



Statistics for Development

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TOURISM STATISTICS RELEASE



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TOURISM STATISTICAL RELEASE FOR THE MONTH OF JANUARY, 2017

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).

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.

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

January, 2017 recorded **40,938** visitors which is an increase of **29.07** percent compared to **31,717** visitors reported in January 2016. Europeans remain as the largest source of visitors to Zanzibar tourism. Almost three quarters (**73.3** percent) of all visitors entered Zanzibar in January, 2017 were from Europe. In country wise, Italians continue to dominate the Tourism market by accounting **18.9** percent of all visitors entered in January, followed by German (**8.0** percent) and British (**7.5** percent) while New Zealand recorded the least (**0.2** percent). Other performances are as shown in the table 1.

The data from table 2 shows that **34,628** visitors entered Zanzibar through Airport, among them **28,061** visitors came by international flights and **6,567** by domestic flights. The remaining **6,310** visitors entered through seaport whereby **1,024** are day visitors (excursionist) and **5,286** entered by boat from Tanzania Mainland.

Information on the purpose of visit (Table 3) shows that, in January 2017, a majority of visitors **40,226** (**98.3** percent) were in Zanzibar for holidays compared with only **549** (**1.3** percent) and **32** (**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, 2017 there were **18,198** (**44.5** percent) males and **22,740** (**55.5** percent) female visitors. Comparing to the previous month, males decreased by **1.9** percent while females decreased by **10.2** 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 **1,953** (**4.8** percent) visitors were aged less than 15 years; **35,030** (**85.6** percent) were aged 15 and 64 years; and **3,955** (**9.7** percent) were aged 65 years and older.

Table 6 shows that majority of the arrivals (**24.1** percent) stayed in the country for seven days and **23.8** percent stayed for six days. Only one percent (1 percent) of the arrival stayed more than a month. The overall average length of stay for tourists in January, 2017 was almost 8 nights.

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

The number of visitors from emerging market shows a remarkable growth of more than hundred percent (**116.0** percent) compared with corresponding month in 2016 and a slight decrease of **1.2** percent compared with previous month. With the exception of India, the remaining emerging countries show the growth compared to the corresponding month in 2016. Comparing with previous month, India and Israel show a decrease while the remaining countries portray the growth (Table 8).

The total of **532,487** bed-spaces was available in January 2017. Out of these bed-spaces, an estimate of **319,310** hotel-beds were sold during that month representing a bed occupancy rate of **60.0** percent.(Table 9).

Table 1: International Visitors by Nationality, January 2017

Nationality	January 2016			January 2017			% Change, Jan 2016 to Jan 2017
	Number	% share	Rank	Number	% share	Rank	
EUROPE							
Scandinavian	2,374	7.5	3	2,585	6.3	4	8.89
British	1,834	5.8	5	3,078	7.5	3	67.83
German	2,983	9.4	2	3,294	8.0	2	10.43
Italian	6,869	21.7	1	7,739	18.9	1	12.67
French	2,029	6.4	4	1,989	4.9	6	(1.97)
Dutch	1,247	3.9	7	1,382	3.4	10	10.83
Belgium	484	1.5	15	662	1.6	14	36.78
Russian	711	2.2	10	788	1.9	13	10.83
Turkish	254	0.8	20	354	0.9	20	39.37
Polish	1,132	3.6	9	2,064	5.0	5	82.33
Ukrainian	447	1.4	16	1,122	2.7	11	151.01
Czech Republic	646	2	11	916	2.2	12	41.80
Spanish	338	1.1	19	379	0.9	19	12.13
Other European	2,575	8.1		3,659	8.9		42.10
Subtotal	23,923	75.4		30,011	73.3		25.45
ASIA							
Japanese	107	0.3	23	131	0.3	22	22.43
Chinese	409	1.3	17	634	1.5	15	55.01
Indian	368	1.2	18	345	0.8	21	(6.25)
Israeli	112	0.4	21	1,915	4.7	7	1,609.82
Other Asian	1,058	3.3		1,257	3.1		18.81
Subtotal	2,054	6.5		4,282	10.5		108.47
AFRICA							
Kenyan	549	1.7	14	557	1.4	18	1.46
South African	1,199	3.8	8	1,578	3.9	9	31.61
Other African	754	2.4		890	2.2		18.04
Subtotal	2,502	7.9		3,025	7.4		20.90
AMERICA							
American	1,626	5.1	6	1,776	4.3	8	9.23
Canadian	562	1.8	13	633	1.5	16	12.63
Other American	255	0.8		448	1.1		75.69
Subtotal	2,443	7.7		2,857	7.0		16.95
OCEANIA							
Australian	609	1.9	12	574	1.4	17	(5.75)
New Zealand	114	0.4	21	62	0.2	23	(45.61)
Subtotal	723	2.3		636	1.6		(12.03)
Not stated	72	0.2		127	0.3		76.39
TOTAL	31,717	100		40,938	100.0		29.07

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 2: International Visitors by Nationality through entry points, January 2017

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	1,167	837	2,004	10	571	581
British	2,109	373	2,482	321	275	596
German	2,090	759	2,849	32	413	445
Italian	7,273	311	7,584	2	153	155
French	1,355	475	1,830	3	156	159
Dutch	879	259	1,138	28	216	244
Belgium	510	91	601	8	53	61
Russian	531	149	680	-	108	108
Turkish	179	111	290	-	64	64
Polish	1,739	211	1,950	1	113	114
Ukrainian	1,027	52	1,079	-	43	43
Czech Republic	852	49	901	-	15	15
Spanish	158	146	304	3	72	75
Other Europeans	2,493	680	3,173	25	461	486
Subtotal	22,362	4,503	26,865	433	2,713	3,146
ASIA						
Japanese	42	27	69	5	57	62
Chinese	94	211	305	5	324	329
Indian	108	51	159	1	185	186
Israeli	1,812	83	1,895	-	20	20
Other Asians	662	195	857	4	396	400
Subtotal	2,718	567	3,285	15	982	997
AFRICA						
Kenyan	360	21	381	2	174	176
South African	1,251	164	1,415	15	148	163
Other Africans	381	90	471	17	402	419
Subtotal	1,992	275	2,267	34	724	758
AMERICA						
American	512	568	1,080	325	371	696
Canadian	165	207	372	129	132	261
Other Americans	114	225	339	24	85	109
Subtotal	791	1,000	1,791	478	588	1,066
OCEANIA						
Australian	110	202	312	44	218	262
New Zealand	10	18	28	7	27	34
Subtotal	120	220	340	51	245	296
Not stated	78	2	80	13	34	47
TOTAL	28,061	6,567	34,628	1,024	5,286	6,310

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 3: International Visitors by Nationality and Purpose of Visit, January 2017

Nationality	Returning Resident	Prospective Resident	Seeking Employment	Temporary Employment	Visiting Friends and Relatives	Holidays	Business and Conference	In Transit	Others	Total
EUROPE										
Scandinavian	-	-	-	1	33	2,540	3	3	5	2,585
British	3	-	1	-	19	3,047	1	2	5	3,078
German	-	1	-	-	31	3,248	1	1	12	3,294
Italian	1	1	3	5	55	7,655	5	-	14	7,739
French	-	-	-	-	44	1,941	-	1	3	1,989
Dutch	2	1	1	-	16	1,360	-	-	2	1,382
Belgium	-	-	-	-	4	657	-	-	1	662
Russian	-	-	-	-	20	766	-	-	2	788
Turkish	-	-	-	-	18	335	-	-	1	354
Polish	-	-	-	-	12	2,049	-	-	3	2,064
Ukrainian	-	-	-	-	16	1,102	-	-	4	1,122
Czech Republic	-	-	-	-	18	897	-	-	1	916
Spanish	-	-	-	-	26	351	1	-	1	379
Other Europeans	-	-	1	-	61	3,589	3	-	5	3,659
Subtotal	6	3	6	6	373	29,537	14	7	59	30,011
ASIA										
Japanese	-	-	-	-	-	131	-	-	-	131
Chinese	-	-	1	-	12	617	-	-	4	634
Indian	1	-	-	-	7	335	1	-	1	345
Israeli	-	1	-	-	38	1,867	2	-	7	1,915
Other Asians	-	1	-	-	23	1,228	2	-	3	1,257
Subtotal	1	2	1	-	80	4,178	5	-	15	4,282
AFRICA										
Kenyan	-	-	-	-	16	538	-	-	3	557
South African	-	-	-	-	14	1,561	3	-	-	1,578
Other Africans	2	-	-	1	11	869	5	-	2	890
Subtotal	2	-	-	1	41	2,968	8	-	5	3,025
AMERICA										
American	-	-	-	-	25	1,747	2	1	1	1,776
Canadian	-	-	-	-	12	618	2	-	1	633
Other Americans	-	-	-	-	12	429	-	-	7	448
Subtotal	-	-	-	-	49	2,794	4	1	9	2,857
OCEANIA										
Australian	-	-	-	-	4	570	-	-	-	574
New Zealand	-	-	-	-	-	59	1	1	1	62
Subtotal	-	-	-	-	4	629	1	1	1	636
Not stated	-	-	-	-	2	120	-	-	5	127
Total	9	5	7	7	549	40,226	32	9	94	40,938
Total Percent	0.0	0.0	0.0	0.0	1.3	98.3	0.1	0.0	0.2	100.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 4: International Visitors by Nationality and Sex, January 2017

Nationality	Male	Female	Total
EUROPE			
Scandinavian	1102	1483	2,585
British	1128	1950	3,078
German	1472	1822	3,294
Italian	3245	4494	7,739
French	910	1079	1,989
Dutch	517	865	1,382
Belgium	309	353	662
Russian	342	446	788
Turkish	189	165	354
Polish	898	1166	2,064
Ukrainian	483	639	1,122
Czech Republic	431	485	916
Spanish	187	192	379
Other European Country	1682	1977	3,659
Subtotal	12,895	17,116	30,011
ASIA			
Japanese	61	70	131
Chinese	356	278	634
Indian	221	124	345
Israeli	892	1023	1,915
Other Asian	680	577	1,257
Subtotal	2,210	2,072	4,282
AFRICA			
Kenyan	285	272	557
South African	678	900	1,578
Other African	507	383	890
Subtotal	1,470	1,555	3,025
AMERICA			
American	769	1007	1,776
Canadian	308	325	633
Other American	202	246	448
Subtotal	1,279	1,578	2,857
OCEANIA			
Australian	253	321	574
New Zealand	36	26	62
Subtotal	289	347	636
Not stated	55	72	127
Total Januari 2017	18,198	22,740	40,938
Total Percent January, 2016	44.5	55.5	100.0
Total December, 2016	18,553	25,310	43,863
% Change, January 2017 to December, 2016	-1.9	-10.2	-6.7

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 5: International Visitors by Nationality and Categorized Age, January 2017

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	149	2,178	258	2,585
British	97	2,397	584	3,078
German	71	2,847	376	3,294
Italian	579	6,401	759	7,739
French	28	1,739	222	1,989
Dutch	51	1,213	118	1,382
Belgium	32	582	48	662
Russian	63	710	15	788
Turkish	26	298	30	354
Polish	163	1,812	89	2,064
Ukrainian	73	1,030	19	1,122
Czech Republic	28	777	111	916
Spanish	12	347	20	379
Other European	118	3,304	237	3,659
Subtotal	1,490	25,635	2,886	30,011
ASIA				
Japanese	3	126	2	131
Chinese	39	574	21	634
Indian	14	315	16	345
Israeli	50	1,671	194	1,915
Other Asian	60	1,119	78	1,257
Subtotal	166	3,805	311	4,282
AFRICA				
Kenyan	27	509	21	557
South African	100	1,396	82	1,578
Other African	58	816	16	890
Subtotal	185	2,721	119	3,025
AMERICA				
American	46	1,361	369	1,776
Canadian	23	452	158	633
Other American	12	399	37	448
Subtotal	81	2,212	564	2,857
OCEANIA				
Australian	22	500	52	574
New Zealand	4	52	6	62
Subtotal	26	552	58	636
Not stated	5	105	17	127
TOTAL	1,953	35,030	3,955	40,938
Total Percent	4.8	85.6	9.7	100.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 6: Intended Length of Stay and Sex of International Visitors in Zanzibar, January 2017

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	337	270	607	1.5	337	270	607
2	457	371	828	2.0	914	742	1,656
3	804	748	1,552	3.8	2,412	2,244	4,656
4	979	1,027	2,006	4.9	3,916	4,108	8,024
5	1,133	1,223	2,356	5.8	5,665	6,115	11,780
6	2,991	6,748	9,739	23.8	17,946	40,488	58,434
7	4,839	5,017	9,856	24.1	33,873	35,119	68,992
8	1,847	2,108	3,955	9.7	14,776	16,864	31,640
9	537	659	1,196	2.9	4,833	5,931	10,764
10	962	1,023	1,985	4.8	9,620	10,230	19,850
11	471	520	991	2.4	5,181	5,720	10,901
12	603	667	1,270	3.1	7,236	8,004	15,240
13	227	221	448	1.1	2,951	2,873	5,824
14	787	858	1,645	4.0	11,018	12,012	23,030
15	423	457	880	2.1	6,345	6,855	13,200
16	103	132	235	0.6	1,648	2,112	3,760
17	48	52	100	0.2	816	884	1,700
18	41	42	83	0.2	738	756	1,494
19	29	22	51	0.1	551	418	969
20	80	75	155	0.4	1,600	1,500	3,100
21	96	90	186	0.5	2,016	1,890	3,906
22	14	21	35	0.1	308	462	770
23	11	11	22	0.1	253	253	506
24	15	13	28	0.1	360	312	672
25	15	14	29	0.1	375	350	725
26	4	6	10	0.0	104	156	260
27	1	2	3	0.0	27	54	81
28	27	26	53	0.1	756	728	1,484
29	3	5	8	0.0	87	145	232
30	132	104	236	0.6	3,960	3,120	7,080
31+	182	208	390	1.0	5,642	6,448	12,090
Total	18,198	22,740	40,938		146,264	177,163	323,427
Average intended Length of Stay²					8.0	7.8	7.9

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

² 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 2017

Nationality	January 2016	December 2016	January 2017	% Change, Jan 2016 to Jan 2017	% Change, Dec 2016 to Jan 2017
Russian	711	585	788	10.8	34.7
Polish	1,132	1,926	2,064	82.3	7.2
Ukrainian	447	805	1,122	151.0	39.4
Chinese	409	468	634	55.0	35.5
Indian	368	753	345	-6.3	-54.2
Israeli	112	2,252	1,915	1609.8	-15.0
Total	3,179	6,789	6,868	116.0	1.2

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 8: Summary of Visitors by Mode of Travel through entry point, January 2017

Category	Airport	Seaport	Total
International flight/ Cruise Ship	28,061	1,024	29,085
Domestic flights/ Sea ferries	6,567	5,286	11,853
Total	34,628	6,310	40,938

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 9 : International Visitors nights and Bed Occupancy Rate in Zanzibar, January 2017

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	600	1.5	600
2	802	2.0	1,604
3	1,488	3.7	4,464
4	1,949	4.8	7,796
5	2,285	5.7	11,425
6	9,694	24.0	58,164
7	9,732	24.1	68,124
8	3,926	9.7	31,408
9	1,181	2.9	10,629
10	1,961	4.9	19,610
11	972	2.4	10,692
12	1,263	3.1	15,156
13	445	1.1	5,785
14	1,627	4.0	22,778
15	872	2.2	13,080
16	231	0.6	3,696
17	97	0.2	1,649
18	83	0.2	1,494
19	51	0.1	969
20	152	0.4	3,040
21	186	0.5	3,906
22	34	0.1	748
23	22	0.1	506
24	28	0.1	672
25	29	0.1	725
26	10	0.0	260
27	3	0.0	81
28	52	0.1	1,456
29	7	0.0	203
30	227	0.6	6,810
31	380	0.9	11,780
Total	40,389	100.0	319,310
Number of beds available in January 2017			532,487
Bed Occupancy Rate			60.0

For more clarifications please contact:

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