries were also increased compared to corresponding month in 2015 as shown in the table 7. Comparing with previous month, visitors from China and India decreased by 37.9 percent and 32.1 percent respectively while that from other emerging countries decreased ( See table 7 below)

During the month of May, a total of 17,492 bed-spaces were available per day for accommodation in hotels/ guest houses in Zanzibar. This yield a total of 542,252 available bed-spaces in May. Out of these bed-spaces, an estimate of 104,236 hotel-beds were sold during that month representing a bed occupancy rate of 19.2 percent..

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

Nationality	May 2015			April 2016			May 2016			% Change, May 2015 to May 2016	% Change, April 2016 to May 2016
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
<b>EUROPE</b>											
Scandinavian	505	4.4	7	515	3.5	9	452	3.3	9	-10.5	-12.2
British	955	8.3	3	980	6.7	4	1,065	7.8	4	11.5	8.7
German	1,428	12.4	1	1,194	8.1	3	2,030	14.9	1	42.2	70.0
Italian	218	1.9	12	239	1.6	13	192	1.4	16	-11.9	-19.7
French	666	5.8	6	623	4.2	7	517	3.8	6	-22.4	-17.0
Dutch	504	4.4	8	434	3.0	10	450	3.3	10	-10.7	3.7
Belgium	173	1.5	15	231	1.6	15	214	1.6	14	23.7	-7.4
Russian	73	0.6	19	235	1.6	14	213	1.6	15	191.8	-9.4
Turkish	132	1.1	16	82	0.6	21	143	1.0	18	8.3	74.4
Polish	89	0.8	17	132	0.9	20	116	0.8	19	30.3	-12.1
Ukrainian	27	0.2	23	549	3.7	8	340	2.5	13	1159.3	-38.1
Czech Republic	75	0.7	18	139	0.9	19	63	0.5	22	-16.0	-54.7
Spanish	196	1.7	14	170	1.2	17	355	2.6	11	81.1	108.8
Other European	631	5.5		793	5.4		740	5.4		17.3	-6.7
<b>Subtotal</b>	<b>5,672</b>	<b>49.3</b>		<b>6,316</b>	<b>43.0</b>		<b>6,890</b>	<b>50.5</b>		<b>21</b>	<b>9.1</b>
<b>ASIA</b>											
Japanese	47	0.4	22	78	0.5	22	96	0.7	21	104.3	23.1
Chinese	336	2.9	10	335	2.3	12	462	3.4	8	37.5	37.9
Indian	458	4.0	9	365	2.5	11	482	3.5	7	5.2	32.1
Israeli	71	0.6	20	2,451	16.7	1	109	0.8	20	53.5	-95.6
Other Asian	802	7.0		878	6.0		1,000	7.3		24.7	13.9
<b>Subtotal</b>	<b>1,714</b>	<b>14.9</b>		<b>4,107</b>	<b>27.9</b>		<b>2,149</b>	<b>15.7</b>		<b>25</b>	<b>(48)</b>
<b>AFRICA</b>											
Kenyan	703	6.1	5	869	5.9	5	634	4.6	5	-9.8	-27.0
South African	783	6.8	4	1,350	9.2	2	1,324	9.7	2	69.1	-1.9
Other African	883	7.7		769	5.2		761	5.6		-13.8	-1.0
<b>Subtotal</b>	<b>2,369</b>	<b>20.6</b>		<b>2,988</b>	<b>20.3</b>		<b>2,719</b>	<b>19.9</b>		<b>14.8</b>	<b>-9.0</b>
<b>AMERICA</b>											
American	1,132	9.8	2	692	4.7	6	1,130	8.3	3	-0.2	63.3
Canadian	241	2.1	11	230	1.6	16	349	2.6	12	44.8	51.7
Other American	90	0.8		98	0.7		169	1.2		87.8	72.4
<b>Subtotal</b>	<b>1,463</b>	<b>12.7</b>		<b>1,020</b>	<b>6.9</b>		<b>1,648</b>	<b>12.1</b>		<b>12.6</b>	<b>61.6</b>
<b>OCEANIA</b>											
Australian	208	1.8	13	166	1.1	18	165	1.2	17	-20.7	-0.6
New Zealand	69	0.6	21	30	0.2	23	42	0.3	23	-39.1	40.0
<b>Subtotal</b>	<b>277</b>	<b>2.4</b>		<b>196</b>	<b>1.3</b>		<b>207</b>	<b>1.5</b>		<b>-25.3</b>	<b>5.6</b>
Not stated	6	0.1		74	0.5		41	0.3		583.3	-44.6
<b>TOTAL</b>	<b>11,501</b>	<b>100</b>		<b>14,701</b>	<b>100</b>		<b>13,654</b>	<b>100</b>		<b>18.7</b>	<b>-7.1</b>

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
<b>EUROPE</b>						
Scandinavian	171	125	296	0	156	156
British	555	281	836	0	229	229
German	1,439	369	1,808	0	222	222
Italian	120	39	159	0	33	33
French	252	154	406	0	111	111
Dutch	174	186	360	0	90	90
Belgium	56	121	177	0	37	37
Russian	142	53	195	0	18	18
Turkish	35	59	94	0	49	49
Polish	86	13	99	0	17	17
Ukrainian	286	37	323	0	17	17
Czech Republic	34	22	56	0	7	7
Spanish	167	114	281	0	74	74
Other Europeans	439	193	632	0	108	108
<b>Subtotal</b>	<b>3,956</b>	<b>1,766</b>	<b>5,722</b>	<b>0</b>	<b>1,168</b>	<b>1,168</b>
<b>ASIA</b>						
Japanese	30	24	54	0	42	42
Chinese	67	242	309	0	153	153
Indian	166	73	239	0	243	243
Israeli	77	22	99	0	10	10
Other Asians	714	63	777	0	223	223
<b>Subtotal</b>	<b>1,054</b>	<b>424</b>	<b>1,478</b>	<b>0</b>	<b>671</b>	<b>671</b>
<b>AFRICA</b>						
Kenyan	382	58	440	0	194	194
South African	1,125	106	1,231	0	93	93
Other Africans	407	96	503	0	258	258
<b>Subtotal</b>	<b>1,914</b>	<b>260</b>	<b>2,174</b>	<b>0</b>	<b>545</b>	<b>545</b>
<b>AMERICA</b>						
American	379	401	780	0	350	350
Canadian	96	125	221	0	128	128
Other Americans	52	72	124	0	45	45
<b>Subtotal</b>	<b>527</b>	<b>598</b>	<b>1,125</b>	<b>0</b>	<b>523</b>	<b>523</b>
<b>OCEANIA</b>						
Australian	43	59	102	0	63	63
New Zealand	11	11	22	0	20	20
<b>Subtotal</b>	<b>54</b>	<b>70</b>	<b>124</b>	<b>0</b>	<b>83</b>	<b>83</b>
Not stated	23	13	36	0	5	5
<b>TOTAL</b>	<b>7,528</b>	<b>3,131</b>	<b>10,659</b>	<b>0</b>	<b>2,995</b>	<b>2,995</b>

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

**Table 3: International Visitors by Nationality and Purpose of Visit, May 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	0	0	0	0	6	441	3	0	2	452
British	0	0	0	0	13	1,039	4	1	8	1,065
German	0	0	0	1	27	1,983	0	0	19	2,030
Italian	0	0	0	0	2	186	1	0	3	192
French	0	0	1	0	10	501	0	0	5	517
Dutch	0	0	0	0	2	444	1	0	3	450
Belgium	0	0	0	0	2	211	1	0	0	214
Russian	0	1	0	0	1	206	2	0	3	213
Turkish	0	0	0	0	3	139	0	0	1	143
Polish	0	0	0	0	2	112	0	0	2	116
Ukrainian	1	0	0	0	7	326	0	0	6	340
Czech Republic	0	0	0	0	0	63	0	0	0	63
Spanish	0	0	0	1	9	345	0	0	0	355
Other Europeans	0	0	0	0	8	727	0	0	5	740
<b>Subtotal</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>92</b>	<b>6,723</b>	<b>12</b>	<b>1</b>	<b>57</b>	<b>6,890</b>
<b>ASIA</b>										
Japanese	0	0	0	0	1	95	0	0	0	96
Chinese	0	0	1	0	16	429	5	0	11	462
Indian	0	0	1	0	4	468	2	0	7	482
Israeli	0	0	0	0	0	109	0	0	0	109
Other Asians	0	0	0	0	46	941	4	1	8	1,000
<b>Subtotal</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>67</b>	<b>2,042</b>	<b>11</b>	<b>1</b>	<b>26</b>	<b>2,149</b>
<b>AFRICA</b>										
Kenyan	1	0	0	0	17	606	7	0	3	634
South African	0	0	0	2	4	1,303	14	0	1	1,324
Other Africans	0	1	0	1	7	719	18	0	15	761
<b>Subtotal</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>3</b>	<b>28</b>	<b>2,628</b>	<b>39</b>	<b>0</b>	<b>19</b>	<b>2,719</b>
<b>AMERICA</b>										
American	0	0	0	0	12	1,111	4	0	3	1,130
Canadian	1	0	1	0	5	338	1	1	2	349
Other Americans	0	0	0	0	3	164	1	0	1	169
<b>Subtotal</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>20</b>	<b>1,613</b>	<b>6</b>	<b>1</b>	<b>6</b>	<b>1,648</b>
<b>OCEANIA</b>										
Australian	0	0	0	0	2	163	0	0	0	165
New Zealand	0	0	0	0	0	41	1	0	0	42
<b>Subtotal</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>204</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>207</b>
<b>Not stated</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>40</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>41</b>
<b>TOTAL</b>	<b>3</b>	<b>2</b>	<b>4</b>	<b>5</b>	<b>209</b>	<b>13,250</b>	<b>69</b>	<b>3</b>	<b>109</b>	<b>13,654</b>
<b>TOTAL PERCENT</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>1.5</b>	<b>97.0</b>	<b>0.5</b>	<b>0.0</b>	<b>0.8</b>	<b>100.0</b>

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

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

Nationality	Male	Female	Total
<b>EUROPE</b>			
Scandinavian	167	285	452
British	432	633	1,065
German	813	1217	2,030
Italian	100	92	192
French	225	292	517
Dutch	181	269	450
Belgium	81	133	214
Russian	76	137	213
Turkish	101	42	143
Polish	38	78	116
Ukrainian	152	188	340
Czech Republic	20	43	63
Spanish	175	180	355
Other European Country	287	453	740
<b>Subtotal</b>	<b>2,848</b>	<b>4,042</b>	<b>6,890</b>
<b>ASIA</b>			
Japanese	48	48	96
Chinese	282	180	462
Indian	277	205	482
Israeli	36	73	109
Other Asian	585	415	1,000
<b>Subtotal</b>	<b>1,228</b>	<b>921</b>	<b>2,149</b>
<b>AFRICA</b>			
Kenyan	304	330	634
South African	624	700	1,324
Other African	404	357	761
<b>Subtotal</b>	<b>1,332</b>	<b>1,387</b>	<b>2,719</b>
<b>AMERICA</b>			
American	432	698	1,130
Canadian	117	232	349
Other American	81	88	169
<b>Subtotal</b>	<b>630</b>	<b>1,018</b>	<b>1,648</b>
<b>OCEANIA</b>			
Australian	63	102	165
New Zealand	19	23	42
<b>Subtotal</b>	<b>82</b>	<b>125</b>	<b>207</b>
Not stated	29	12	41
<b>TOTAL MAY 2016</b>	<b>6,149</b>	<b>7,505</b>	<b>13,654</b>
<b>TOTAL APRIL 2016</b>	<b>6,163</b>	<b>8,538</b>	<b>14,701</b>
<b>TOTAL PERCENT MAY</b>	<b>45.0</b>	<b>55.0</b>	<b>100.0</b>
<b>% CHANGE, APRIL TO MAY 2016</b>	<b>-0.2</b>	<b>-12.1</b>	<b>-7.1</b>

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
<b>EUROPE</b>				
Scandinavian	17	411	24	452
British	44	940	81	1,065
German	78	1838	114	2,030
Italian	7	168	17	192
French	28	471	18	517
Dutch	40	388	22	450
Belgium	2	201	11	214
Russian	9	203	1	213
Turkish	1	140	2	143
Polish	7	106	3	116
Ukrainian	20	317	3	340
Czech Republic	1	56	6	63
Spanish	4	345	6	355
Other European	19	692	29	740
<b>Subtotal</b>	<b>277</b>	<b>6,276</b>	<b>337</b>	<b>6,890</b>
<b>ASIA</b>				
Japanese	6	87	3	96
Chinese	12	430	20	462
Indian	56	401	25	482
Israeli	2	101	6	109
Other Asian	56	861	83	1,000
<b>Subtotal</b>	<b>132</b>	<b>1,880</b>	<b>137</b>	<b>2,149</b>
<b>AFRICA</b>				
Kenyan	29	582	23	634
South African	36	1213	75	1,324
Other African	44	703	14	761
<b>Subtotal</b>	<b>109</b>	<b>2,498</b>	<b>112</b>	<b>2,719</b>
<b>AMERICA</b>				
American	34	1015	81	1,130
Canadian	17	306	26	349
Other American	5	162	2	169
<b>Subtotal</b>	<b>56</b>	<b>1,483</b>	<b>109</b>	<b>1,648</b>
<b>OCEANIA</b>				
Australian	12	142	11	165
New Zealand	1	37	4	42
<b>Subtotal</b>	<b>13</b>	<b>179</b>	<b>15</b>	<b>207</b>
<b>Not stated</b>	<b>3</b>	<b>36</b>	<b>2</b>	<b>41</b>
<b>TOTAL</b>	<b>590</b>	<b>12,352</b>	<b>712</b>	<b>13,654</b>
<b>TOTAL PERCENT</b>	<b>4.3</b>	<b>90.5</b>	<b>5.2</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, May 2016**

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	346	179	525	3.8	346	179	525
2	468	343	811	5.9	936	686	1,622
3	587	605	1,192	8.7	1,761	1,815	3,576
4	639	770	1,409	10.3	2,556	3,080	5,636
5	659	768	1,427	10.5	3,295	3,840	7,135
6	394	1,250	1,644	12.0	2,364	7,500	9,864
7	1,101	1,234	2,335	17.1	7,707	8,638	16,345
8	287	387	674	4.9	2,296	3,096	5,392
9	113	185	298	2.2	1,017	1,665	2,682
10	363	420	783	5.7	3,630	4,200	7,830
11	139	187	326	2.4	1,529	2,057	3,586
12	116	157	273	2.0	1,392	1,884	3,276
13	91	103	194	1.4	1,183	1,339	2,522
14	269	354	623	4.6	3,766	4,956	8,722
15	99	102	201	1.5	1,485	1,530	3,015
16	25	46	71	0.5	400	736	1,136
17	16	19	35	0.3	272	323	595
18	12	11	23	0.2	216	198	414
19	5	8	13	0.1	95	152	247
20	52	36	88	0.6	1,040	720	1,760
21	42	40	82	0.6	882	840	1,722
22	1	6	7	0.1	22	132	154
23	4	14	18	0.1	92	322	414
24	1	5	6	0.0	24	120	144
25	10	8	18	0.1	250	200	450
26	2	4	6	0.0	52	104	156
27	4	3	7	0.1	108	81	189
28	8	5	13	0.1	224	140	364
29	2	4	6	0.0	58	116	174
30	136	102	238	1.7	4,080	3,060	7,140
31+	158	150	308	2.3	4,898	4,650	9,548
<b>Total</b>	<b>6,149</b>	<b>7,505</b>	<b>13,654</b>	<b>100.0</b>	<b>47,976</b>	<b>58,359</b>	<b>106,335</b>
	<b>Intended Average Length of Stay<sup>2</sup></b>				<b>7.8</b>	<b>7.8</b>	<b>7.8</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, May 2016**

Nationality	May 2015	April 2016	May 2016	% Change, May 2015 to May 2016	% Change, April 2016 to May 2016
Russian	73	235	213	191.8	-9.4
Polish	89	132	116	30.3	-12.1
Ukrainian	27	549	340	1159.3	-38.1
Chinese	336	335	462	37.5	37.9
Indian	458	365	482	5.2	32.1
Israeli	71	2,451	109	53.5	-95.6
<b>Total</b>	<b>1,054</b>	<b>4,067</b>	<b>1,722</b>	<b>63.4</b>	<b>-57.7</b>

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

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

Category	Airport	Seaport	Total
International flight/ Cruise Ship	7,528	0	7,528
Domestic flights/ Sea ferries	3,131	2,995	6,126
<b>Total</b>	<b>10,659</b>	<b>2,995</b>	<b>13,654</b>

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

**Table 9: International Visitors nights and Room Occupancy Rate in Zanzibar, May 2016**

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	520	3.9	520
2	802	6.0	1,604
3	1,172	8.7	3,516
4	1,394	10.4	5,576
5	1,398	10.4	6,990
6	1,639	12.2	9,834
7	2,278	16.9	15,946
8	668	5.0	5,344
9	297	2.2	2,673
10	770	5.7	7,700
11	326	2.4	3,586
12	270	2.0	3,240
13	193	1.4	2,509
14	621	4.6	8,694
15	196	1.5	2,940
16	70	0.5	1,120
17	35	0.3	595
18	23	0.2	414
19	13	0.1	247
20	84	0.6	1,680
21	78	0.6	1,638
22	7	0.1	154
23	15	0.1	345
24	6	0.0	144
25	18	0.1	450
26	6	0.0	156
27	7	0.1	189
28	13	0.1	364
29	6	0.0	174
30	226	1.7	6,780
31	294	2.2	9,114
<b>Total</b>	13,445	<b>100.0</b>	<b>104,236</b>
	Number of beds available in May		542,252
	Bed Occupancy Rate <sup>3</sup>		<b>19.2</b>

<sup>3</sup> *Bed occupancy rate* =  $\frac{\text{Total number of bed space occupied}}{\text{Total number of bed space available}} \times 100$

**For more clarifications please contact:**

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