



STATISTICAL RELEASE

MAY - 2017



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10/06/2017

TOURISM STATISTICAL RELEASE FOR MAY, 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)

Visitor: 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.

Visitors are classified as tourists if they spend the night away from home.

This release categories visitor into four groups in term of mode of transport:

- (i) International flight – comprising of visitors entered the country direct from abroad;
- (ii) Domestic flight – comprising of visitors entered Zanzibar via Tanzania Mainland;
- (iii) Cruise ship – comprising of visitors (**excursionist**) entered Zanzibar by cruise ship; and
- (iv) Sea ferries – comprising of visitors entered Zanzibar by using local sea boats.

3. Key findings

About **15,696** visitors entered Zanzibar in May, 2017 which is an increase of 15 percent compared to corresponding month in May 2016 and a decrease of 25.3 percent compared to previous month. Europeans remain as the largest source of visitors to Zanzibar tourism. About Forty Eight (48.4 percent) of all visitors entered Zanzibar in May, 2017 were from Europe. In country wise, German (1,672) continue to dominate the Tourism market by accounting 10.7 percent of all visitors entered in May, followed by South African 10.5 percent and British (10.2 percent) while New Zealand recorded the least (0.3 percent). Other performances are as shown in table 1.

The data from table 2 shows that 12,164 visitors entered Zanzibar through Airport, among them 9,000 visitors came by international flights and 3,164 by domestic flights. The remaining 3,532 visitors entered through seaport.

Generally, Zanzibar has received **147,123** visitors from January to May 2017 which is an increase of **19.3** percent compared to the corresponding months January - May, 2016. Almost 66.1 percent of all visitors were from Europe. In country wise, Italy (**14.2** percent) is a leading market for the first five months to Zanzibar tourism market. About **123,482** visitors entered through airport which is equivalent to **83.9** percent while the remaining **23,641** visitors entered through seaport that accounting **16.1** percent (Table 3).

Information on the purpose of visit (Table 4) shows that, in May 2017, a majority of visitors 15,047 (95.87 percent) were in Zanzibar for holidays compared with only 521 (3.32 percent) and 50 (0.32 percent) of visitors who were in Zanzibar for 'visiting friend and relatives' and 'business and conference' respectively.

Table 5 shows that in May, 2017 there were 6,619 (42.2 percent) males and 9,077 (57.8 percent) female visitors. Comparing to the previous month males and females decreased by 29.1 percent and 22.2 percent respectively.

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 509 (3.2 percent) visitors were aged less than 15 years; 14,217 (90.6 percent) were aged 15 and 64 years and 970 (6.2 percent) were aged 65 years and older.

Table 7 shows that majority of the visitors (24.8 percent) stayed in the country for seven days. Only one percent (1.0 percent) of visitors stayed for more than a month. The overall average intended length of stay for visitors in May, 2017 was Eight (8) nights.

The number of visitors from emerging markets for the month of May increased by 44.7 percent compared to corresponding month in May, 2016 and decrease by 50.6 percent compared to previous month. Visitors from Poland have shown a notable increase of more than seventy five percent compared to corresponding month but decreased by 22.8 percent compared to previous month. Other performance are shown in Table 8.

The total of **532,487** bed-spaces was available in May 2017. Out of these bed-spaces, an estimate of **116,916** hotel-beds were sold during that month representing a bed occupancy rate of **21.96** percent.(Table 10).

Table1: International Visitors by Nationality, May 2017

Nationality	May 2016			April 2017			May 2017			% Change, May 2017 to April 2017	% Change, May 2017 to May 2016
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
EUROPE											
Scandinavian	452	3.3	9	811	3.9	8	447	2.8	9	-44.9	-1.1
British	1,065	7.8	4	1,389	6.6	4	1,603	10.2	3	15.4	50.5
German	2,030	14.9	1	1,817	8.7	3	1,672	10.7	1	-8.0	-17.6
Italian	192	1.4	16	530	2.5	12	194	1.2	18	-63.4	1.0
French	517	3.8	6	921	4.4	6	711	4.5	6	-22.8	37.5
Dutch	450	3.3	10	639	3.0	9	444	2.8	10	-30.5	-1.3
Belgium	214	1.6	14	333	1.6	15	287	1.8	14	-13.8	34.1
Russian	213	1.6	15	280	1.3	17	259	1.7	15	-7.5	21.6
Turkish	143	1.0	18	95	0.5	22	132	0.8	21	38.9	-7.7
Polish	116	0.8	19	268	1.3	18	207	1.3	16	-22.8	78.4
Ukrainian	340	2.5	13	414	2.0	14	168	1.1	20	-59.4	-50.6
Czech Republic	63	0.5	22	155	0.7	20	171	1.1	19	10.3	171.4
Spanish	355	2.6	11	479	2.3	13	399	2.5	11	-16.7	12.4
Other European	740	5.4		1,210	5.8		907	5.8		-25.0	22.6
Subtotal	6,890	50.5		9,341	44.5		7,601	48.4		-18.6	10.3
ASIA											
Japanese	96	0.7	21	106	0.5	21	62	0.4	22	-41.5	-35.4
Chinese	462	3.4	8	579	2.8	10	366	2.3	12	-36.8	-20.8
Indian	482	3.5	7	545	2.6	11	675	4.3	8	23.9	40.0
Israeli	109	0.8	20	2,939	14.0	1	817	5.2	5	-72.2	649.5
Other Asian	1,000	7.3		994	4.7		948	6.0		-4.6	-5.2
Subtotal	2,149	15.7		5,163	24.6		2,868	18.3		-44.5	33.5
AFRICA											
Kenyan	634	4.6	5	1,324	6.3	5	700	4.5	7	-47.1	10.4
South African	1,324	9.7	2	2,245	10.7	2	1,655	10.5	2	-26.3	25.0
Other African	761	5.6		1,229	5.9		847	5.4		-31.1	11.3
Subtotal	2,719	19.9		4,798	22.8		3,202	20.4		-33.3	17.8
AMERICA											
American	1,130	8.3	3	910	4.3	7	1,278	8.1	4	40.4	13.1
Canadian	349	2.6	12	293	1.4	16	315	2.0	13	7.5	-9.7
Other American	169	1.2		233	1.1		156	1.0		-33.0	-7.7
Subtotal	1,648	12.1		1,436	6.8		1,749	11.1		21.8	6.1
OCEANIA											
Australian	165	1.2	17	201	1.0	19	199	1.3	17	-1.0	20.6
New Zealand	42	0.3	23	38	0.2	23	48	0.3	23	26.3	14.3
Subtotal	207	1.5		239	1.1		247	1.6		3.3	19.3
Not stated	41	0.3		27	0.1		29	0.2		7.4	-29.3
TOTAL	13,654	100.0		21,004	100.0		15,696	100.0		-25.3	15.0

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

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	178	127	305	-	142	142
British	632	738	1,370	-	233	233
German	1247	248	1,495	-	177	177
Italian	125	30	155	-	39	39
French	334	197	531	-	180	180
Dutch	152	202	354	-	90	90
Belgium	53	191	244	-	43	43
Russian	204	36	240	-	19	19
Turkish	79	17	96	-	36	36
Polish	132	39	171	-	36	36
Ukrainian	133	15	148	-	20	20
Czech Republic	87	18	105	-	66	66
Spanish	152	225	377	-	22	22
Other Europeans	606	139	745	-	162	162
Subtotal	4,114	2,222	6,336	-	1,265	1,265
ASIA						
Japanese	27	9	36	-	26	26
Chinese	52	157	209	-	157	157
Indian	230	99	329	-	346	346
Israeli	745	49	794	-	23	23
Other Asians	735	14	749	-	199	199
Subtotal	1,789	328	2,117	-	751	751
AFRICA						
Kenyan	479	29	508	-	192	192
South African	1476	72	1,548	-	107	107
Other Africans	475	16	491	-	356	356
Subtotal	2,430	117	2,547	-	655	655
AMERICA						
American	374	382	756	-	522	522
Canadian	111	94	205	-	110	110
Other Americans	69	15	84	-	72	72
Subtotal	554	491	1,045	-	704	704
OCEANIA						
Australian	75	5	80	-	119	119
New Zealand	18	0	18	-	30	30
Subtotal	93	5	98	-	149	149
Not stated	20	1	21	-	8	8
TOTAL	9,000	3,164	12,164	-	3,532	3,532

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 3: International Visitors by Nationality through entry points, January-May 2017

Nationality	January-May 2016			January-May 2017					% Change, Jan-May 2016 to Jan-May 2017
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	8,756	7.1	3	6,341	2,097	8,438	5.7	6	-3.6
British	7,715	6.3	4	8,864	1,880	10,744	7.3	3	39.3
German	13,513	11.0	2	11,418	1,997	13,415	9.1	2	-0.7
Italian	19,020	15.4	1	20,442	483	20,925	14.2	1	10.0
French	6,790	5.5	6	6,628	897	7,525	5.1	7	10.8
Dutch	4,501	3.7	8	4,179	746	4,925	3.3	10	9.4
Belgium	1,668	1.4	19	2,032	257	2,289	1.6	18	37.2
Russian	1,935	1.6	17	2,026	306	2,332	1.6	16	20.5
Turkish	804	0.7	21	744	226	970	0.7	21	20.6
Polish	2,915	2.4	12	5,875	479	6,354	4.3	9	118.0
Ukrainian	3,163	2.6	11	2,809	164	2,973	2.0	13	-6.0
Czech Republic	2,128	1.7	15	2,933	170	3,103	2.1	12	45.8
Spanish	1,765	1.4	18	1,599	311	1,910	1.3	19	8.2
Other European	8,573	7.0		9,831	1,505	11,336	7.7		32.2
Subtotal	83,246	67.5		85,721	11,518	97,239	66.1		16.8
ASIA									
Japanese	521	0.4	22	337	233	570	0.4	22	9.4
Chinese	2,231	1.8	14	1,328	1,097	2,425	1.6	15	8.7
Indian	1,953	1.6	16	1,139	1,186	2,325	1.6	17	19.0
Israeli	4,401	3.6	9	9,329	111	9,440	6.4	4	114.5
Other Asian	4,629	3.8		3,782	1,363	5,145	3.5		11.1
Subtotal	13,735	11.1		15,915	3,990	19,905	13.5		44.9
AFRICA									
Kenyan	3,657	3.0	10	2,846	1,098	3,944	2.7	11	7.8
South African	6,945	5.6	5	7,818	673	8,491	5.8	5	22.3
Other African	3,725	3.0		2,642	1,966	4,608	3.1		23.7
Subtotal	14,327	11.6		13,306	3,737	17,043	11.6		19.0
AMERICA									
American	6,633	5.4	7	4,574	2,237	6,811	4.6	8	2.7
Canadian	2,424	2.0	13	1,687	781	2,468	1.7	14	1.8
Other American	954	0.8		1,079	461	1,540	1.0		61.4
Subtotal	10,011	8.1		7,340	3,479	10,819	7.4		8.1
OCEANIA									
Australian	1,421	1.2	20	871	690	1,561	1.1	20	9.9
New Zealand	264	0.2	23	121	124	245	0.2	23	-7.2
Subtotal	1,685	1.4		992	814	1,806	1.2		7.2
Not stated	301	0.2		208	103	311	0.2		3.3
TOTAL	123,305	100.0		123,482	23,641	147,123	100.0		19.3

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 4: International Visitors by Nationality and Purpose of Visit, May 2017

Nationality	Returning Residences	Prospective Resident	Seeking Employment	Temporary Employment	Visiting Friends and Relatives	Holidays	Business and Conference	In Transit	Others	Total
EUROPE										
Scandinavian	-	-	-	-	9	438	-	-	-	447
British	-	-	-	-	47	1,552	-	-	4	1,603
German	-	-	-	-	36	1,628	2	-	6	1,672
Italian	1	-	-	-	11	180	2	-	-	194
French	-	-	-	-	10	697	3	-	1	711
Dutch	-	-	-	-	6	437	-	-	1	444
Belgium	-	-	-	-	-	287	-	-	-	287
Russian	-	-	-	-	12	246	-	-	1	259
Turkish	-	-	-	-	9	123	-	-	-	132
Polish	-	-	-	-	5	202	-	-	-	207
Ukrainian	-	-	-	-	3	164	-	-	1	168
Czech Republic	-	-	-	-	7	164	-	-	-	171
Spanish	-	-	-	-	10	389	-	-	-	399
Other Europeans	2	-	-	-	36	862	1	-	6	907
Subtotal	3	-	-	-	201	7,369	8	-	20	7,601
ASIA										
Japanese	-	-	-	-	1	61	-	-	-	62
Chinese	-	-	-	-	25	325	3	3	10	366
Indian	-	1	-	-	19	645	8	-	2	675
Israeli	-	-	-	-	12	800	1	-	4	817
Other Asians	-	-	-	4	129	803	3	2	7	948
Subtotal	-	1	-	4	186	2,634	15	5	23	2,868
AFRICA										
Kenyan	-	-	-	-	51	633	13	-	3	700
South African	-	-	-	1	12	1,635	3	-	4	1,655
Other Africans	2	-	-	1	22	813	5	-	4	847
Subtotal	2	-	-	2	85	3,081	21	-	11	3,202
AMERICA										
American	-	-	-	-	25	1,246	3	-	4	1,278
Canadian	-	-	-	-	9	304	1	-	1	315
Other Americans	-	-	-	-	8	145	2	-	1	156
Subtotal	-	-	-	-	42	1,695	6	-	6	1,749
OCEANIA										
Australian	-	-	-	-	6	193	-	-	-	199
New Zealand	-	-	-	-	1	47	-	-	-	48
Subtotal	-	-	-	-	7	240	-	-	-	247
Not stated	-	-	-	-	-	28	-	-	1	29
TOTAL	5	1	-	6	521	15,047	50	5	61	15,696
TOTAL PERCENT	0.03	0.01	-	0.04	3.32	95.87	0.32	0.03	0.39	100.00

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 5: International Visitors by Nationality and Sex, May 2017

Nationality	Male	Female	Total
EUROPE			
Scandinavian	135	312	447
British	470	1133	1,603
German	716	956	1,672
Italian	92	102	194
French	270	441	711
Dutch	138	306	444
Belgium	55	232	287
Russian	92	167	259
Turkish	83	49	132
Polish	84	123	207
Ukrainian	73	95	168
Czech Republic	75	96	171
Spanish	89	310	399
Other European Country	362	545	907
Subtotal	2,734	4,867	7,601
ASIA			
Japanese	24	38	62
Chinese	192	174	366
Indian	393	282	675
Israeli	354	463	817
Other Asian	609	339	948
Subtotal	1,572	1,296	2,868
AFRICA			
Kenyan	392	308	700
South African	732	923	1,655
Other African	499	348	847
Subtotal	1,623	1,579	3,202
AMERICA			
American	405	873	1,278
Canadian	97	218	315
Other American	72	84	156
Subtotal	574	1,175	1,749
OCEANIA			
Australian	82	117	199
New Zealand	19	29	48
Subtotal	101	146	247
Not stated	15	14	29
TOTAL MAY, 2017	6,619	9,077	15,696
TOTAL APRIL, 2017	9,339	11,665	21,004
TOTAL % MAY	42.2	57.8	100.0
% CHANGE, APRIL TO MAY 2017	-29.1	-22.2	-25.3

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 6: International Visitors by Nationality and Categorized Age, May 2017

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	14	423	10	447
British	74	1,425	104	1,603
German	31	1,529	112	1,672
Italian	5	181	8	194
French	16	656	39	711
Dutch	15	394	35	444
Belgium	3	255	29	287
Russian	10	241	8	259
Turkish	4	128	-	132
Polish	8	194	5	207
Ukrainian	7	157	4	168
Czech Republic	10	160	1	171
Spanish	6	384	9	399
Other European	20	849	38	907
Subtotal	223	6,976	402	7,601
ASIA				
Japanese	-	60	2	62
Chinese	8	346	12	366
Indian	85	536	54	675
Israeli	23	719	75	817
Other Asian	40	800	108	948
Subtotal	156	2,461	251	2,868
AFRICA				
Kenyan	27	654	19	700
South African	24	1,515	116	1,655
Other African	31	789	27	847
Subtotal	82	2,958	162	3,202
AMERICA				
American	33	1,148	97	1,278
Canadian	9	274	32	315
Other American	3	149	4	156
Subtotal	45	1,571	133	1,749
OCEANIA				
Australian	1	183	15	199
New Zealand	-	44	4	48
Subtotal	1	227	19	247
Not stated	2	24	3	29
TOTAL	509	14,217	970	15,696
TOTAL PERCENT	3.2	90.6	6.2	100.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

**Table 7: Intended Length of Stay and Sex of International Visitors in Zanzibar,
May 2017**

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	203	115	318	2.0	203	115	318
2	325	246	571	3.6	650	492	1,142
3	448	447	895	5.7	1,344	1,341	2,685
4	515	664	1,179	7.5	2,060	2,656	4,716
5	495	639	1,134	7.2	2,475	3,195	5,670
6	407	2,566	2,973	18.9	2,442	15,396	17,838
7	1,960	1,938	3,898	24.8	13,720	13,566	27,286
8	561	681	1,242	7.9	4,488	5,448	9,936
9	156	243	399	2.5	1,404	2,187	3,591
10	361	381	742	4.7	3,610	3,810	7,420
11	99	106	205	1.3	1,089	1,166	2,255
12	116	131	247	1.6	1,392	1,572	2,964
13	79	96	175	1.1	1,027	1,248	2,275
14	294	293	587	3.7	4,116	4,102	8,218
15	116	113	229	1.5	1,740	1,695	3,435
16	48	49	97	0.6	768	784	1,552
17	22	27	49	0.3	374	459	833
18	12	15	27	0.2	216	270	486
19	7	11	18	0.1	133	209	342
20	31	32	63	0.4	620	640	1,260
21	38	37	75	0.5	798	777	1,575
22	8	9	17	0.1	176	198	374
23	6	2	8	0.1	138	46	184
24	9	7	16	0.1	216	168	384
25	4	7	11	0.1	100	175	275
26	-	3	3	0.0	-	78	78
27	2	3	5	0.0	54	81	135
28	5	8	13	0.1	140	224	364
29	-	3	3	0.0	-	87	87
30	86	70	156	1.0	2,580	2,100	4,680
31+	206	135	341	2.2	6,386	4,185	10,571
Total	6,619	9,077	15,696	100.0	54,459	68,470	122,929
Average intended Length of Stay ¹					8.2	7.5	7.8

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

¹ The average intended 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, May 2017

Nationality	May 2016	April 2017	May 2017	% Change, May 2016 to May 2017	% Change, Apr 2017 to May 2017
Russian	213	280	259	21.6	-7.5
Polish	116	268	207	78.4	-22.8
Ukrainian	340	414	168	-50.6	-59.4
Chinese	462	579	366	-20.8	-36.8
Indian	482	545	675	40.0	23.9
Israeli	109	2,939	817	649.5	-72.2
Total	1,722	5,025	2,492	44.7	-50.4

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 9: Summary of Visitors by Mode of Travel through entry point, May 2017

Category	Airport	Seaport	Total
International flight/ Cruise Ship	9,000	-	9,000
Domestic flights/ Sea ferries	3,164	3,532	6,696
Total	12,164	3,532	15,696

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 10: International Visitors nights and Estimated Bed Occupancy Rate in Zanzibar, May 2017

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	317	2.1	317
2	543	3.6	1,086
3	852	5.6	2,556
4	1,137	7.5	4,548
5	1,107	7.3	5,535
6	2,945	19.4	17,670
7	3,792	25.0	26,544
8	1,214	8.0	9,712
9	390	2.6	3,510
10	710	4.7	7,100
11	197	1.3	2,167
12	229	1.5	2,748
13	172	1.1	2,236
14	569	3.7	7,966
15	213	1.4	3,195
16	91	0.6	1,456
17	47	0.3	799
18	25	0.2	450
19	16	0.1	304
20	50	0.3	1,000
21	72	0.5	1,512
22	17	0.1	374
23	7	0.0	161
24	16	0.1	384
25	10	0.1	250
26	3	0.0	78
27	5	0.0	135
28	13	0.1	364
29	3	0.0	87
30	131	0.9	3,930
31	282	1.9	8,742
Total	15,175	100.0	116,916
Number of beds available in May			532,487
Bed Occupancy Rate			21.96

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

For more clarifications please contact:

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