



STATISTICAL RELEASE

MARCH - 2017



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TOURISM STATISTICAL RELEASE FOR MARCH, 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 30,366 visitors entered Zanzibar in March, 2017 which is an increase of 4.5 percent compared to corresponding month in March 2016 and a decrease of 22.4 percent compared to previous month. Europeans remain as the largest source of visitors to Zanzibar tourism. Seven in every ten (68.9 percent) of all visitors entered Zanzibar in March, 2017 were from Europe. In country wise, Italians (5,616) continue to dominate the Tourism market by accounting 18.5 percent of all visitors entered in March, followed by German (10.0 percent) and Israel (6.5 percent) while New Zealand recorded the least (0.2 percent). Other performances are as shown in table 1.

The data from table 2 shows that 26,018 visitors entered Zanzibar through Airport, among them 22,123 visitors came by international flights and 3,895 by domestic flights. The remaining 4,348 visitors entered through seaport.

Generally, Zanzibar has received **110,423** visitors from January to March 2017 which is an increase of **16.3** percent compared to the corresponding January - March, 2016. Almost three quarters (**72.7** percent) of all visitors were from Europe. In country wise, Italy (**18.3** percent) is a leading market for the first three months to Zanzibar tourism market. About **94,269** visitors entered through airport which is equivalent to **85.4** percent while the remaining **16,154** visitors entered through seaport that accounting **14.6** percent (Table 3).

Information on the purpose of visit (Table 4) shows that, in March 2017, a majority of visitors 29,852 (98.31 percent) were in Zanzibar for holidays compared with only 372 (1.23 percent) and 15 (0.05 percent) of visitors who were in Zanzibar for 'visiting friend and relatives' and 'business and conference' respectively.

Table 5 shows that in March, 2017 there were 13,620 (44.9 percent) males and 16,746 (55.1 percent) female visitors. Comparing to the previous month males and females decreased by 20.5 percent and 23.8 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 1,204 (3.96 percent) visitors were aged less than 15 years; 26,890 (88.55 percent) were aged 15 and 64 years and 2,272 (7.48 percent) were aged 65 years and older.

Table 7 shows that majority of the visitors (27.5 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 March, 2017 was almost 8 nights.

The number of visitors from emerging markets increased by 27.5 percent compared to corresponding month in 2016 and decrease by 13.4 percent compared to previous month. Visitors from Poland have shown a notable increase of more than hundred percent compared to corresponding month but decreased by 24.7 percent compared to previous month. Visitors from Israel and Russia increased by 55.2 and 53.9 percent respectively compared to corresponding month and 10.7 and 5.9 percent respectively compared to the previous month. The results also shows that visitors from Ukraine, China and India declined compared to corresponding month and previous month as shown in Table 8.

The total of **532,487** bed-spaces was available in March 2017. Out of these bed-spaces, an estimate of **235,205** hotel-beds were sold during that month representing a bed occupancy rate of **44.1** percent.(Table 10).

Table1: International Visitors by Nationality, March 2017

Nationality	March 2016			February 2017			March 2017			% Change, Mar 2017 to Feb 2017	% Change, Mar 2017 to Mar 2016
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
EUROPE											
Scandinavian	2,350	8.09	3	3,006	7.7	3	1,589	5.2	7	-47.1	-32.4
British	1,497	5.15	5	2,887	7.4	4	1,787	5.9	4	-38.1	19.4
German	3,631	12.50	2	3,586	9.2	2	3,046	10.0	2	-15.1	-16.1
Italian	4,907	16.89	1	6,846	17.5	1	5,616	18.5	1	-18.0	14.4
French	1,111	3.82	9	2,621	6.7	5	1,283	4.2	9	-51.0	15.5
Dutch	911	3.14	10	1,343	3.4	10	1,117	3.7	10	-16.8	22.6
Belgium	352	1.21	17	655	1.7	14	352	1.2	16	-46.3	0.0
Russian	336	1.16	18	488	1.2	17	517	1.7	15	5.9	53.9
Turkish	101	0.35	22	177	0.5	21	212	0.7	21	19.8	109.9
Polish	614	2.11	12	2,176	5.6	6	1,639	5.4	5	-24.7	166.9
Ukrainian	1,200	4.13	8	703	1.8	12	566	1.9	14	-19.5	-52.8
Czech Republic	555	1.91	13	1,019	2.6	11	842	2.8	11	-17.4	51.7
Spanish	548	1.89	14	396	1.0	19	257	0.8	19	-35.1	-53.1
Other European	1,896	6.52		3,475	8.9		2,085	6.9		-40.0	10.0
Subtotal	20,009	68.86		29,378	75.1		20,908	68.9		-28.8	4.5
ASIA											
Japanese	120	0.41	21	152	0.4	22	119	0.4	22	-21.7	-0.8
Chinese	320	1.10	19	566	1.4	16	280	0.9	18	-50.5	-12.5
Indian	428	1.47	16	421	1.1	18	339	1.1	17	-19.5	-20.8
Israeli	1,276	4.39	7	1,789	4.6	7	1,980	6.5	3	10.7	55.2
Other Asian	755	2.60		910	2.3		1,036	3.4		13.8	37.2
Subtotal	2,899	9.98		3,838	9.8		3,754	12.4		-2.2	29.5
AFRICA											
Kenyan	883	3.04	11	666	1.7	13	697	2.3	12	4.7	-21.1
South African	1,977	6.80	4	1,376	3.5	9	1,637	5.4	6	19.0	-17.2
Other African	833	2.87		902	2.3		740	2.4		-18.0	-11.2
Subtotal	3,693	12.71		2,944	7.5		3,074	10.1		4.4	-16.8
AMERICA											
American	1,415	4.87	6	1,490	3.8	8	1,357	4.5	8	-8.9	-4.1
Canadian	541	1.86	15	626	1.6	15	601	2.0	13	-4.0	11.1
Other American	214	0.74		394	1.0		309	1.0		-21.6	44.4
Subtotal	2,170	7.47		2,510	6.4		2,267	7.5		-9.7	4.5
OCEANIA											
Australian	192	0.66	20	338	0.9	20	249	0.8	20	-26.3	29.7
New Zealand	39	0.13	23	47	0.1	23	50	0.2	23	6.4	28.2
Subtotal	231	0.79		385	1.0		299	1.0		-22.3	29.4
Not stated	56	0.19		64	0.2		64	0.2		0.0	14.3
TOTAL	29,058	100.00		39,119	100.0		30,366	100.0		-22.4	4.5

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

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	601	477	1,078	-	511	511
British	1,215	254	1,469	-	318	318
German	1,916	629	2,545	-	501	501
Italian	5,432	95	5,527	-	89	89
French	796	345	1,141	-	142	142
Dutch	864	139	1,003	-	114	114
Belgium	299	25	324	-	28	28
Russian	400	49	449	-	68	68
Turkish	125	25	150	-	62	62
Polish	1,525	34	1,559	-	80	80
Ukrainian	505	29	534	-	32	32
Czech Republic	776	37	813	-	29	29
Spanish	115	107	222	-	35	35
Other Europeans	1,517	296	1,813	-	272	272
Subtotal	16,086	2,541	18,627	-	2,281	2,281
ASIA						
Japanese	51	23	74	-	45	45
Chinese	60	78	138	-	142	142
Indian	147	45	192	-	147	147
Israeli	1,887	60	1,947	-	33	33
Other Asians	666	77	743	-	293	293
Subtotal	2,811	283	3,094	-	660	660
AFRICA						
Kenyan	463	36	499	-	198	198
South African	1,448	77	1,525	-	112	112
Other Africans	319	74	393	-	347	347
Subtotal	1,767	187	2,417	-	657	657
AMERICA						
American	546	438	984	-	373	373
Canadian	224	217	441	-	160	160
Other Americans	103	121	224	-	85	85
Subtotal	873	776	1,649	-	618	618
OCEANIA						
Australian	64	93	157	-	92	92
New Zealand	13	15	28	-	22	22
Subtotal	77	108	185	-	114	114
Not stated	509	-	46	-	18	18
TOTAL	22,123	3,895	26,018	-	4,348	4,348

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	January-March 2016			January-March 2017					% Change, Jan-Mar 2016 to Jan-Mar 2017
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	7,789	8.2	3	5,436	1,744	7,180	6.5	4	-7.8
British	5,670	6.0	4	6,453	1,299	7,752	7.0	3	36.7
German	10,289	10.8	2	8,432	1,494	9,926	9.0	2	-3.5
Italian	18,589	19.6	1	19,830	371	20,201	18.3	1	8.7
French	5,650	6.0	5	5,326	567	5,893	5.3	5	4.3
Dutch	3,617	3.8	8	3,290	552	3,842	3.5	10	6.2
Belgium	1,223	1.3	18	1,523	146	1,669	1.5	16	36.5
Russian	1,487	1.6	15	1,557	236	1,793	1.6	15	20.6
Turkish	579	0.6	21	575	168	743	0.7	21	28.3
Polish	2,667	2.8	9	5,465	414	5,879	5.3	6	120.4
Ukrainian	2,274	2.4	10	2,263	128	2,391	2.2	12	5.1
Czech Republic	1,926	2.0	12	2,687	90	2,777	2.5	11	44.2
Spanish	1,240	1.3	17	848	184	1,032	0.9	20	-16.8
Other European	7,040	7.4		8,017	1,202	9,219	8.3		31.0
Subtotal	70,040	73.8		71,702	8,595	80,297	72.7		14.6
ASIA									
Japanese	347	0.4	22	224	178	402	0.4	22	15.9
Chinese	1,434	1.5	16	802	678	1,480	1.3	17	3.2
Indian	1,106	1.2	19	565	540	1,105	1.0	19	-0.1
Israeli	1,841	1.9	14	5,611	73	5,684	5.1	7	208.7
Other Asian	2,751	2.9		2,241	962	3,203	2.9		16.4
Subtotal	7,479	7.9		9,443	2,431	11,874	10.8		58.8
AFRICA									
Kenyan	2,154	2.3	11	1,349	571	1,920	1.7	13	-10.9
South African	4,271	4.5	7	4,198	393	4,591	4.2	9	7.5
Other African	2,195	2.3		1,393	1,139	2,532	2.3		15.4
Subtotal	8,620	9.1		6,940	2,103	9,043	8.2		4.9
AMERICA									
American	4,811	5.1	6	3,143	1,480	4,623	4.2	8	-3.9
Canadian	1,845	1.9	13	1,288	572	1,860	1.7	14	0.8
Other American	687	0.7		827	324	1,151	1.0		67.5
Subtotal	7,343	7.7		5,258	2,376	7,634	6.9		4.0
OCEANIA									
Australian	1,090	1.1	20	685	476	1,161	1.1	18	6.5
New Zealand	192	0.2	23	70	89	159	0.1	23	-17.2
Subtotal	1,282	1.4		755	565	1,320	1.2	4	3.0
Not stated	186	0.2		171	84	255	0.2	3	37.1
TOTAL	94,950	100.0		94,269	16,154	110,423	100.0	2	16.3

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Prospective Resident	Seeking Employment	Temporary Employment	Visiting Friends and Relatives	Holidays	Business and Conference	In Transit	Others	Total
EUROPE									
Scandinavian	-	-	9	6	1,571	2	1	-	1,589
British	-	1	-	18	1,765	2	-	1	1,787
German	1	-	-	33	3,005	-	1	6	3,046
Italian	-	2	1	46	5,559	-	1	7	5,616
French	-	-	-	11	1,265	-	-	7	1,283
Dutch	-	-	-	3	1,114	-	-	-	1,117
Belgium	-	-	-	7	345	-	-	-	352
Russian	-	-	-	20	495	-	-	2	517
Turkish	-	-	-	1	211	-	-	-	212
Polish	-	-	-	5	1,633	-	-	1	1,639
Ukrainian	-	-	-	15	546	-	-	5	566
Czech Republic	-	-	-	1	840	-	-	1	842
Spanish	-	-	-	3	254	-	-	-	257
Other Europeans	-	-	-	30	2,051	-	2	2	2,085
Subtotal	1	3	10	199	20,654	4	5	32	20,908
ASIA									
Japanese	-	-	-	2	117	-	-	-	119
Chinese	-	-	-	7	272	1	-	-	280
Indian	-	-	-	8	329	1	-	1	339
Israeli	-	-	-	33	1,938	1	2	6	1,980
Other Asians	-	-	-	42	990	2	-	2	1,036
Subtotal	-	-	-	92	3,646	5	2	9	3,754
AFRICA									
Kenyan	-	-	1	30	628	1	-	37	697
South African	-	1	-	17	1,613	1	-	5	1,637
Other Africans	-	-	-	5	728	3	-	4	740
Subtotal	-	1	1	52	2,969	5	-	46	3,074
AMERICA									
American	1	-	-	15	1,340	1	-	-	1,357
Canadian	-	-	-	7	594	-	-	-	601
Other Americans	-	-	-	5	304	-	-	-	309
Subtotal	1	-	-	27	2,238	1	-	-	2,267
OCEANIA									
Australian	-	-	-	2	247	-	-	-	249
New Zealand	-	-	-	-	49	-	1	-	50
Subtotal	-	-	-	2	296	-	1	-	299
Not stated	-	-	-	-	49	-	-	15	64
TOTAL	2	4	11	372	29,852	15	8	102	30,366
TOTAL PERCENT	0.01	0.01	0.04	1.23	98.31	0.05	0.03	0.34	100.00

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	597	992	1,589
British	722	1,065	1,787
German	1,353	1,693	3,046
Italian	2,372	3,244	5,616
French	616	667	1,283
Dutch	450	667	1,117
Belgium	139	213	352
Russian	237	280	517
Turkish	124	88	212
Polish	738	901	1,639
Ukrainian	256	310	566
Czech Republic	341	501	842
Spanish	134	123	257
Other European Country	898	1,187	2,085
Subtotal	8,977	11,931	20,908
ASIA			
Japanese	57	62	119
Chinese	188	92	280
Indian	235	104	339
Israeli	875	1,105	1,980
Other Asian	643	393	1,036
Subtotal	1,998	1,756	3,754
AFRICA			
Kenyan	376	321	697
South African	730	907	1,637
Other African	455	285	740
Subtotal	1,561	1,513	3,074
AMERICA			
American	523	834	1,357
Canadian	258	343	601
Other American	149	160	309
Subtotal	930	1,337	2,267
OCEANIA			
Australian	102	147	249
New Zealand	20	30	50
Subtotal	122	177	299
Not stated	32	32	64
TOTAL MARCH, 2017	13,620	16,746	30,366
TOTAL FEBRUARY, 2017	17,132	21,987	39,119
TOTAL % MARCH	44.9	55.1	100.0
% CHANGE, FEB TO MAR 2017	-20.5	-23.8	-22.4

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	77	1,359	153	1,589
British	100	1,552	135	1,787
German	49	2,732	265	3,046
Italian	342	4,789	485	5,616
French	40	1,165	78	1,283
Dutch	28	1,019	70	1,117
Belgium	8	318	26	352
Russian	29	477	11	517
Turkish	7	202	3	212
Polish	48	1,443	148	1,639
Ukrainian	29	530	7	566
Czech Republic	39	704	99	842
Spanish	3	247	7	257
Other European	52	1,960	73	2,085
Subtotal	851	18,497	1,560	20,908
ASIA				
Japanese	2	116	1	119
Chinese	4	272	4	280
Indian	17	310	12	339
Israeli	77	1,620	283	1,980
Other Asian	29	937	70	1,036
Subtotal	129	3,255	370	3,754
AFRICA				
Kenyan	22	649	26	697
South African	49	1,534	54	1,637
Other African	14	701	25	740
Subtotal	85	2,884	105	3,074
AMERICA				
American	85	1,146	126	1,357
Canadian	33	494	74	601
Other American	6	295	8	309
Subtotal	124	1,935	208	2,267
OCEANIA				
Australian	13	213	23	249
New Zealand	-	48	2	50
Subtotal	13	261	25	299
Not stated	2	58	4	64
TOTAL	1,204	26,890	2,272	30,366
TOTAL PERCENT	3.96	88.55	7.48	100.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	307	175	482	1.6	307	175	482
2	464	394	858	2.8	928	788	1,716
3	781	727	1,508	5.0	2,343	2,181	4,524
4	849	960	1,809	6.0	3,396	3,840	7,236
5	851	1,053	1,904	6.3	4,255	5,265	9,520
6	985	2,314	3,299	10.9	5,910	13,884	19,794
7	3,895	4,442	8,337	27.5	27,265	31,094	58,359
8	2,034	2,626	4,660	15.3	16,272	21,008	37,280
9	476	653	1,129	3.7	4,284	5,877	10,161
10	725	882	1,607	5.3	7,250	8,820	16,070
11	376	440	816	2.7	4,136	4,840	8,976
12	433	500	933	3.1	5,196	6,000	11,196
13	151	195	346	1.1	1,963	2,535	4,498
14	503	572	1,075	3.5	7,042	8,008	15,050
15	235	230	465	1.5	3,525	3,450	6,975
16	92	121	213	0.7	1,472	1,936	3,408
17	30	41	71	0.2	510	697	1,207
18	23	42	65	0.2	414	756	1,170
19	13	13	26	0.1	247	247	494
20	54	53	107	0.4	1,080	1,060	2,140
21	41	46	87	0.3	861	966	1,827
22	10	8	18	0.1	220	176	396
23	4	7	11	0.0	92	161	253
24	3	3	6	0.0	72	72	144
25	5	8	13	0.0	125	200	325
26	5	4	9	0.0	130	104	234
27	5	5	10	0.0	135	135	270
28	6	19	25	0.1	168	532	700
29	1	4	5	0.0	29	116	145
30	112	84	196	0.6	3,360	2,520	5,880
31+	151	125	276	0.9	4,681	3,875	8,556
Total	13,620	16,746	30,366		107,668	131,318	238,986
Average intended Length of Stay ¹					7.91	7.84	7.87

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, March 2017

Nationality	March 2016	February 2017	March 2017	% Change, Mar 2016 to Mar 2017	% Change, Feb 2017 to Mar 2017
Russian	336	488	517	53.9	5.9
Polish	614	2,176	1,639	166.9	-24.7
Ukrainian	1,200	703	566	-52.8	-19.5
Chinese	320	566	280	-12.5	-50.5
Indian	428	421	339	-20.8	-19.5
Israeli	1,276	1,789	1,980	55.2	10.7
Total	4,174	6,143	5,321	27.5	-13.4

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Category	Airport	Seaport	Total
International flight/ Cruise Ship	22,123	-	22,123
Domestic flights/ Sea ferries	3,895	4,348	8,243
Total	26,018	4,348	30,366

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	479	1.6	479
2	844	2.8	1,688
3	1,493	5.0	4,479
4	1,792	6.0	7,168
5	1,885	6.3	9,425
6	3,283	10.9	19,698
7	8,226	27.4	57,582
8	4,606	15.4	36,848
9	1,121	3.7	10,089
10	1,586	5.3	15,860
11	808	2.7	8,888
12	925	3.1	11,100
13	341	1.1	4,433
14	1,058	3.5	14,812
15	457	1.5	6,855
16	212	0.7	3,392
17	68	0.2	1,156
18	65	0.2	1,170
19	26	0.1	494
20	105	0.4	2,100
21	83	0.3	1,743
22	18	0.1	396
23	10	0.0	230
24	6	0.0	144
25	13	0.0	325
26	9	0.0	234
27	10	0.0	270
28	25	0.1	700
29	5	0.0	145
30	183	0.6	5,490
31	252	0.8	7,812
Total	29,994	100	235,205
Number of beds available in March			532,487
Bed Occupancy Rate			44.17

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

For more clarifications please contact:

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