



Statistics for Development

P.O. Box 2321,
Mwanakwerekwe,
Zanzibar
www.ocgs.go.tz

TOURISM STATISTICS RELEASE



P. O. Box 1410,
Amani,
Zanzibar
www.zanzibartourism.net

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TOURISM STATISTICAL RELEASE FOR THE MONTH OF JUNE, 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 20,546 visitors entered Zanzibar in June, 2016 which is an increase of 18.1 percent compared to corresponding month in June 2015 and an increase of 50.5 percent compared to previous month. Europeans continue to be the largest source of visitors to Zanzibar tourism. More than half of the visitors (55.6 percent) who entered Zanzibar in June, 2016 were from Europe. In country wise, German (15.9 percent) and South African (11.9 percent) continued to maintain their first and second positions respectively since last month, followed by and America (9.9 percent) while New Zealand continued to record the least (0.5 percent) but has doubled the amount compared to previous month. Italy continue to drop to 13th from 10th position compared to the same month in 2015. (Table 1)

The data from table 2 shows that 16,862 visitors entered Zanzibar through Airport, among them 11,184 visitors came by international flights and 5,678 by domestic flights. Also 3,684 visitors entered through Seaport by ferry boat from Tanzania Mainland.

Generally, Zanzibar received 143,851 visitors in first two quarters (January to June) of 2016 which is an increase of 25 percent compared to the corresponding first two quarters of 2015. Almost two third (65.8 percent) of all visitors were from Europe. In country wise, Italy (13.5 percent) is a leading market for the first six months to Zanzibar tourism market. About 119,300 visitors entered through airport which is equivalent to 82.9 percent while the remaining 24,551 visitors entered through seaport that accounting 17.1 percent.(Table 3)

Information on the purpose of visit (Table 4) shows that, in June 2016, a majority of visitors 20,002 (97.4 percent) were in Zanzibar for holidays followed by 365 (1.8 percent) and 40 (0.2 percent) of visitors who were in Zanzibar for 'visiting friends and relatives' and 'business and conference' respectively.

Table 5 shows that in June, 2016 there were 9,155 (44.6 percent) males and 11,391 (55.4 percent) female visitors. Comparing to the previous month males increased by 48.9 percent while females increased by 51.8 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 6 show that 981

(4.8 percent) visitors were aged less than 15 years; 18,452 (89.8 percent) were aged 15 and 64 years and 1,113 (5.4 percent) were aged 65 years and older.

Table 7 shows that almost one of every five visitors (18.3 percent) in June stayed in the country for seven days while about three percent (2.7 percent) of them stayed for a month or more. The overall average length of stay for visitor in June, 2016 was 8 nights.

The total number of visitors from emerging market shows a remarkable growth (66.2 percent) compared to corresponding month in 2015 and previous month. In country wise, all countries also show the growth compared to the corresponding and previous months. The significant variation is observed for Ukrainian compared to corresponding month in 2015. (Table 8)

The total of 524,760 bed-spaces were available in June. Out of these bed-spaces, an estimate of 167,401 hotel-beds were sold during that month representing a bed occupancy rate of 31.9 percent.(Table 9).

Table1: International Visitors by Nationality, June 2016

Nationality	June 2015			May 2016			June 2016			% Change, June 2015 to June 2016	% Change, May 2016 to June 2016
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
EUROPE											
Scandinavian	873	5.0	5	452	3.3	9	988	4.8	5	13.2	118.6
British	1,980	11.4	2	1,065	7.8	4	1,815	8.8	4	-8.3	70.4
German	2,206	12.7	1	2,030	14.9	1	3,268	15.9	1	48.1	61.0
Italian	440	2.5	10	192	1.4	16	443	2.2	13	0.7	130.7
French	777	4.5	6	517	3.8	6	697	3.4	6	-10.3	34.8
Dutch	578	3.3	8	450	3.3	10	613	3.0	7	6.1	36.2
Belgium	241	1.4	17	214	1.6	14	216	1.1	19	-10.4	0.9
Russian	172	1.0	18	213	1.6	15	281	1.4	17	63.4	31.9
Turkish	135	0.8	19	143	1.0	18	125	0.6	20	-7.4	-12.6
Polish	247	1.4	15	116	0.8	19	305	1.5	16	23.5	162.9
Ukrainian	29	0.2	23	340	2.5	13	360	1.8	15	1,141.4	5.9
Czech Republic	268	1.5	14	63	0.5	22	113	0.5	22	-57.8	79.4
Spanish	344	2.0	13	355	2.6	11	588	2.9	8	70.9	65.6
Other European	1,213	7.0		740	5.4		1,611	7.8		32.8	117.7
Subtotal	9,503	54.6		6,890	50.5		11,423	55.6		20.2	65.8
ASIA											
Japanese	119	0.7	21	96	0.7	21	118	0.6	21	-0.8	22.9
Chinese	391	2.2	11	462	3.4	8	463	2.3	12	18.4	0.2
Indian	510	2.9	9	482	3.5	7	572	2.8	9	12.2	18.7
Israeli	122	0.7	20	109	0.8	20	464	2.3	11	280.3	325.7
Other Asian	853	4.9		1,000	7.3		691	3.4		-19.0	-30.9
Subtotal	1,995	11.5		2,149	15.7		2,308	11.2		15.7	7.4
AFRICA											
Kenyan	657	3.8	7	634	4.6	5	565	2.7	10	-14.0	-10.9
South African	1,736	10.0	4	1,324	9.7	2	2,455	11.9	2	41.4	85.4
Other African	787	4.5		761	5.6		706	3.4		-10.3	-7.2
Subtotal	3,180	18.3		2,719	19.9		3,726	18.1		17.2	37.0
AMERICA											
American	1,902	10.9	3	1,130	8.3	3	2,042	9.9	3	7.4	80.7
Canadian	363	2.1	12	349	2.6	12	440	2.1	14	21.2	26.1
Other American	145	0.8		169	1.2		228	1.1		57.2	34.9
Subtotal	2,410	13.9		1,648	12.1		2,710	13.2		12.4	64.4
OCEANIA											
Australian	243	1.4	16	165	1.2	17	240	1.2	18	-1.2	45.5
New Zealand	59	0.3	22	42	0.3	23	99	0.5	23	67.8	135.7
Subtotal	302	1.7		207	1.5		339	1.6		12.3	63.8
Not stated	7	0.0		41	0.3		40	0.2		471.4	-2.4
TOTAL	17,397	100.0		13,654	100.0		20,546	100.0		18.1	50.5

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	409	350	759	0	229	229
British	861	621	1,482	0	333	333
German	2,282	654	2,936	0	332	332
Italian	284	89	373	0	70	70
French	384	233	617	0	80	80
Dutch	238	207	445	0	168	168
Belgium	97	78	175	0	41	41
Russian	218	50	268	0	13	13
Turkish	23	68	91	0	34	34
Polish	176	98	274	0	31	31
Ukrainian	312	39	351	0	9	9
Czech Republic	88	5	93	0	20	20
Spanish	231	296	527	0	61	61
Other Europeans	900	325	1,225	0	386	386
Subtotal	6,503	3,113	9,616	0	1,807	1,807
ASIA						
Japanese	41	39	80	0	38	38
Chinese	135	197	332	0	131	131
Indian	199	130	329	0	243	243
Israeli	295	153	448	0	16	16
Other Asians	442	107	549	0	142	142
Subtotal	1,112	626	1,738	0	570	570
AFRICA						
Kenyan	357	33	390	0	175	175
South African	1,970	314	2,284	0	171	171
Other Africans	404	93	497	0	209	209
Subtotal	2,731	440	3,171	0	555	555
AMERICA						
American	460	1,036	1,496	0	546	546
Canadian	154	162	316	0	124	124
Other Americans	91	71	162	0	66	66
Subtotal	705	1,269	1,974	0	736	736
OCEANIA						
Australian	91	141	232	0	8	8
New Zealand	16	79	95	0	4	4
Subtotal	107	220	327	0	12	12
Not stated	26	10	36	0	4	4
TOTAL	11,184	5,678	16,862	0	3,684	3,684

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	January-June 2015			January-June 2016					% Change, Jan-June 2015 to Jan-June 2016
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Number	% share	Rank	
EUROPE									
Scandinavian	7,563	6.6	4.0	7,435	2,309	9,744	6.8	3	28.8
British	7,411	6.4	5.0	7,109	2,421	9,530	6.6	4	28.6
German	11,009	9.6	2.0	14,628	2,153	16,781	11.7	2	52.4
Italian	16,565	14.4	1.0	18,990	473	19,463	13.5	1	17.5
French	7,229	6.3	6.0	6,644	843	7,487	5.2	7	3.6
Dutch	3,857	3.4	9.0	4,365	749	5,114	3.6	8	32.6
Belgium	2,194	1.9	11.0	1,596	288	1,884	1.3	19	-14.1
Russian	719	0.6	20.0	1,999	217	2,216	1.5	18	208.2
Turkish	918	0.8	19.0	609	320	929	0.6	21	1.2
Polish	2,301	2.0	10.0	2,982	238	3,220	2.2	12	39.9
Ukrainian	183	0.2	23.0	3,333	190	3,523	2.4	11	1,825.1
Czech Republic	1,514	1.3	17.0	2,036	205	2,241	1.6	17	48.0
Spanish	1,344	1.2	18.0	2,018	335	2,353	1.6	16	75.1
Other European	11,827	10.3		8,635	1,549	10,184	7.1		-13.9
Subtotal	74,634	64.9		82,379	12,290	94,669	65.8		26.8
ASIA									
Japanese	525	0.5	21.0	400	239	639	0.4	22	21.7
Chinese	2,122	1.8	15.0	1,732	962	2,694	1.9	14	27.0
Indian	2,150	1.9	13.0	1,349	1,176	2,525	1.8	15	17.4
Israeli	2,180	1.9	12.0	4,771	94	4,865	3.4	9	123.2
Other Asian	4,696	4.1		4,005	1,315	5,320	3.7		13.3
Subtotal	11,673	10.1		12,257	3,786	16,043	11.2		37.4
AFRICA									
Kenyan	4,764	4.1	8.0	2,947	1,275	4,222	2.9	10	-11.4
South African	6,104	5.3	7.0	8,596	804	9,400	6.5	5	54.0
Other African	5,060	4.4		2,781	1,650	4,431	3.1		-12.4
Subtotal	15,928	13.8		14,324	3,729	18,053	12.5		13.3
AMERICA									
American	7,868	6.8	3.0	5,985	2,690	8,675	6.0	6	10.3
Canadian	2,150	1.9	13.0	1,945	919	2,864	2.0	13	33.2
Other American	814	0.7		877	305	1,182	0.8		45.2
Subtotal	10,832	9.4		8,807	3,914	12,721	8.8		17.4
OCEANIA									
Australian	1,542	1.3	16.0	999	662	1,661	1.2	20	7.7
New Zealand	377	0.3	22.0	231	132	363	0.3	23	-3.7
Subtotal	1,919	1.7		1,230	794	2,024	1.4		5.5
Not stated	89	0.1		303	38	341	0.2		283.1
TOTAL	115,075	100.0		119,300	24,551	143,851	100.0		25.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Prospective Resident	Seeking Employment	Temporary Employment	Visiting Friends and Relatives	Holidays	Business and Conference	In Transit	Others	Total
EUROPE									
Scandinavian	1	0	0	13	969	0	0	5	988
British	1	0	0	24	1,781	2	3	4	1,815
German	0	0	1	29	3,225	0	0	13	3,268
Italian	0	0	0	12	429	2	0	0	443
French	0	0	1	10	686	0	0	0	697
Dutch	0	0	0	2	609	1	0	1	613
Belgium	0	0	0	4	211	0	0	1	216
Russian	0	0	0	2	275	0	0	4	281
Turkish	0	0	0	3	121	0	0	1	125
Polish	0	0	0	30	273	1	0	1	305
Ukrainian	0	0	0	11	345	0	0	4	360
Czech Republic	0	0	0	1	110	0	0	2	113
Spanish	0	0	0	12	572	1	0	3	588
Other Europeans	0	0	0	12	1,593	0	0	6	1,611
Subtotal	2	0	2	165	11,199	7	3	45	11,423
ASIA									
Japanese	0	0	0	0	117	1	0	0	118
Chinese	0	0	12	16	429	2	0	4	463
Indian	0	0	1	10	556	3	0	2	572
Israeli	0	0	4	61	396	0	0	3	464
Other Asians	0	1	0	22	659	4	0	5	691
Subtotal	0	1	17	109	2,157	10	0	14	2,308
AFRICA									
Kenyan	1	0	0	9	546	5	0	4	565
South African	1	0	0	11	2,437	3	0	3	2,455
Other Africans	0	0	0	11	676	12	0	7	706
Subtotal	2	0	0	31	3,659	20	0	15	3,726
AMERICA									
American	2	0	1	39	1,970	2	1	27	2,042
Canadian	0	0	1	9	429	0	0	1	440
Other Americans	0	0	0	3	225	0	0	0	228
Subtotal	2	0	2	51	2,624	2	1	28	2,710
OCEANIA									
Australian	0	0	0	4	235	1	0	0	240
New Zealand	0	0	0	3	96	0	0	0	99
Subtotal	0	0	0	7	331	1	0	0	339
Not stated	0	0	0	2	32	0	1	5	40
TOTAL	6	1	21	365	20,002	40	5	106	20,546
TOTAL PERCENT	0.0	0.0	0.1	1.8	97.4	0.2	0.0	0.5	100.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	409	579	988
British	794	1,021	1,815
German	1,498	1,770	3,268
Italian	209	234	443
French	321	376	697
Dutch	241	372	613
Belgium	95	121	216
Russian	104	177	281
Turkish	60	65	125
Polish	135	170	305
Ukrainian	161	199	360
Czech Republic	57	56	113
Spanish	277	311	588
Other European Country	667	944	1,611
Subtotal	5,028	6,395	11,423
ASIA			
Japanese	48	70	118
Chinese	259	204	463
Indian	281	291	572
Israeli	241	223	464
Other Asian	345	346	691
Subtotal	1,174	1,134	2,308
AFRICA			
Kenyan	267	298	565
South African	1,110	1,345	2,455
Other African	346	360	706
Subtotal	1,723	2,003	3,726
AMERICA			
American	794	1,248	2,042
Canadian	167	273	440
Other American	91	137	228
Subtotal	1,052	1,658	2,710
OCEANIA			
Australian	110	130	240
New Zealand	39	60	99
Subtotal	149	190	339
Not stated	29	11	40
TOTAL JUNE 2016	9,155	11,391	20,546
TOTAL MAY 2016	6,149	7,505	13,654
TOTAL PERCENT JUNE	44.6	55.4	100.0
% CHANGE, MAY TO JUNE 2016	48.9	51.8	50.5

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	121	820	47	988
British	72	1605	138	1,815
German	77	3023	168	3,268
Italian	31	386	26	443
French	27	640	30	697
Dutch	12	570	31	613
Belgium	7	199	10	216
Russian	13	266	2	281
Turkish	1	123	1	125
Polish	13	279	13	305
Ukrainian	16	342	2	360
Czech Republic	7	105	1	113
Spanish	21	560	7	588
Other European	55	1482	74	1,611
Subtotal	473	10,400	550	11,423
ASIA				
Japanese	9	87	22	118
Chinese	13	428	22	463
Indian	56	484	32	572
Israeli	14	422	28	464
Other Asian	64	582	45	691
Subtotal	156	2,003	149	2,308
AFRICA				
Kenyan	26	521	18	565
South African	154	2200	101	2,455
Other African	29	662	15	706
Subtotal	209	3,383	134	3,726
AMERICA				
American	98	1763	181	2,042
Canadian	28	365	47	440
Other American	7	219	2	228
Subtotal	133	2,347	230	2,710
OCEANIA				
Australian	6	208	26	240
New Zealand	2	74	23	99
Subtotal	8	282	49	339
Not stated	2	37	1	40
TOTAL	981	18,452	1,113	20,546
TOTAL PERCENT	4.8	89.8	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, June 2016

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	174	158	332	1.6	174	158	332
2	414	441	855	4.2	828	882	1,710
3	694	864	1,558	7.6	2,082	2,592	4,674
4	876	1,053	1,929	9.4	3,504	4,212	7,716
5	925	1,231	2,156	10.5	4,625	6,155	10,780
6	832	1,517	2,349	11.4	4,992	9,102	14,094
7	1,759	1,993	3,752	18.3	12,313	13,951	26,264
8	619	795	1,414	6.9	4,952	6,360	11,312
9	256	333	589	2.9	2,304	2,997	5,301
10	595	746	1,341	6.5	5,950	7,460	13,410
11	179	199	378	1.8	1,969	2,189	4,158
12	230	257	487	2.4	2,760	3,084	5,844
13	171	207	378	1.8	2,223	2,691	4,914
14	533	613	1,146	5.6	7,462	8,582	16,044
15	189	228	417	2.0	2,835	3,420	6,255
16	67	80	147	0.7	1,072	1,280	2,352
17	28	33	61	0.3	476	561	1,037
18	28	32	60	0.3	504	576	1,080
19	10	20	30	0.1	190	380	570
20	55	52	107	0.5	1,100	1,040	2,140
21	39	58	97	0.5	819	1,218	2,037
22	7	13	20	0.1	154	286	440
23	10	12	22	0.1	230	276	506
24	5	7	12	0.1	120	168	288
25	9	14	23	0.1	225	350	575
26	4	5	9	0.0	104	130	234
27	5	5	10	0.0	135	135	270
28	11	15	26	0.1	308	420	728
29	2	7	9	0.0	58	203	261
30	155	129	284	1.4	4,650	3,870	8,520
31+	274	274	548	2.7	8,494	8,494	16,988
Total	9,155	11,391	20,546	100	77,612	93,222	170,834
	Intended Average Length of Stay²				8.5	8.2	8.3

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, June 2016

Nationality	June 2015	May 2016	June 2016	% Change, June 2015 to June 2016	% Change, May 2016 to June 2016
Russian	172	213	281	63.4	31.9
Polish	247	116	305	23.5	162.9
Ukrainian	29	340	360	1141.4	5.9
Chinese	391	462	463	18.4	0.2
Indian	510	482	572	12.2	18.7
Israeli	122	109	464	280.3	325.7
Total	1,471	1,722	2,445	66.2	42.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Category	Airport	Seaport	Total
International flight/ Cruise Ship	11,184	0	11,184
Domestic flights/ Sea ferries	5,678	3,684	9,362
Total	16,862	3,684	20,546

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	324	1.6	324
2	834	4.1	1,668
3	1,541	7.6	4,623
4	1,844	9.1	7,376
5	2,131	10.6	10,655
6	2,334	11.6	14,004
7	3,667	18.2	25,669
8	1,406	7.0	11,248
9	581	2.9	5,229
10	1,329	6.6	13,290
11	374	1.9	4,114
12	485	2.4	5,820
13	376	1.9	4,888
14	1,135	5.6	15,890
15	413	2.0	6,195
16	143	0.7	2,288
17	60	0.3	1,020
18	60	0.3	1,080
19	29	0.1	551
20	106	0.5	2,120
21	93	0.5	1,953
22	20	0.1	440
23	20	0.1	460
24	12	0.1	288
25	23	0.1	575
26	7	0.0	182
27	10	0.0	270
28	23	0.1	644
29	9	0.0	261
30	276	1.4	8,280
31	516	2.6	15,996
Total	20,181.0	100.0	167,401
	Number of beds available in June		524,760
	Bed Occupancy Rate³		31.9

$$^3 \text{ Bed occupancy rate} = \frac{\text{Total number of bed space occupied}}{\text{Total number of bed space available}} \times 100$$

For more clarifications please contact:

*Executive Secretary,
Zanzibar Commission for Tourism,
P.O. Box. 1410,
Amani, Zanzibar.
Tel: +255 24 223 3485
Fax: +255 24 223 34
Email: secretary@zanzibartourism.net
<http://www.zanzibartourism.net/>*

*Government Statistician,
Office of Chief Government Statistician,
P.O. Box 2321,
Mwanakwerekwe, Zanzibar.
Tel: +255 0242231869
Fax: +255 0242231742
Phone: +255777665179
Email: zanstat@ocgs.go.tz
<http://www.ocgs.go.tz>*