



Statistics for Development

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TOURISM STATISTICS RELEASE



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TOURISM STATISTICAL RELEASE FOR THE MONTH OF AUGUST, 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 **42,484** visitors entered Zanzibar in August, 2016 which is an increase of **29.8** percent compared to corresponding month in August 2015 and an increase of **13.1** percent compared to previous month. Europeans continue to be the largest source of visitors to Zanzibar tourism. Two third of the total visitors (**66.5** percent) who entered Zanzibar in August, 2016 were from Europe. In country wise, Italians took the first position (**15.4** percent) followed by British (**11.0** percent) while Czech Republic recorded the least (**0.4** percent). Italy maintained its position compared with corresponding month in 2015 (Table 1).

The data from table 2 shows that **34,059** visitors entered Zanzibar through Airport, among them **19,719** visitors came by international flights and **14,340** by domestic flights. Also **8,425** visitors entered through Seaport by ferry boat from Tanzania Mainland.

Generally, Zanzibar received **223,888** visitors from January to August of 2016 which is an increase of **27.2** percent compared to the corresponding January - August, 2015. Almost two third (**65.1** percent) of all visitors were from Europe. In country wise, Italy (**12.5** percent) is a leading market for the eight months to Zanzibar tourism market. About **183,135** visitors entered through airport which is equivalent to **81.8** percent while the remaining **40,753** visitors entered through seaport that accounting **18.2** percent.(Table 3).

Information on the purpose of visit (Table 4) shows that, majority of visitors **41,684** (**98.1** percent) in August 2016 were in Zanzibar for holidays followed by **462** (**1.1** percent) and **43** (**0.1** percent) of visitors who were in Zanzibar for 'visiting friends and relatives' and 'business and conference' respectively.

Table 5 shows that in August, 2016 there were **18,748** (**44.1** percent) males and **23,736** (**55.9** percent) female visitors. Comparing to the previous month, males increased by **13.4** percent while females increased by **12.9** 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 **3,648** (**8.6** percent) visitors were aged less than 15 years; **37,253** (**87.7** percent) were aged 15 and 64 years and **1,583** (**3.7** percent) were aged 65 years and older.

Table 7 shows that one quarter of visitors (**25.3** percent) in August stayed in the country for seven days while less than one percent (**0.8** percent) of them stayed for a month or more. The overall average length of stay of visitor in August, 2016 was almost **8** nights (7.6 nights).

The number of visitors from emerging market shows a notable growth (**97.3** percent) compared with corresponding month in 2015 and slightly increased by **2.6** percent compared with previous month. In country wise, all countries show the growth compared with the corresponding month in 2015. Great increase is observed for Russia and Israeli compared to corresponding month in 2015. In comparing with previous month, only Russia and Israel show the growth, the remaining countries reveal the decreasing growth (Table 8).

The total of **542,252** bed-spaces were available in August. Out of these bed-spaces, an estimate of **320,349** hotel-beds were sold during that month representing a bed occupancy rate of **59.1** percent (Table 9).

Table1: International Visitors by Nationality, August 2016

Nationality	August 2015			July 2016			August 2016			% Change, August 2015 to August 2016	% Change, July 2016 to August 2016
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
EUROPE											
Scandinavian	883	2.7	11	2,777	7.4	4	914	2.2	12	3.5	-67.1
British	3,136	9.6	3	4,585	12.2	1	4,690	11.0	2	49.6	2.3
German	3,888	11.9	2	3,460	9.2	2	4,674	11.0	3	20.2	35.1
Italian	6,741	20.6	1	2,066	5.5	6	6,545	15.4	1	-2.9	216.8
French	2,119	6.5	4	1,733	4.6	8	2,768	6.5	4	30.6	59.7
Dutch	1,351	4.1	6	1,407	3.7	9	1,940	4.6	8	43.6	37.9
Belgium	453	1.4	14	1,147	3.1	10	647	1.5	15	42.8	-43.6
Russian	188	0.6	18	213	0.6	21	258	0.6	18	37.2	21.1
Turkish	122	0.4	20	318	0.8	18	120	0.3	23	-1.6	-62.3
Polish	245	0.7	17	325	0.9	17	301	0.7	17	22.9	-7.4
Ukrainian	59	0.2	23	249	0.7	19	247	0.6	19	318.6	-0.8
Czech Republic	117	0.4	22	232	0.6	20	165	0.4	22	41.0	-28.9
Spanish	1,259	3.8	7	1,021	2.7	12	2,357	5.5	6	87.2	130.9
Other European	1,984	6.1		3,309	8.8		2,615	6.2		31.8	-21.0
Subtotal	22,545	68.9		22,842	60.8		28,241	66.5		25.3	23.6
ASIA											
Japanese	173	0.5	19	158	0.4	22	213	0.5	20	23.1	34.8
Chinese	568	1.7	12	1,137	3.0	11	940	2.2	11	65.5	-17.3
Indian	427	1.3	15	768	2.0	13	665	1.6	14	55.7	-13.4
Israeli	1,087	3.3	9	2,257	6.0	5	2,667	6.3	5	145.4	18.2
Other Asian	1,535	4.7		1,870	5.0		1,425	3.4		-7.2	-23.8
Subtotal	3,790	11.6		6,190	16.5		5,910	13.9		55.9	-4.5
AFRICA											
Kenyan	1,216	3.7	8	755	2.0	14	1,182	2.8	10	-2.8	56.6
South African	1,027	3.1	10	2,058	5.5	7	1,799	4.2	9	75.2	-12.6
Other African	1,182	3.6		953	2.5		1,156	2.7		-2.2	21.3
Subtotal	3,425	10.5		3,766	10.0		4,137	9.7		20.8	9.9
AMERICA											
American	1,751	5.4	5	3,118	8.3	3	2,228	5.2	7	27.2	-28.5
Canadian	536	1.6	13	732	1.9	15	712	1.7	13	32.8	-2.7
Other American	197	0.6		331	0.9		312	0.7		58.4	-5.7
Subtotal	2,484	7.6		4,181	11.1		3,252	7.7		30.9	-22.2
OCEANIA											
Australian	340	1.0	16	450	1.2	16	522	1.2	16	53.5	16.0
New Zealand	122	0.4	20	86	0.2	23	175	0.4	21	43.4	103.5
Subtotal	462	1.4		536	1.4		697	1.6		50.9	30.0
Not stated	20	0.1		38	0.1		247	0.6		1,135.0	550.0
TOTAL	32,726.0	100.0		37,553	100.0		42,484	100.0		29.8	13.1

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	289	388	677	0	237	237
British	1,608	2,139	3,747	0	943	943
German	2,067	1,751	3,818	0	856	856
Italian	5,287	818	6,105	0	440	440
French	888	1,453	2,341	0	427	427
Dutch	413	1,026	1,439	0	501	501
Belgium	138	335	473	0	174	174
Russian	142	74	216	0	42	42
Turkish	33	41	74	0	46	46
Polish	118	118	236	0	65	65
Ukrainian	182	45	227	0	20	20
Czech Republic	96	53	149	0	16	16
Spanish	709	1,355	2,064	0	293	293
Other Europeans	1,047	1,016	2,063	0	552	552
Subtotal	13,017	10,612	23,629	0	4,612	4,612
ASIA						
Japanese	57	68	125	0	88	88
Chinese	235	357	592	0	348	348
Indian	181	109	290	0	375	375
Israeli	1,979	654	2,633	0	34	34
Other Asians	812	213	1,025	0	400	400
Subtotal	3,264	1,401	4,665	0	1,245	1,245
AFRICA						
Kenyan	625	59	684	0	498	498
South African	1,355	272	1,627	0	172	172
Other Africans	473	142	615	0	541	541
Subtotal	2,453	473	2,926	0	1,211	1,211
AMERICA						
American	575	1,147	1,722	0	506	506
Canadian	169	317	486	0	226	226
Other Americans	64	117	181	0	131	131
Subtotal	808	1,581	2,389	0	863	863
OCEANIA						
Australian	125	204	329	0	193	193
New Zealand	31	55	86	0	89	89
Subtotal	156	259	415	0	282	282
Not stated	21	14	35	0	212	212
TOTAL	19,719	14,340	34,059	0	8,425	8,425

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	January-August 2015			January-August 2016					% Change, Jan-August 2015 to Jan-August 2016
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	10,696	6.1	5	10,367	3,068	13,435	6.0	5	25.6
British	13,635	7.7	3	13,641	5,164	18,805	8.4	3	37.9
German	17,812	10.1	2	21,478	3,437	24,915	11.1	2	39.9
Italian	25,378	14.4	1	27,045	1,029	28,074	12.5	1	10.6
French	10,534	6.0	6	10,462	1,526	11,988	5.4	7	13.8
Dutch	6,664	3.8	9	6,903	1,558	8,461	3.8	9	27.0
Belgium	3,532	2.0	11	3,030	648	3,678	1.6	17	4.1
Russian	1,014	0.6	20	2,404	283	2,687	1.2	18	165.0
Turkish	1,249	0.7	19	922	445	1,367	0.6	21	9.4
Polish	2,880	1.6	16	3,501	345	3,846	1.7	16	33.5
Ukrainian	321	0.2	23	3,787	232	4,019	1.8	14	1,152.0
Czech Republic	1,768	1.0	18	2,394	244	2,638	1.2	19	49.2
Spanish	3,242	1.8	14	4,957	774	5,731	2.6	11	76.8
Other European	16,167	9.2		13,296	2,812	16,108	7.2		-0.4
Subtotal	114,892	65		124,187	21,565	145,752	65.1		26.9
ASIA									
Japanese	801	0.5	21	627	383	1,010	0.5	22	26.1
Chinese	3,390	1.9	12	3,081	1,690	4,771	2.1	12	40.7
Indian	3,053	1.7	15	2,096	1,862	3,958	1.8	15	29.6
Israeli	3,807	2.2	10	9,595	194	9,789	4.4	8	157.1
Other Asian	7,940	4.5		6,640	1,975	8,615	3.8		8.5
Subtotal	18,991	11		22,039	6,104	28,143	12.6		48.2
AFRICA									
Kenyan	6,835	3.9	8	4,153	2,006	6,159	2.8	10	-9.9
South African	8,517	4.8	7	12,081	1,176	13,257	5.9	6	55.7
Other African	7,154	4.1		3,999	2,541	6,540	2.9		-8.6
Subtotal	22,506	13		20,233	5,723	25,956	11.6		15.3
AMERICA									
American	11,900	6.8	4	9,824	4,197	14,021	6.3	4	17.8
Canadian	3,262	1.9	13	2,935	1,373	4,308	1.9	13	32.1
Other American	1,273	0.7		1,365	460	1,825	0.8		43.4
Subtotal	16,435	9		14,124	6,030	20,154	9.0		22.6
OCEANIA									
Australian	2,353	1.3	17	1,774	859	2,633	1.2	20	11.9
New Zealand	655	0.4	22	403	221	624	0.3	23	-4.7
Subtotal	3,008	2		2,177	1,080	3,257	1.5		8.3
Not stated	132	0.1		375	251	626	0.3		374.2
TOTAL	175,964	100		183,135	40,753	223,888	100.0		27.2

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Prospective Resident	Seeking Employment	Temporary Employment	Visiting Friends and Relatives	Holidays	Business and Conference	In Transit	Others	Total
EUROPE									
Scandinavian	0	0	5	3	903	1	0	2	914
British	7	0	1	45	4,616	1	2	18	4,690
German	3	1	0	58	4,590	2	0	20	4,674
Italian	5	1	2	25	6,490	1	1	20	6,545
French	0	0	0	33	2,719	1	0	15	2,768
Dutch	1	1	0	16	1,911	2	1	8	1,940
Belgium	0	0	0	3	639	0	0	5	647
Russian	0	0	0	4	251	3	0	0	258
Turkish	0	0	0	1	115	0	0	4	120
Polish	0	0	0	4	293	0	0	4	301
Ukrainian	0	0	0	7	239	1	0	0	247
Czech Republic	0	0	0	2	163	0	0	0	165
Spanish	0	2	0	60	2,282	1	0	12	2,357
Other Europeans	4	0	0	25	2,575	2	1	8	2,615
Subtotal	20	5	8	286	27,786	15	5	116	28,241
ASIA									
Japanese	1	0	0	2	210	0	0	0	213
Chinese	3	0	0	21	896	1	0	19	940
Indian	2	0	1	4	653	2	0	3	665
Israeli	0	0	2	31	2,606	1	5	22	2,667
Other Asians	4	0	0	60	1,352	0	0	9	1,425
Subtotal	10	0	3	118	5,717	4	5	53	5,910
AFRICA									
Kenyan	1	0	2	11	1,152	10	0	6	1,182
South African	4	0	0	6	1,780	5	0	4	1,799
Other Africans	1	1	1	9	1,134	5	0	5	1,156
Subtotal	6	1	3	26	4,066	20	0	15	4,137
AMERICA									
American	4	0	0	13	2,192	3	0	16	2,228
Canadian	2	0	0	14	687	1	2	6	712
Other Americans	0	0	0	2	307	0	0	3	312
Subtotal	6	0	0	29	3,186	4	2	25	3,252
OCEANIA									
Australian	1	0	0	3	513	0	0	5	522
New Zealand	0	0	0	0	175	0	0	0	175
Subtotal	1	0	0	3	688	0	0	5	697
Not stated	0	0	0	0	241	0	0	6	247
TOTAL	43	6	14	462	41,684	43	12	220	42,484
TOTAL PERCENT	0.1	0.0	0.0	1.1	98.1	0.1	0.0	0.5	100.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	350	564	914
British	1,800	2,890	4,690
German	1,995	2,679	4,674
Italian	2,966	3,579	6,545
French	1,243	1,525	2,768
Dutch	868	1,072	1,940
Belgium	292	355	647
Russian	112	146	258
Turkish	64	56	120
Polish	125	176	301
Ukrainian	99	148	247
Czech Republic	77	88	165
Spanish	940	1,417	2,357
Other European Country	1,071	1,544	2,615
Subtotal	12,002	16,239	28,241
ASIA			
Japanese	110	103	213
Chinese	454	486	940
Indian	419	246	665
Israeli	1,212	1,455	2,667
Other Asian	815	610	1,425
Subtotal	3,010	2,900	5,910
AFRICA			
Kenyan	608	574	1,182
South African	776	1,023	1,799
Other African	617	539	1,156
Subtotal	2,001	2,136	4,137
AMERICA			
American	894	1,334	2,228
Canadian	300	412	712
Other American	126	186	312
Subtotal	1,320	1,932	3,252
OCEANIA			
Australian	218	304	522
New Zealand	79	96	175
Subtotal	297	400	697
Not stated	118	129	247
TOTAL AUGUST, 2016	18,748	23,736	42,484
TOTAL JULY, 2016	16,536	21,017	37,553
TOTAL PERCENT AUGUST	44.1	55.9	100.0
% CHANGE, JULY TO AUGUST 2016	13.4	12.9	13.1

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	47	825	42	914
British	516	3974	200	4,690
German	325	4204	145	4,674
Italian	449	5974	122	6,545
French	352	2344	72	2,768
Dutch	254	1622	64	1,940
Belgium	89	544	14	647
Russian	22	233	3	258
Turkish	4	107	9	120
Polish	31	264	6	301
Ukrainian	12	234	1	247
Czech Republic	4	161	0	165
Spanish	99	2237	21	2,357
Other European	165	2350	100	2,615
Subtotal	2,369	25,073	799	28,241
ASIA				
Japanese	11	196	6	213
Chinese	81	830	29	940
Indian	38	588	39	665
Israeli	396	2143	128	2,667
Other Asian	115	1225	85	1,425
Subtotal	641	4,982	287	5,910
AFRICA				
Kenyan	138	990	54	1,182
South African	112	1622	65	1,799
Other African	99	1030	27	1,156
Subtotal	349	3,642	146	4,137
AMERICA				
American	172	1850	206	2,228
Canadian	52	612	48	712
Other American	11	291	10	312
Subtotal	235	2,753	264	3,252
OCEANIA				
Australian	16	454	52	522
New Zealand	16	132	27	175
Subtotal	32	586	79	697
Not stated	22	217	8	247
TOTAL	3,648	37,253	1,583	42,484
TOTAL PERCENT	8.6	87.7	3.7	100.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	362	274	636	1.5	362	274	636
2	661	604	1,265	3.0	1,322	1,208	2,530
3	1,259	1,463	2,722	6.4	3,777	4,389	8,166
4	1,636	2,053	3,689	8.7	6,544	8,212	14,756
5	1,643	2,020	3,663	8.6	8,215	10,100	18,315
6	1,772	4,387	6,159	14.5	10,632	26,322	36,954
7	5,129	5,630	10,759	25.3	35,903	39,410	75,313
8	1,898	2,306	4,204	9.9	15,184	18,448	33,632
9	500	604	1,104	2.6	4,500	5,436	9,936
10	956	1,015	1,971	4.6	9,560	10,150	19,710
11	249	289	538	1.3	2,739	3,179	5,918
12	286	357	643	1.5	3,432	4,284	7,716
13	213	239	452	1.1	2,769	3,107	5,876
14	754	867	1,621	3.8	10,556	12,138	22,694
15	518	591	1,109	2.6	7,770	8,865	16,635
16	106	140	246	0.6	1,696	2,240	3,936
17	71	77	148	0.3	1,207	1,309	2,516
18	62	53	115	0.3	1,116	954	2,070
19	36	31	67	0.2	684	589	1,273
20	105	109	214	0.5	2,100	2,180	4,280
21	92	98	190	0.4	1,932	2,058	3,990
22	34	35	69	0.2	748	770	1,518
23	21	26	47	0.1	483	598	1,081
24	17	18	35	0.1	408	432	840
25	15	23	38	0.1	375	575	950
26	8	20	28	0.1	208	520	728
27	9	7	16	0.0	243	189	432
28	11	30	41	0.1	308	840	1,148
29	6	6	12	0.0	174	174	348
30	163	160	323	0.8	4,890	4,800	9,690
31	156	204	360	0.8	4,836	6,324	11,160
Total	18,748	23,736	42,484	100	144,673	180,074	324,747
	Intended Average Length of Stay²				7.7	7.6	7.6

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, August 2016

Nationality	August 2015	July 2016	August 2016	% Change, August 2015 to August 2016	% Change, July 2016 to August 2016
Russian	188	213	258	37.2	21.1
Polish	245	325	301	22.9	-7.4
Ukrainian	59	249	247	318.6	-0.8
Chinese	568	1,137	940	65.5	-17.3
Indian	427	768	665	55.7	-13.4
Israeli	1,087	2,257	2,667	145.4	18.2
Total	2,574	4,949	5,078	97.3	2.6

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Category	Airport	Seaport	Total
International flight/ Cruise Ship	19,719	0	19,719
Domestic flights/ Sea ferries	14,340	8,425	22,765
Total	34,059	8,425	42,484

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	629	1.5	629
2	1,254	3.0	2,508
3	2,666	6.3	7,998
4	3,615	8.6	14,460
5	3,619	8.6	18,095
6	6,135	14.6	36,810
7	10,687	25.4	74,809
8	4,191	10.0	33,528
9	1,093	2.6	9,837
10	1,946	4.6	19,460
11	532	1.3	5,852
12	627	1.5	7,524
13	446	1.1	5,798
14	1,606	3.8	22,484
15	1,096	2.6	16,440
16	243	0.6	3,888
17	146	0.3	2,482
18	114	0.3	2,052
19	64	0.2	1,216
20	209	0.5	4,180
21	185	0.4	3,885
22	67	0.2	1,474
23	44	0.1	1,012
24	35	0.1	840
25	38	0.1	950
26	28	0.1	728
27	16	0.0	432
28	40	0.1	1,120
29	12	0.0	348
30	299	0.7	8,970
31	340	0.8	10,540
Total	42,022	100.0	320,349
Number of beds available in August			542,252
Bed Occupancy Rate			59.1

For more clarifications please contact:

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