



Statistics for Development

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TOURISM STATISTICS RELEASE



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TOURISM STATISTICAL RELEASE FOR THE MONTH OF SEPTEMBER, 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 **32,765** visitors entered Zanzibar in September, 2016 which is an increase of **21.3** percent compared to corresponding month in September 2015 and a decrease of **22.9** percent compared to previous month. Europeans continue to dominate the tourism market in Zanzibar. Almost sixty percent of the total visitors (**59.9** percent) who entered Zanzibar in September, 2016 were from Europe. In country wise, German took the first position (**13.7** percent) followed by Italy (**11.8** percent) while New Zealand continued to record the least (**0.5** percent). Italy maintained its second position as it was in the corresponding month in 2015 (Table 1).

The data from table 2 shows that **27,016** visitors entered Zanzibar through Airport, among them **18,619** visitors came by international flights and **8,397** by domestic flights. Also **5,749** visitors entered through Seaport by ferry boat from Tanzania Mainland.

Generally, Zanzibar received **256,653** visitors from January to September of 2016 which is an increase of **26.4** percent compared to the corresponding January - September, 2015. Two third (**64.4** percent) of all visitors were from Europe. In country wise, Italy (**12.4** percent) is a leading market for the first nine months to Zanzibar tourism market. About **210,151** visitors entered through airport which is equivalent to **81.9** percent while the remaining **46,502** visitors entered through seaport that accounting **18.1** percent (Table 3).

Information on the purpose of visit (Table 4) shows that, majority of visitors **32,119** (**98.0** percent) in September 2016 were in Zanzibar for holidays followed by **355** (**1.1** percent) and **50** (**0.2** percent) of visitors were in Zanzibar for 'visiting friends and relatives' and 'business and conference' respectively.

Table 5 shows that in September, 2016 there were **14,151** (**43.2** percent) males and **18,614** (**56.8** percent) female visitors. Comparing to the previous month, males decreased by **24.5** percent while females decreased by **21.6** 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 **961** (**2.9** percent) visitors were aged less than 15 years; **30,037** (**91.7** percent) were aged 15 and 64 years and **1,767** (**5.4** percent) were aged 65 years and older.

Table 7 shows that one quarter of visitors (**25.9** percent) in September 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 for visitor in September, 2016 was almost **8** nights (7.6 nights).

The total number of visitors from emerging market shows a notable growth (**30.2** percent) compared with corresponding month in 2015 and decreased by **8.6** percent compared with previous month. In country wise, all countries show the growth compared to the corresponding month in 2015 except Poland, In contrast, they reveal the decrease in growth compared to previous months except India (Table 8).

The total of **524,760** bed-spaces was available in September. Out of these bed-spaces, an estimate of **246,939** hotel-beds were sold during that month representing a bed occupancy rate of **47.1** percent.(Table 9).

Table1: International Visitors by Nationality, September 2016

Nationality	September 2015			August 2016			September 2016			% Change, September 2015 to September 2016	% Change, August 2016 to September 2016
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
EUROPE											
Scandinavian	865	3.2	8	914	2.2	12	903	2.8	10	4.4	-1.2
British	2,733	10.1	3	4,690	11.0	2	3,523	10.8	3	28.9	-24.9
German	4,068	15.1	1	4,674	11.0	3	4,485	13.7	1	10.3	-4.0
Italian	3,917	14.5	2	6,545	15.4	1	3,879	11.8	2	-1.0	-40.7
French	1,022	3.8	7	2,768	6.5	4	1,205	3.7	7	17.9	-56.5
Dutch	758	2.8	9	1,940	4.6	8	868	2.6	11	14.5	-55.3
Belgium	523	1.9	12	647	1.5	15	388	1.2	16	-25.8	-40.0
Russian	134	0.5	20	258	0.6	18	226	0.7	19	68.7	-12.4
Turkish	408	1.5	15	120	0.3	23	363	1.1	17	-11.0	202.5
Polish	305	1.1	18	301	0.7	17	272	0.8	18	-10.8	-9.6
Ukrainian	79	0.3	23	247	0.6	19	211	0.6	20	167.1	-14.6
Czech Republic	127	0.5	21	165	0.4	22	156	0.5	22	22.8	-5.5
Spanish	749	2.8	10	2,357	5.5	6	1,016	3.1	9	35.6	-56.9
Other European	1,812	6.7		2,615	6.2		2,137	6.5		17.9	-18.3
Subtotal	17,500	64.8		28,241	66.5		19,632	59.9		12.2	-30.5
ASIA											
Japanese	139	0.5	19	213	0.5	20	157	0.5	21	12.9	-26.3
Chinese	398	1.5	16	940	2.2	11	406	1.2	15	2.0	-56.8
Indian	420	1.6	14	665	1.6	14	1,155	3.5	8	175.0	73.7
Israeli	2,228	8.2	4	2,667	6.3	5	2,371	7.2	4	6.4	-11.1
Other Asian	885	3.3		1,425	3.4		1,366	4.2		54.4	-4.1
Subtotal	4,070	15.1		5,910	13.9		5,455	16.6		34.0	-7.7
AFRICA											
Kenyan	680	2.5	11	1,182	2.8	10	761	2.3	12	11.9	-35.6
South African	1,407	5.2	5	1,799	4.2	9	2,168	6.6	5	54.1	20.5
Other African	808	3.0		1,156	2.7		1,236	3.8		53.0	6.9
Subtotal	2,895	10.7		4,137	9.7		4,165	12.7		43.9	0.7
AMERICA		0.0									
American	1,394	5.2	6	2,228	5.2	7	1,877	5.7	6	34.6	-15.8
Canadian	383	1.4	17	712	1.7	13	522	1.6	14	36.3	-26.7
Other American	204	0.8		312	0.7		351	1.1		72.1	12.5
Subtotal	1,981	7.3		3,252	7.7		2,750	8.4		38.8	-15.4
OCEANIA											
Australian	426	1.6	13	522	1.2	16	530	1.6	13	24.4	1.5
New Zealand	116	0.4	22	175	0.4	21	155	0.5	23	33.6	-11.4
Subtotal	542	2.0		697	1.6		685	2.1		26.4	-1.7
Not stated	26	0.1		247	0.6		78	0.2		200.0	-68.4
TOTAL	27,014	100.0		42,484	100.0		32,765	100.0		21.3	-22.9

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	362	341	703	0	200	200
British	1,430	1,256	2,686	0	837	837
German	2,512	1,372	3,884	0	601	601
Italian	3,513	277	3,790	0	89	89
French	524	475	999	0	206	206
Dutch	319	367	686	0	182	182
Belgium	153	140	293	0	95	95
Russian	136	58	194	0	32	32
Turkish	67	176	243	0	120	120
Polish	138	92	230	0	42	42
Ukrainian	184	10	194	0	17	17
Czech Republic	119	16	135	0	21	21
Spanish	444	457	901	0	115	115
Other Europeans	978	815	1,793	0	344	344
Subtotal	10,879	5,852	16,731	0	2,901	2,901
ASIA						
Japanese	44	48	92	0	65	65
Chinese	78	144	222	0	184	184
Indian	647	159	806	0	349	349
Israeli	2,163	156	2,319	0	52	52
Other Asians	785	155	940	0	426	426
Subtotal	3,717	662	4,379	0	1,076	1,076
AFRICA						
Kenyan	426	48	474	0	287	287
South African	1,892	157	2,049	0	119	119
Other Africans	492	205	697	0	539	539
Subtotal	2,810	410	3,220	0	945	945
AMERICA						
American	660	884	1,544	0	333	333
Canadian	144	258	402	0	120	120
Other Americans	152	119	271	0	80	80
Subtotal	956	1,261	2,217	0	533	533
OCEANIA						
Australian	207	158	365	0	165	165
New Zealand	33	48	81	0	74	74
Subtotal	240	206	446	0	239	239
Not stated	17	6	23	0	55	55
TOTAL	18,619	8,397	27,016	0	5,749	5,749

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	January-September 2015			January-September 2016					% Change, Jan-September 2015 to Jan-September 2016
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	11,561	5.7	5	11,070	3,268	14,338	5.6	6	24.0
British	16,368	8.1	3	16,327	6,001	22,328	8.7	3	36.4
German	21,880	10.8	2	25,362	4,038	29,400	11.5	2	34.4
Italian	29,295	14.4	1	30,835	1,118	31,953	12.4	1	9.1
French	11,556	5.7	6	11,461	1,732	13,193	5.1	7	14.2
Dutch	7,422	3.7	9	7,589	1,740	9,329	3.6	9	25.7
Belgium	4,055	2.0	11	3,323	743	4,066	1.6	17	0.3
Russian	1,148	0.6	20	2,598	315	2,913	1.1	19	153.7
Turkish	1,657	0.8	19	1,165	565	1,730	0.7	21	4.4
Polish	3,185	1.6	16	3,731	387	4,118	1.6	16	29.3
Ukrainian	400	0.2	23	3,981	249	4,230	1.6	15	957.5
Czech Republic	1,895	0.9	18	2,529	265	2,794	1.1	20	47.4
Spanish	3,991	2.0	12	5,858	889	6,747	2.6	11	69.1
Other European	17,979	8.9		15,089	3,156	18,245	7.1		1.5
Subtotal	132,392	65		140,918	24,466	165,384	64.4		24.9
ASIA									
Japanese	940	0.5	21	719	448	1,167	0.5	22	24.1
Chinese	3,788	1.9	13	3,303	1,874	5,177	2.0	12	36.7
Indian	3,473	1.7	15	2,902	2,211	5,113	2.0	13	47.2
Israeli	6,035	3.0	10	11,914	246	12,160	4.7	8	101.5
Other Asian	8,825	4.3		7,580	2,401	9,981	3.9		13.1
Subtotal	23,061	11		26,418	7,180	33,598	13.1		45.7
AFRICA									
Kenyan	7,515	3.7	8	4,627	2,293	6,920	2.7	10	-7.9
South African	9,924	4.9	7	14,130	1,295	15,425	6.0	5	55.4
Other African	7,962	3.9		4,696	3,080	7,776	3.0		-2.3
Subtotal	25,401	13		23,453	6,668	30,121	11.7		18.6
AMERICA									
American	13,294	6.5	4	11,368	4,530	15,898	6.2	4	19.6
Canadian	3,645	1.8	14	3,337	1,493	4,830	1.9	14	32.5
Other American	1,477	0.7		1,636	540	2,176	0.8		47.3
Subtotal	18,416	9		16,341	6,563	22,904	8.9		24.4
OCEANIA									
Australian	2,779	1.4	17	2,139	1,024	3,163	1.2	18	13.8
New Zealand	771	0.4	22	484	295	779	0.3	23	1.0
Subtotal	3,550	2		2,623	1,319	3,942	1.5		11.0
Not stated	158	0.1		398	306	704	0.3		345.6
TOTAL	202,978	100		210,151	46,502	256,653	100.0		26.4

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Prospective Resident	Seeking Employment	Temporary Employment	Visiting Friends and Relatives	Holidays	Business and Conference	In Transit	Others	Total
EUROPE									
Scandinavian	0	0	1	7	892	1	1	1	903
British	4	0	1	29	3,460	10	2	17	3,523
German	1	2	0	26	4,428	1	0	27	4,485
Italian	0	0	0	12	3,849	4	2	12	3,879
French	0	1	2	16	1,178	1	2	5	1,205
Dutch	1	0	0	9	855	1	0	2	868
Belgium	0	0	0	3	382	1	0	2	388
Russian	0	0	0	2	220	0	0	4	226
Turkish	0	0	0	4	357	1	1	0	363
Polish	0	0	0	4	267	0	1	0	272
Ukrainian	0	0	0	0	209	0	0	2	211
Czech Republic	0	0	0	2	154	0	0	0	156
Spanish	0	0	0	24	989	0	0	3	1,016
Other Europeans	2	2	1	25	2,092	2	0	13	2,137
Subtotal	8	5	5	163	19,332	22	9	88	19,632
ASIA									
Japanese	0	0	0	0	155	0	0	2	157
Chinese	0	0	0	3	398	2	0	3	406
Indian	1	0	0	24	1,084	1	0	45	1,155
Israeli	0	0	0	5	2,352	2	1	11	2,371
Other Asians	1	1	0	66	1,287	4	0	7	1,366
Subtotal	2	1	0	98	5,276	9	1	68	5,455
AFRICA									
Kenyan	0	0	0	14	730	6	1	10	761
South African	0	0	0	11	2,150	3	0	4	2,168
Other Africans	2	0	0	25	1,178	8	1	22	1,236
Subtotal	2	0	0	50	4,058	17	2	36	4,165
AMERICA									
American	4	0	0	23	1,845	0	0	5	1,877
Canadian	0	0	0	6	513	2	0	1	522
Other Americans	0	0	0	7	342	0	1	1	351
Subtotal	4	0	0	36	2,700	2	1	7	2,750
OCEANIA									
Australian	0	0	0	7	523	0	0	0	530
New Zealand	0	0	0	1	154	0	0	0	155
Subtotal	0	0	0	8	677	0	0	0	685
Not stated	0	0	0	0	76	0	0	2	78
TOTAL	16	6	5	355	32,119	50	13	201	32,765
TOTAL PERCENT	0.0	0.0	0.0	1.1	98.0	0.2	0.0	0.6	100.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	321	582	903
British	1388	2135	3,523
German	1962	2523	4,485
Italian	1633	2246	3,879
French	519	686	1,205
Dutch	333	535	868
Belgium	173	215	388
Russian	103	123	226
Turkish	209	154	363
Polish	105	167	272
Ukrainian	95	116	211
Czech Republic	69	87	156
Spanish	402	614	1,016
Other European Country	912	1225	2,137
Subtotal	8,224	11,408	19,632
ASIA			
Japanese	81	76	157
Chinese	235	171	406
Indian	642	513	1,155
Israeli	871	1500	2,371
Other Asian	716	650	1,366
Subtotal	2,545	2,910	5,455
AFRICA			
Kenyan	384	377	761
South African	894	1274	2,168
Other African	665	571	1,236
Subtotal	1,943	2,222	4,165
AMERICA			
American	734	1143	1,877
Canadian	212	310	522
Other American	154	197	351
Subtotal	1,100	1,650	2,750
OCEANIA			
Australian	232	298	530
New Zealand	78	77	155
Subtotal	310	375	685
Not stated	29	49	78
TOTAL SEPTEMBER, 2016	14,151	18,614	32,765
TOTAL AUGUST, 2016	18,748	23,736	42,484
TOTAL PERCENT SEPTEMBER	43.2	56.8	100.0
% CHANGE, AUGUST TO SEPTEMBER 2016	-24.5	-21.6	-22.9

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	36	808	59	903
British	84	3212	227	3,523
German	54	4196	235	4,485
Italian	119	3613	147	3,879
French	32	1146	27	1,205
Dutch	14	793	61	868
Belgium	1	368	19	388
Russian	3	218	5	226
Turkish	10	350	3	363
Polish	3	264	5	272
Ukrainian	3	203	5	211
Czech Republic	6	148	2	156
Spanish	26	975	15	1,016
Other European	30	2023	84	2,137
Subtotal	421	18,317	894	19,632
ASIA				
Japanese	3	148	6	157
Chinese	8	391	7	406
Indian	105	996	54	1,155
Israeli	79	2156	136	2,371
Other Asian	70	1219	77	1,366
Subtotal	265	4,910	280	5,455
AFRICA				
Kenyan	33	701	27	761
South African	98	1984	86	2,168
Other African	52	1149	35	1,236
Subtotal	183	3,834	148	4,165
AMERICA				
American	49	1545	283	1,877
Canadian	11	454	57	522
Other American	15	311	25	351
Subtotal	75	2,310	365	2,750
OCEANIA				
Australian	13	460	57	530
New Zealand	4	133	18	155
Subtotal	17	593	75	685
Not stated	0	73	5	78
TOTAL	961	30,037	1,767	32,765
TOTAL PERCENT	2.9	91.7	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, September 2016

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights			
	Male	Female	Total		Male	Female	Total	
1	330	193	523	1.6	330	193	523	
2	540	490	1,030	3.1	1,080	980	2,060	
3	877	941	1,818	5.5	2,631	2,823	5,454	
4	1,143	1,410	2,553	7.8	4,572	5,640	10,212	
5	1,332	1,584	2,916	8.9	6,660	7,920	14,580	
6	1,377	3,897	5,274	16.1	8,262	23,382	31,644	
7	3,969	4,502	8,471	25.9	27,783	31,514	59,297	
8	1,322	1,798	3,120	9.5	10,576	14,384	24,960	
9	355	483	838	2.6	3,195	4,347	7,542	
10	637	721	1,358	4.1	6,370	7,210	13,580	
11	191	202	393	1.2	2,101	2,222	4,323	
12	259	305	564	1.7	3,108	3,660	6,768	
13	201	237	438	1.3	2,613	3,081	5,694	
14	591	668	1,259	3.8	8,274	9,352	17,626	
15	321	440	761	2.3	4,815	6,600	11,415	
16	101	116	217	0.7	1,616	1,856	3,472	
17	40	56	96	0.3	680	952	1,632	
18	51	49	100	0.3	918	882	1,800	
19	23	31	54	0.2	437	589	1,026	
20	71	92	163	0.5	1,420	1,840	3,260	
21	55	65	120	0.4	1,155	1,365	2,520	
22	10	14	24	0.1	220	308	528	
23	13	9	22	0.1	299	207	506	
24	8	5	13	0.0	192	120	312	
25	16	17	33	0.1	400	425	825	
26	2	4	6	0.0	52	104	156	
27	1	7	8	0.0	27	189	216	
28	7	14	21	0.1	196	392	588	
29	2	4	6	0.0	58	116	174	
30	173	117	290	0.9	5,190	3,510	8,700	
31+	133	143	276	0.8	4,123	4,433	8,556	
Total	14,151	18,614	32,765	100	109,353	140,596	249,949	
					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, September 2016

Nationality	September 2015	August 2016	September 2016	% Change, September 2015 to September 2016	% Change, August 2016 to September 2016
Russian	134	258	226	68.7	-12.4
Polish	305	301	272	-10.8	-9.6
Ukrainian	79	247	211	167.1	-14.6
Chinese	398	940	406	2.0	-56.8
Indian	420	665	1,155	175.0	73.7
Israeli	2,228	2,667	2,371	6.4	-11.1
Total	3,564	5,078	4,641	30.2	-8.6

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Category	Airport	Seaport	Total
International flight/ Cruise Ship	18,619	0	18,619
Domestic flights/ Sea ferries	8,397	5,749	14,146
Total	27,016	5,749	32,765

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	516	1.6	516
2	1,009	3.1	2,018
3	1,786	5.5	5,358
4	2,502	7.7	10,008
5	2,873	8.9	14,365
6	5,249	16.2	31,494
7	8,401	25.9	58,807
8	3,104	9.6	24,832
9	826	2.5	7,434
10	1,343	4.1	13,430
11	390	1.2	4,290
12	557	1.7	6,684
13	435	1.3	5,655
14	1,252	3.9	17,528
15	757	2.3	11,355
16	217	0.7	3,472
17	95	0.3	1,615
18	100	0.3	1,800
19	52	0.2	988
20	161	0.5	3,220
21	117	0.4	2,457
22	24	0.1	528
23	22	0.1	506
24	13	0.0	312
25	33	0.1	825
26	6	0.0	156
27	8	0.0	216
28	21	0.1	588
29	6	0.0	174
30	277	0.9	8,310
31	258	0.8	7,998
Total	32,410	100.0	246,939
Number of beds available in September			524,760
Bed Occupancy Rate			47.1

For more clarifications please contact:

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