



*Statistics for Development*

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## TOURISM STATISTICS RELEASE



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### TOURISM STATISTICAL RELEASE FOR THE MONTH OF JANUARY, 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**

January, 2016 recorded 31,717 visitors which is an increase of 37.6 percent compared to 23,052 visitors reported in January 2015. Europeans remain as the largest source of visitors to Zanzibar tourism. Three quarters (75.4 percent) of all visitors entered Zanzibar in January, 2016 were from Europe. In country wise, Italians (6,869) continue to dominate the Tourism market by accounting 21.7 percent of all visitors entered in January, followed by German (9.4 percent) and Scandinavian (7.5 percent) while Japanese recorded the least (0.3 percent). Other performances are as shown in the table 1. The data from table 2 shows that 26,124 visitors entered Zanzibar through Airport, among them 19,098 visitors came by international flights and 7,026 by domestic flights. The remaining 5,593 visitors entered through seaport whereby 988 are day visitors (excursionist) and 4,605 entered by boat from Tanzania Mainland.

Information on the purpose of visit (Table 3) shows that, in January 2016, a majority of visitors 31,254 (98.5 percent) were in Zanzibar for holidays compared with only 154 (0.5 percent) and 28 (0.1 percent) of visitors who were in Zanzibar for 'visiting friend and relatives' and 'business and conference' respectively. Table 4 shows that in January, 2016 there were 15,062 (47.5 percent) males and 16,655 (52.5 percent) female visitors. 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 1,472 (4.6 percent) visitors were aged less than 15 years; 27,176 (85.7 percent) were aged 15 and 64 years; and 3,069 (9.7 percent) were aged 65 years and older.

Table 6 shows that majority of the arrivals (22 percent) stayed in the country for seven days. Only one percent (1 percent) of the arrival stayed more than a month. The overall average length of stay for tourists in January, 2016 was 8.3 nights. However, the result obtained during "The 2010 Zanzibar Visitors Exit Survey" and "The 2014 International Visitors Exit Pilot Survey" revealed that the average length of stay for a tourist in Zanzibar was 7 days, while from the "Socio-Economic Survey, 2014" was 7.7 days.

The number of visitors from emerging market including Poland, China, India, Ukraine, Russia, and Israel shows a remarkable growth as shown in table 7.

**Table1: International Visitors by Nationality, January2016**

Nationality	January2015			January 2016			% Change, Jan 2015 to Jan 2016
	Number	% share	Rank	Number	% share	Rank	
<b>EUROPE</b>							
Scandinavian	1,626	7.1	3	2,374	7.5	3	46
British	1,007	4.4	5	1,834	5.8	5	82.1
German	1,666	7.2	2	2,983	9.4	2	79.1
Italian	5,151	22.3	1	6,869	21.7	1	33.4
French	1,526	6.6	4	2,029	6.4	4	33
Dutch	902	3.9	7	1,247	3.9	7	38.2
Belgium	740	3.2	8	484	1.5	15	-34.6
Russian	200	0.9	17	711	2.2	10	255.5
Turkish	149	0.6	18	254	0.8	20	70.5
Polish	679	2.9	10	1,132	3.6	9	66.7
Ukrainian		0	-	447	1.4	16	
Czech Republic	305	1.3	14	646	2	11	111.8
Spanish	128	0.6	19	338	1.1	19	164.1
Other European	3,785	16.4		2,575	8.1		-20.2
<b>Subtotal</b>	<b>17,864</b>	<b>77.5</b>		<b>23,923</b>	<b>75.4</b>		<b>33.9</b>
<b>ASIA</b>							
Japanese	72	0.3	21	107	0.3	23	48.6
Chinese	286	1.2	15	409	1.3	17	43
Indian	225	1	16	368	1.2	18	63.6
Israeli	89	0.4	20	112	0.4	21	25.8
Other Asian	698	3		1,058	3.3		51.6
<b>Subtotal</b>	<b>1,370</b>	<b>5.9</b>		<b>2,054</b>	<b>6.5</b>		<b>49.9</b>
<b>AFRICA</b>							
Kenyan	610	2.6	11	549	1.7	14	-10
South African	702	3	9	1,199	3.8	8	70.8
Other African	726	3.1		754	2.4		3.9
<b>Subtotal</b>	<b>2,038</b>	<b>8.8</b>		<b>2,502</b>	<b>7.9</b>		<b>22.8</b>
<b>AMERICA</b>							
American	910	3.9	6	1,626	5.1	6	78.7
Canadian	314	1.4	13	562	1.8	13	79
Other American	147	0.6		255	0.8		73.5
<b>Subtotal</b>	<b>1,371</b>	<b>5.9</b>		<b>2,443</b>	<b>7.7</b>		<b>78.2</b>
<b>OCEANIA</b>							
Australian	338	1.5	12	609	1.9	12	80.2
New Zealand	70	0.3	22	114	0.4	21	62.9
<b>Subtotal</b>	<b>408</b>	<b>1.8</b>		<b>723</b>	<b>2.3</b>		<b>77.2</b>
Not stated	1	0		72	0.2		
<b>TOTAL</b>	<b>23,052</b>	<b>100</b>		<b>31,717</b>	<b>100</b>		<b>37.6</b>

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
<b>EUROPE</b>						
Scandinavian	799	972	1,771	33	570	603
British	822	417	1,239	352	243	595
German	1,795	811	2,606	50	327	377
Italian	6,423	279	6,702	9	158	167
French	1,313	530	1,843	13	173	186
Dutch	829	256	1,085	20	142	162
Belgium	297	129	426	14	44	58
Russian	404	217	621	7	83	90
Turkish	19	150	169	-	85	85
Polish	892	155	1,047	2	83	85
Ukrainian	337	51	388	4	55	59
Czech Republic	495	96	591	-	55	55
Spanish	104	189	293	2	43	45
Other Europeans	1,501	749	2,250	42	283	325
<b>Subtotal</b>	<b>16,030</b>	<b>5,001</b>	<b>21,031</b>	<b>548</b>	<b>2,344</b>	<b>2,892</b>
<b>ASIA</b>						
Japanese	34	32	66	-	41	41
Chinese	73	180	253	-	156	156
Indian	149	59	208	-	160	160
Israeli	74	26	100	3	9	12
Other Asians	550	186	736	3	319	322
<b>Subtotal</b>	<b>880</b>	<b>483</b>	<b>1,363</b>	<b>6</b>	<b>685</b>	<b>691</b>
<b>AFRICA</b>						
Kenyan	305	39	344	-	205	205
South African	909	119	1,028	12	159	171
Other Africans	250	103	353	9	392	401
<b>Subtotal</b>	<b>1,464</b>	<b>261</b>	<b>1,725</b>	<b>21</b>	<b>756</b>	<b>777</b>
<b>AMERICA</b>						
American	369	648	1,017	272	337	609
Canadian	131	238	369	51	142	193
Other Americans	60	123	183	10	62	72
<b>Subtotal</b>	<b>560</b>	<b>1,009</b>	<b>1,569</b>	<b>333</b>	<b>541</b>	<b>874</b>
<b>OCEANIA</b>						
Australian	78	235	313	71	225	296
New Zealand	26	37	63	8	43	51
<b>Subtotal</b>	<b>104</b>	<b>272</b>	<b>376</b>	<b>79</b>	<b>268</b>	<b>347</b>
Not stated	60	-	60	1	11	12
<b>TOTAL</b>	<b>19,098</b>	<b>7,026</b>	<b>26,124</b>	<b>988</b>	<b>4,605</b>	<b>5,593</b>

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

**Table 3: International Visitors by Nationality and Purpose of Visit, January 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	1	2,365	3	0	5	2,374
British	0	0	0	0	5	1,823	2	0	4	1,834
German	2	0	2	0	10	2,952	1	1	15	2,983
Italian	5	2	3	5	35	6,775	2	1	41	6,869
French	1	0	0	0	7	2,016	1	0	4	2,029
Dutch	1	0	0	0	1	1,242	0	0	3	1,247
Belgium	0	1	0	0	1	481	0	0	1	484
Russian	0	0	0	0	13	683	0	0	15	711
Turkish	0	0	1	0	0	251	1	0	1	254
Polish	0	0	0	0	8	1,061	0	0	63	1,132
Ukrainian	0	0	0	0	8	428	0	0	11	447
Czech Republic	0	0	0	0	6	636	0	0	4	646
Spanish	0	0	0	0	1	330	1	0	6	338
Other Europeans	2	0	4	0	9	2,536	0	0	24	2,575
<b>Subtotal</b>	<b>11</b>	<b>3</b>	<b>10</b>	<b>5</b>	<b>105</b>	<b>23,579</b>	<b>11</b>	<b>2</b>	<b>197</b>	<b>23,923</b>
<b>ASIA</b>										
Japanese	1	0	0	0	0	106	0	0	0	107
Chinese	1	0	0	0	0	406	1	0	1	409
Indian	0	0	0	0	1	362	0	0	5	368
Israeli	0	0	0	0	2	110	0	0	0	112
Other Asians	0	0	0	0	23	1,024	2	0	9	1,058
<b>Subtotal</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>26</b>	<b>2,008</b>	<b>3</b>	<b>0</b>	<b>15</b>	<b>2,054</b>
<b>AFRICA</b>										
Kenyan	0	0	0	0	7	529	9	0	4	549
South African	0	0	1	2	5	1,188	0	0	3	1,199
Other Africans	2	0	0	2	3	734	3	0	10	754
<b>Subtotal</b>	<b>2</b>	<b>0</b>	<b>1</b>	<b>4</b>	<b>15</b>	<b>2,451</b>	<b>12</b>	<b>0</b>	<b>17</b>	<b>2,502</b>
<b>AMERICA</b>										
American	0	0	1	0	6	1,617	0	0	2	1,626
Canadian	0	0	0	0	1	558	0	0	3	562
Other Americans	0	0	0	0	1	254	0	0	0	255
<b>Subtotal</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>8</b>	<b>2,429</b>	<b>0</b>	<b>0</b>	<b>5</b>	<b>2,443</b>
<b>OCEANIA</b>										
Australian	0	0	0	0	0	606	2	0	1	609
New Zealand	0	0	0	0	0	114	0	0	0	114
<b>Subtotal</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>720</b>	<b>2</b>	<b>0</b>	<b>1</b>	<b>723</b>
<b>Not stated</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>67</b>	<b>0</b>	<b>0</b>	<b>5</b>	<b>72</b>
<b>TOTAL</b>	<b>15</b>	<b>3</b>	<b>12</b>	<b>9</b>	<b>154</b>	<b>31,254</b>	<b>28</b>	<b>2</b>	<b>240</b>	<b>31,717</b>

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Male	Female	Total
<b>EUROPE</b>			
Scandinavian	1,018	1,356	2,374
British	902	932	1,834
German	1,401	1,582	2,983
Italian	3,018	3,851	6,869
French	994	1,035	2,029
Dutch	589	658	1,247
Belgium	212	272	484
Russian	327	384	711
Turkish	162	92	254
Polish	560	572	1,132
Ukrainian	195	252	447
Czech Republic	307	339	646
Spanish	158	180	338
Other European Country	1,215	1,360	2,575
<b>Subtotal</b>	<b>11,058</b>	<b>12,865</b>	<b>23,923</b>
<b>ASIA</b>			
Japanese	53	54	107
Chinese	241	168	409
Indian	250	118	368
Israeli	56	56	112
Other Asian	664	394	1,058
<b>Subtotal</b>	<b>1,264</b>	<b>790</b>	<b>2,054</b>
<b>AFRICA</b>			
Kenyan	307	242	549
South African	552	647	1,199
Other African	440	314	754
<b>Subtotal</b>	<b>1,299</b>	<b>1,203</b>	<b>2,502</b>
<b>AMERICA</b>			
American	723	903	1,626
Canadian	252	310	562
Other American	126	129	255
<b>Subtotal</b>	<b>1,101</b>	<b>1,342</b>	<b>2,443</b>
<b>OCEANIA</b>			
Australian	260	349	609
New Zealand	55	59	114
<b>Subtotal</b>	<b>315</b>	<b>408</b>	<b>723</b>
Not stated	25	47	72
<b>TOTAL</b>	<b>15,062</b>	<b>16,655</b>	<b>31,717</b>

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
<b>EUROPE</b>				
Scandinavian	148	2,031	195	2,374
British	42	1,297	495	1,834
German	72	2,624	287	2,983
Italian	475	5,708	686	6,869
French	49	1,804	176	2,029
Dutch	29	1,070	148	1,247
Belgium	14	431	39	484
Russian	45	658	8	711
Turkish	28	223	3	254
Polish	78	996	58	1,132
Ukrainian	21	422	4	447
Czech Republic	30	567	49	646
Spanish	11	319	8	338
Other European	77	2,333	165	2,575
<b>Subtotal</b>	<b>1,119</b>	<b>20,483</b>	<b>2,321</b>	<b>23,923</b>
<b>ASIA</b>				
Japanese	2	102	3	107
Chinese	21	378	10	409
Indian	10	336	22	368
Israeli	1	109	2	112
Other Asian	51	942	65	1,058
<b>Subtotal</b>	<b>85</b>	<b>1,867</b>	<b>102</b>	<b>2,054</b>
<b>AFRICA</b>				
Kenyan	24	500	25	549
South African	78	1,070	51	1,199
Other African	53	691	10	754
<b>Subtotal</b>	<b>155</b>	<b>2,261</b>	<b>86</b>	<b>2,502</b>
<b>AMERICA</b>				
American	43	1,220	363	1,626
Canadian	13	456	93	562
Other American	15	232	8	255
<b>Subtotal</b>	<b>71</b>	<b>1,908</b>	<b>464</b>	<b>2,443</b>
<b>OCEANIA</b>				
Australian	28	501	80	609
New Zealand	11	89	14	114
<b>Subtotal</b>	<b>39</b>	<b>590</b>	<b>94</b>	<b>723</b>
<b>Not stated</b>	<b>3</b>	<b>67</b>	<b>2</b>	<b>72</b>
<b>TOTAL</b>	<b>1,472</b>	<b>27,176</b>	<b>3,069</b>	<b>31,717</b>

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

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

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	814	710	1,524	5	814	710	1,524
2	561	426	987	3	1,122	852	1,974
3	852	805	1,657	5	2,556	2,415	4,971
4	934	1,101	2,035	6	3,736	4,404	8,140
5	937	1,047	1,984	6	4,685	5,235	9,920
6	1,132	1,366	2,498	8	6,792	8,196	14,988
7	3,324	3,799	7,123	22	23,268	26,593	49,861
8	1,667	2,117	3,784	12	13,336	16,936	30,272
9	555	613	1,168	4	4,995	5,517	10,512
10	1,004	1,107	2,111	7	10,040	11,070	21,110
11	366	384	750	2	4,026	4,224	8,250
12	419	471	890	3	5,028	5,652	10,680
13	199	265	464	1	2,587	3,445	6,032
14	861	922	1,783	6	12,054	12,908	24,962
15	464	513	977	3	6,960	7,695	14,655
16	170	171	341	1	2,720	2,736	5,456
17	48	52	100	0	816	884	1,700
18	57	63	120	0	1,026	1,134	2,160
19	28	34	62	0	532	646	1,178
20	78	86	164	1	1,560	1,720	3,280
21	111	135	246	1	2,331	2,835	5,166
22	27	29	56	0	594	638	1,232
23	15	21	36	0	345	483	828
24	10	15	25	0	240	360	600
25	13	19	32	0	325	475	800
26	6	10	16	0	156	260	416
27	14	13	27	0	378	351	729
28	24	33	57	0	672	924	1,596
29	7	9	16	0	203	261	464
30	173	119	292	1	5,190	3,570	8,760
31+	192	200	392	1	5,952	6,200	12,152
<b>Total</b>	<b>15,062</b>	<b>16,655</b>	<b>31,717</b>		<b>125,039</b>	<b>139,329</b>	<b>264,368</b>
<b>Average intended Length of Stay<sup>2</sup></b>					<b>8.3</b>	<b>8.4</b>	<b>8.3</b>

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

<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, January 2016**

Nationality	January 2015	January 2016	% Change, Jan 2015 to Jan 2016
Russian	200	711	255.5
Polish	679	1,132	66.7
Ukrainian	45	447	-
Chinese	286	409	43.0
Indian	225	368	63.6
Israeli	89	112	25.8
<b>Total</b>	<b>1,479</b>	<b>3,179</b>	<b>114.9</b>

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

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

Category	Airport	Seaport	Total
International flight/ Cruise Ship	12,206	988	20,086
Domestic flights/ Sea ferries	7,026	4,605	11,631
<b>Total</b>	<b>26,124</b>	<b>5,593</b>	<b>31,717</b>

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

**For more clarifications please contact:**

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