



STATISTICAL RELEASE

JUNE - 2017



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TOURISM STATISTICAL RELEASE FOR JUNE, 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 **23,458** visitors entered Zanzibar in June, 2017 which is an increase of 14 percent compared to corresponding month in June 2016 and an increase of 38 percent compared to previous month. Europeans remain as the largest source of visitors to Zanzibar tourism. About Fifty Five (55.3 percent) of all visitors entered Zanzibar in June, 2017 were from Europe. In country wise, German (3,073) continue to dominate the Tourism market by accounting 13.1 percent of all visitors entered in June, followed by British (10.9 percent) and American (9.7 percent) while Japanese recorded the least (0.3 percent). Other performances are as shown in table 1.

The data from table 2 shows that 18,712 visitors entered Zanzibar through Airport, among them 13,320 visitors came by international flights and 5,392 by domestic flights. The remaining 4,746 visitors entered through seaport.

Generally, Zanzibar has received **170,581** visitors from January to June 2017 which is an increase of **18.58** percent compared to the corresponding months January - June, 2016. Almost 64.6 percent of all visitors were from Europe. In country wise, Italy (**12.64** percent) is a leading market for the first six months to Zanzibar tourism market. About **142,194** visitors entered through airport which is equivalent to **83.4** percent while the remaining **28,387** visitors entered through seaport that accounting **16.6** percent (Table 3).

Information on the purpose of visit (Table 4) shows that, in June 2017, a majority of visitors 22,913 (97.68 percent) were in Zanzibar for holidays compared with only 423 (1.8 percent) and 7 (0.03 percent) of visitors who were in Zanzibar for 'visiting friend and relatives' and 'business and conference' respectively.

Table 5 shows that in June, 2017 there were 10,304 (43.93 percent) males and 13,154 (56.03 percent) female visitors. Comparing to the previous month males and females increased by 55.67 percent and 44.92 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 1,070 (4.56 percent) visitors were aged less than 15 years; 21,190 (90.33 percent) were aged 15 and 64 years and 1,198 (5.11 percent) were aged 65 years and older.

Table 7 shows that majority of the visitors (25.74 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 June, 2017 was Eight (8) nights.

The number of visitors from emerging markets for the month of June increased by 17.98 percent compared to corresponding month in June, 2016 and increased by 61.54 percent compared to previous month. Visitors from Poland have shown a notable increase of more than one hundred percent for both corresponding month (133.3) and previous month (286.4). Other performance are shown in Table 8.

The total of **532,487** bed-spaces was available in June 2017. Out of these bed-spaces, an estimate of **186,197** hotel-beds were sold during that month representing a bed occupancy rate of **34.96** percent.(Table 10).

Table1: International Visitors by Nationality, June 2017

Nationality	June 2016			May 2017			June 2017			% Change, June 2017 to May 2017	% Change, June 2017 to June 2016
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
EUROPE											
Scandinavian	447	2.85	9	447	2.8	9	1,137	4.8	5	70	15
British	1,603	10.21	3	1,603	10.2	3	2,567	10.9	2	53	41
German	1,672	10.65	1	1,672	10.7	1	3,073	13.1	1	43	-6
Italian	194	1.24	18	194	1.2	18	634	2.7	12	99	43
French	711	4.53	6	711	4.5	6	885	3.8	7	25	27
Dutch	444	2.83	10	444	2.8	10	701	3.0	8	42	14
Belgium	287	1.83	14	287	1.8	14	260	1.1	17	-13	20
Russian	259	1.65	15	259	1.7	15	206	0.9	21	-19	-27
Turkish	132	0.84	21	132	0.8	21	225	1.0	20	74	80
Polish	207	1.32	16	207	1.3	16	483	2.1	14	90	58
Ukrainian	168	1.07	20	168	1.1	20	232	1.0	18	18	-36
Czech Republic	171	1.09	19	171	1.1	19	227	1.0	19	50	101
Spanish	399	2.54	11	399	2.5	11	649	2.8	11	43	10
Other European	907	5.78		907	5.8		1,683	7.2		48	4
Subtotal	7,601	48.43		7,601	48.4		12,962	55.3		47	13
ASIA											
Japanese	62	0.40	22	62	0.4	22	66	0.3	23	3	-44
Chinese	366	2.33	12	366	2.3	12	449	1.9	15	18	-3
Indian	675	4.30	8	675	4.3	8	669	2.9	10	-1	17
Israeli	817	5.21	5	817	5.2	5	901	3.8	6	18	94
Other Asian	948	6.04		948	6.0		1,160	4.9		31	68
Subtotal	2,868	18.27		2,868	18.3		3,245	13.8		16	41
AFRICA											
Kenyan	700	4.46	7	700	4.5	7	700	3.0	9	0	24
South African	1,655	10.54	2	1,655	10.5	2	1,976	8.4	4	13	-20
Other African	847	5.40		847	5.4		841	3.6		-1	19
Subtotal	3,202	20.40		3,202	20.4		3,517	15.0		8	-6
AMERICA											
American	1,278	8.14	4	1,278	8.1	4	2,286	9.7	3	49	12
Canadian	315	2.01	13	315	2.0	13	503	2.1	13	43	14
Other American	156	0.99		156	1.0		354	1.5		87	55
Subtotal	1,749	11.14		1,749	11.1		3,143	13.4		51	16
OCEANIA											
Australian	199	1.27	17	199	1.3	17	427	1.8	16	95	78
New Zealand	48	0.31	23	48	0.3	23	121	0.5	22	74	22
Subtotal	247	1.57		247	1.6		548	2.3		89	62
Not stated	29	0.18		29	0.2		43	0.2		35	8
TOTAL	15,696	100.00		15,696	100.0		23,458	100.0		38	14

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

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	465	383	848	-	289	289
British	1626	541	2,167	-	400	400
German	2062	697	2,759	-	314	314
Italian	433	83	516	-	118	118
French	447	259	706	-	179	179
Dutch	376	191	567	-	134	134
Belgium	100	98	198	-	62	62
Russian	103	40	143	-	63	63
Turkish	113	52	165	-	60	60
Polish	376	51	427	-	56	56
Ukrainian	203	14	217	-	15	15
Czech Republic	146	21	167	-	60	60
Spanish	297	306	603	-	46	46
Other Europeans	1059	380	1,439	-	244	244
Subtotal	7,806	3,116	10,922	-	2,040	2,040
ASIA						
Japanese	20	12	32	-	34	34
Chinese	127	157	284	-	165	165
Indian	254	134	388	-	281	281
Israeli	846	31	877	-	24	24
Other Asians	685	155	840	-	320	320
Subtotal	1,932	489	2,421	-	824	824
AFRICA						
Kenyan	474	15	489	-	211	211
South African	1662	144	1,806	-	170	170
Other Africans	399	95	494	-	347	347
Subtotal	2,535	254	2,789	-	728	728
AMERICA						
American	630	965	1,595	-	691	691
Canadian	166	190	356	-	147	147
Other Americans	119	141	260	-	94	94
Subtotal	915	1,296	2,211	-	932	932
OCEANIA						
Australian	100	173	273	-	154	154
New Zealand	13	62	75	-	46	46
Subtotal	113	235	348	-	200	200
Not stated	19	2	21	-	22	22
TOTAL	13,320	5,392	18,712	-	4,746	4,746

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	January-June 2016			January-June 2017					% Change, Jan-June 2016 to Jan-June 2017
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	9,744	6.77	3	7,189	2,386	9,575	5.61	6	-1.73
British	9,530	6.62	4	11,031	2,280	13,311	7.80	3	39.67
German	16,781	11.67	2	14,177	2,311	16,488	9.67	2	-1.75
Italian	19,463	13.53	1	20,958	601	21,559	12.64	1	10.77
French	7,487	5.20	7	7,334	1,076	8,410	4.93	8	12.33
Dutch	5,114	3.56	8	4,746	880	5,626	3.30	10	10.01
Belgium	1,884	1.31	19	2,230	319	2,549	1.49	18	35.30
Russian	2,216	1.54	18	2,169	369	2,538	1.49	19	14.53
Turkish	929	0.65	21	909	286	1,195	0.70	21	28.63
Polish	3,220	2.24	12	6,302	535	6,837	4.01	9	112.33
Ukrainian	3,523	2.45	11	3,026	179	3,205	1.88	13	-9.03
Czech Republic	2,241	1.56	17	3,100	230	3,330	1.95	12	48.59
Spanish	2,353	1.64	16	2,202	357	2,559	1.50	17	8.75
Other European	10,184	7.08		11,270	1,749	13,019	7.63		27.84
Subtotal	94,669	65.81		96,643	13,558	110,201	64.60		16.41
ASIA									
Japanese	639	0.44	22	369	267	636	0.37	22	-0.47
Chinese	2,694	1.87	14	1,612	1,262	2,874	1.68	16	6.68
Indian	2,525	1.76	15	1,527	1,467	2,994	1.76	14	18.57
Israeli	4,865	3.38	9	10,206	135	10,341	6.06	5	112.56
Other Asian	5,320	3.70		4,622	1,683	6,305	3.70		18.52
Subtotal	16,043	11.15		18,336	4,814	23,150	13.57		44.30
AFRICA									
Kenyan	4,222	2.93	10	3,335	1,309	4,644	2.72	11	10.00
South African	9,400	6.53	5	9,624	843	10,467	6.14	4	11.35
Other African	4,431	3.08		3,136	2,313	5,449	3.19		22.97
Subtotal	18,053	12.55		16,095	4,465	20,560	12.05		13.89
AMERICA									
American	8,675	6.03	6	6,169	2,928	9,097	5.33	7	4.86
Canadian	2,864	1.99	13	2,043	928	2,971	1.74	15	3.74
Other American	1,182	0.82		1,339	555	1,894	1.11		60.24
Subtotal	12,721	8.84		9,551	4,411	13,962	8.18		9.76
OCEANIA									
Australian	1,661	1.15	20	1,144	844	1,988	1.17	20	19.69
New Zealand	363	0.25	23	196	170	366	0.21	23	0.83
Subtotal	2,024	1.41		1,340	1,014	2,354	1.38		16.30
Not stated	341	0.24		229	125	354	0.21		3.81
TOTAL	143,851	100.00		142,194	28,387	170,581	100.00		18.58

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

	Returning Residences				Visiting Friends and Relatives		Business and Conference	In Transit	Others	Total
Nationality	Prospective Resident	Seeking Employment	Temporary Employment		Holidays					
EUROPE										
Scandinavian	1	0	-	0	15	1,114	1	5	1	1,137
British	2	0	1	0	20	2,538	0	0	6	2,567
German	0	1	-	0	49	3,003	2	0	18	3,073
Italian	0	0	-	0	9	622	0	0	3	634
French	0	0	1	0	25	854	0	0	5	885
Dutch	0	0	-	0	7	692	0	0	2	701
Belgium	0	1	-	0	8	250	0	0	1	260
Russian	0	0	1	0	6	199	0	0	-	206
Turkish	0	0	-	0	6	219	0	0	-	225
Polish	0	0	-	0	4	475	0	0	4	483
Ukrainian	0	0	-	0	4	226	0	0	2	232
Czech Republic	0	0	-	0	1	226	0	0	-	227
Spanish	0	0	-	0	38	608	0	0	3	649
Other Europeans	0	1	-	0	29	1,651	0	0	2	1,683
Subtotal	3	3	3	-	221	12,677	3	5	47	12,962
ASIA										-
Japanese	0	0	-	0	1	64	0	0	1	66
Chinese	0	0	-	0	26	413	0	0	10	449
Indian	0	1	-	0	12	655	0	0	1	669
Israeli	0	0	-	0	5	896	0	0	-	901
Other Asians	0	0	-	0	38	1,114	0	0	8	1,160
Subtotal	-	1	-	-	82	3,142	-	-	20	3,245
AFRICA										-
Kenyan	0	0	-	0	4	694	1	0	1	700
South African	0	1	2	0	16	1,953	0	0	4	1,976
Other Africans	0	0	-	0	14	823	3	0	1	841
Subtotal	-	1	2	-	34	3,470	4	-	6	3,517
AMERICA										-
American	1	2	-	0	57	2,217	0	0	9	2,286
Canadian	0	0	-	0	11	490	0	1	1	503
Other Americans	0	0	-	0	9	341	0	0	4	354
Subtotal	1	2	-	-	77	3,048	-	1	14	3,143
OCEANIA										-
Australian	0	0	-	0	6	420	0	0	1	427
New Zealand	0	0	-	0	3	117	0	0	1	121
Subtotal	-	-	-	-	9	537	-	-	2	548
Not stated	0	0	-	0	0	39	0	0	4	43
TOTAL	4	7	5	-	423	22,913	7	6	93	23,458
TOTAL PERCENT	0.02	0.03	0.02	0.00	1.80	97.68	0.03	0.03	0.40	100.00

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	442	695	1,137
British	997	1570	2,567
German	1361	1712	3,073
Italian	271	363	634
French	408	477	885
Dutch	276	425	701
Belgium	119	141	260
Russian	94	112	206
Turkish	117	108	225
Polish	217	266	483
Ukrainian	72	160	232
Czech Republic	91	136	227
Spanish	304	345	649
Other European Country	718	965	1,683
Subtotal	5,487	7,475	12,962
ASIA			
Japanese	33	33	66
Chinese	264	185	449
Indian	397	272	669
Israeli	392	509	901
Other Asian	633	527	1,160
Subtotal	1,719	1,526	3,245
AFRICA			
Kenyan	358	342	700
South African	790	1186	1,976
Other African	429	412	841
Subtotal	1,577	1,940	3,517
AMERICA			
American	892	1394	2,286
Canadian	201	302	503
Other American	168	186	354
Subtotal	1,261	1,882	3,143
OCEANIA			
Australian	186	241	427
New Zealand	55	66	121
Subtotal	241	307	548
Not stated	19	24	43
TOTAL JUNE, 2017	10,304	13,154	23,458
TOTAL MAY, 2017	6,619	9,077	15,696
TOTAL % JUNE	43.93	56.07	100.00
% CHANGE, MAY TO JUNE 2017	55.67	44.92	49.45

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	125	957	55	1,137
British	91	2,326	150	2,567
German	81	2,861	131	3,073
Italian	43	565	26	634
French	29	798	58	885
Dutch	23	648	30	701
Belgium	13	224	23	260
Russian	10	191	5	206
Turkish	17	202	6	225
Polish	42	437	4	483
Ukrainian	14	218	-	232
Czech Republic	11	208	8	227
Spanish	24	599	26	649
Other European	48	1,580	55	1,683
Subtotal	571	11,814	577	12,962
ASIA				
Japanese	-	57	9	66
Chinese	9	414	26	449
Indian	61	576	32	669
Israeli	30	799	72	901
Other Asian	93	1,011	56	1,160
Subtotal	193	2,857	195	3,245
AFRICA				
Kenyan	26	653	21	700
South African	57	1,826	93	1,976
Other African	35	782	24	841
Subtotal	118	3,261	138	3,517
AMERICA				
American	135	1,994	157	2,286
Canadian	16	441	46	503
Other American	18	323	13	354
Subtotal	169	2,758	216	3,143
OCEANIA				
Australian	18	370	39	427
New Zealand	-	91	30	121
Subtotal	18	461	69	548
Not stated	1	39	3	43
TOTAL	1,070	21,190	1,198	23,458
TOTAL PERCENT	4.56	90.33	5.11	100.00

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	194	109	303	1.29	194	109	303
2	355	312	667	2.84	710	624	1,334
3	736	830	1566	6.68	2,208	2,490	4,698
4	814	1057	1871	7.98	3,256	4,228	7,484
5	938	1135	2073	8.84	4,690	5,675	10,365
6	984	2270	3254	13.87	5,904	13,620	19,524
7	2851	3188	6039	25.74	19,957	22,316	42,273
8	683	1037	1720	7.33	5,464	8,296	13,760
9	285	382	667	2.84	2,565	3,438	6,003
10	573	722	1295	5.52	5,730	7,220	12,950
11	184	191	375	1.60	2,024	2,101	4,125
12	232	304	536	2.28	2,784	3,648	6,432
13	112	160	272	1.16	1,456	2,080	3,536
14	477	553	1030	4.39	6,678	7,742	14,420
15	183	195	378	1.61	2,745	2,925	5,670
16	83	91	174	0.74	1,328	1,456	2,784
17	18	31	49	0.21	306	527	833
18	22	34	56	0.24	396	612	1,008
19	14	17	31	0.13	266	323	589
20	50	46	96	0.41	1,000	920	1,920
21	61	60	121	0.52	1,281	1,260	2,541
22	8	11	19	0.08	176	242	418
23	9	8	17	0.07	207	184	391
24	10	7	17	0.07	240	168	408
25	6	8	14	0.06	150	200	350
26	8	7	15	0.06	208	182	390
27	8	11	19	0.08	216	297	513
28	13	17	30	0.13	364	476	840
29	4	1	5	0.02	116	29	145
30	124	120	244	1.04	3,720	3,600	7,320
31+	265	240	505	2.15	8,215	7,440	15,655
Total	10,304	13,154	23,458	100.00	84,554	104,428	188,982
Average intended Length of Stay ¹					8.21	7.94	8.06

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, June 2017

Nationality	June 2016	May 2017	June 2017	% Change, June 2016 to June 2017	% Change, May 2017 to June 2017
Russian	281	259	206	-20.46	-26.69
Polish	125	207	483	133.33	286.40
Ukrainian	360	168	232	38.10	-35.56
Chinese	463	366	449	22.68	-3.02
Indian	482	675	669	-0.89	38.80
Israeli	109	817	901	10.28	726.61
Total	1,820	2,492	2,940	17.98	61.54

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Category	Airport	Seaport	Total
International flight/ Cruise Ship	13,320	-	13,320
Domestic flights/ Sea ferries	5,392	4,746	10,138
Total	18,712	4,746	23,458

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	297	1.29	297
2	653	2.83	1,306
3	1,474	6.40	4,422
4	1,813	7.87	7,252
5	2,030	8.81	10,150
6	3,207	13.92	19,242
7	5,956	25.86	41,692
8	1,710	7.42	13,680
9	659	2.86	5,931
10	1,277	5.54	12,770
11	367	1.59	4,037
12	532	2.31	6,384
13	271	1.18	3,523
14	1,022	4.44	14,308
15	372	1.61	5,580
16	174	0.76	2,784
17	49	0.21	833
18	56	0.24	1,008
19	31	0.13	589
20	96	0.42	1,920
21	120	0.52	2,520
22	19	0.08	418
23	16	0.07	368
24	17	0.07	408
25	13	0.06	325
26	15	0.07	390
27	15	0.07	405
28	29	0.13	812
29	5	0.02	145
30	242	1.05	7,260
31	498	2.16	15,438
Total	23,035	100.00	186,197
Number of beds available in June			532,487
Bed Occupancy Rate			34.96

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

For more clarifications please contact:

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