



STATISTICAL RELEASE

APRIL - 2017



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TOURISM STATISTICAL RELEASE FOR APRIL, 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 21,004 visitors entered Zanzibar in April, 2017 which is an increase of 43 percent compared to corresponding month in April 2016 and a decrease of 31 percent compared to previous month. Europeans remain as the largest source of visitors to Zanzibar tourism. About Forty Four (44.5 percent) of all visitors entered Zanzibar in April, 2017 were from Europe. In country wise, Israel (2,939) continue to dominate the Tourism market by accounting 14.0 percent of all visitors entered in April, followed by South African 10.7 percent and German (8.7 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 17,049 visitors entered Zanzibar through Airport, among them 13,904 visitors came by international flights and 3,145 by domestic flights. The remaining 3,955 visitors entered through seaport.

Generally, Zanzibar has received **131,427** visitors from January to April 2017 which is an increase of **19.9** percent compared to the corresponding months January - April, 2016. Almost 68.2 percent of all visitors were from Europe. In country wise, Italy (**15.8** percent) is a leading market for the first four months to Zanzibar tourism market. About **111,318** visitors entered through airport which is equivalent to **84.7** percent while the remaining **20,109** visitors entered through seaport that accounting **15.3** percent (Table 3).

Information on the purpose of visit (Table 4) shows that, in April 2017, a majority of visitors 20,481 (97.56 percent) were in Zanzibar for holidays compared with only 416 (1.98 percent) and 31 (0.15 percent) of visitors who were in Zanzibar for 'visiting friend and relatives' and 'business and conference' respectively.

Table 5 shows that in April, 2017 there were 9,339 (44.5 percent) males and 11,665 (55.5 percent) female visitors. Comparing to the previous month males and females decreased by 31 percent and 30 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 1,690 (8.0 percent) visitors were aged less than 15 years; 18,311 (87.2 percent) were aged 15 and 64 years and 1,003 (4.8 percent) were aged 65 years and older.

Table 7 shows that majority of the visitors (27.9 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 April, 2017 was seven (7) nights.

The number of visitors from emerging markets for the month of April increased by 23.5 percent compared to corresponding month in 2016 and decrease by 5.6 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 83.6 percent compared to previous month. Visitors from Israel and Russia increased by 19.9 and 19.1 percent respectively compared to corresponding month and 48.4 percent for Israel and decline of 45.8 percent for Russia compared to the previous month. The results also shows that visitors from Ukraine decline where China and India inclined compared to corresponding month and previous month as shown in Table 8.

The total of **532,487** bed-spaces was available in April 2017. Out of these bed-spaces, an estimate of **152,832** hotel-beds were sold during that month representing a bed occupancy rate of **28.70** percent.(Table 10).

Table1: International Visitors by Nationality, April 2017

Nationality	April 2016			March 2017			April 2017			% Change, April 2017 to March 2017	% Change, April 2017 to April 2016
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
EUROPE											
Scandinavian	515	3.5	9	1,589	5.2	7	811	3.9	8	-49	57
British	980	6.7	4	1,787	5.9	4	1,389	6.6	4	-22	42
German	1,194	8.1	3	3,046	10.0	2	1,817	8.7	3	-40	52
Italian	239	1.6	13	5,616	18.5	1	530	2.5	12	-91	122
French	623	4.2	7	1,283	4.2	9	921	4.4	6	-28	48
Dutch	434	3.0	10	1,117	3.7	10	639	3.0	9	-43	47
Belgium	231	1.6	15	352	1.2	16	333	1.6	15	-5	44
Russian	235	1.6	14	517	1.7	15	280	1.3	17	-46	19
Turkish	82	0.6	21	212	0.7	21	95	0.5	22	-55	16
Polish	132	0.9	20	1,639	5.4	5	268	1.3	18	-84	103
Ukrainian	549	3.7	8	566	1.9	14	414	2.0	14	-27	-25
Czech Republic	139	0.9	19	842	2.8	11	155	0.7	20	-82	12
Spanish	170	1.2	17	257	0.8	19	479	2.3	13	86	182
Other European	793	5.4		2,085	6.9		1,210	5.8		-42	53
Subtotal	6,316	43.0		20,908	68.9		9,341	44.5		-55	48
ASIA											
Japanese	78	0.5	22	119	0.4	22	106	0.5	21	-11	36
Chinese	335	2.3	12	280	0.9	18	579	2.8	10	107	73
Indian	365	2.5	11	339	1.1	17	545	2.6	11	61	49
Israeli	2,451	16.7	1	1,980	6.5	3	2,939	14.0	1	48	20
Other Asian	878	6.0		1,036	3.4		994	4.7		-4	13
Subtotal	4,107	27.9		3,754	12.4		5,163	24.6		38	26
AFRICA											
Kenyan	869	5.9	5	697	2.3	12	1,324	6.3	5	90	52
South African	1,350	9.2	2	1,637	5.4	6	2,245	10.7	2	37	66
Other African	769	5.2		740	2.4		1,229	5.9		66	60
Subtotal	2,988	20.3		3,074	10.1		4,798	22.8		56	61
AMERICA											
American	692	4.7	6	1,357	4.5	8	910	4.3	7	-33	32
Canadian	230	1.6	16	601	2.0	13	293	1.4	16	-51	27
Other American	98	0.7		309	1.0		233	1.1		-25	138
Subtotal	1,020	6.9		2,267	7.5		1,436	6.8		-37	41
OCEANIA											
Australian	166	1.1	18	249	0.8	20	201	1.0	19	-19	21
New Zealand	30	0.2	23	50	0.2	23	38	0.2	23	-24	27
Subtotal	196	1.3		299	1.0		239	1.1		-20	22
Not stated	74	0.5		64	0.2		27	0.1		-58	-64
TOTAL	14,701	100.0		30,366	100.0		21,004	100.0		-31	43

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

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	420	180	600	-	211	211
British	832	209	1,041	-	348	348
German	1,240	251	1,491	-	326	326
Italian	416	41	457	-	73	73
French	619	152	771	-	150	150
Dutch	399	136	535	-	104	104
Belgium	190	75	265	-	68	68
Russian	190	39	229	-	51	51
Turkish	61	12	73	-	22	22
Polish	200	39	239	-	29	29
Ukrainian	381	17	398	-	16	16
Czech Republic	117	24	141	-	14	14
Spanish	223	151	374	-	105	105
Other Europeans	810	259	1,069	-	141	141
Subtotal	6,098	1,585	7,683	-	1,658	1,658
ASIA						
Japanese	47	30	77	-	29	29
Chinese	140	177	317	-	262	262
Indian	210	35	245	-	300	300
Israeli	2,564	360	2,924	-	15	15
Other Asians	696	96	792	-	202	202
Subtotal	3,657	698	4,355	-	808	808
AFRICA						
Kenyan	920	69	989	-	335	335
South African	1,853	219	2,072	-	173	173
Other Africans	648	110	758	-	471	471
Subtotal	3,421	398	3,819	-	979	979
AMERICA						
American	424	251	675	-	235	235
Canadian	133	61	194	-	99	99
Other Americans	100	68	168	-	65	65
Subtotal	657	380	1,037	-	399	399
OCEANIA						
Australian	54	52	106	-	95	95
New Zealand	8	25	33	-	5	5
Subtotal	62	77	139	-	100	100
Not stated	9	7	16	-	11	11
TOTAL	13,904	3,145	17,049	-	3,955	3,955

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	January-April 2016			January-April 2017					% Change, Jan-April 2016 to Jan-April 2017
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	8,304	7.6	3	6,036	1,955	7,991	6.1	5	-3.8
British	6,650	6.1	4	7,494	1,647	9,141	7.0	3	37.5
German	11,483	10.5	2	9,923	1,820	11,743	8.9	2	2.3
Italian	18,828	17.2	1	20,287	444	20,731	15.8	1	10.1
French	6,273	5.7	5	6,097	717	6,814	5.2	7	8.6
Dutch	4,051	3.7	9	3,825	656	4,481	3.4	10	10.6
Belgium	1,454	1.3	18	1,788	214	2,002	1.5	17	37.7
Russian	1,722	1.6	16	1,786	287	2,073	1.6	15	20.4
Turkish	661	0.6	21	648	190	838	0.6	21	26.8
Polish	2,799	2.6	12	5,704	443	6,147	4.7	8	119.6
Ukrainian	2,823	2.6	11	2,661	144	2,805	2.1	13	-0.6
Czech Republic	2,065	1.9	14	2,828	104	2,932	2.2	12	42.0
Spanish	1,410	1.3	19	1,222	289	1,511	1.1	19	7.2
Other European	7,833	7.1		9,086	1,343	10,429	7.9		33.1
Subtotal	76,356	69.6		79,385	10,253	89,638	68.2		17.4
ASIA									
Japanese	425	0.4	22	301	207	508	0.4	22	19.5
Chinese	1,769	1.6	15	1,119	940	2,059	1.6	16	16.4
Indian	1,471	1.3	17	810	840	1,650	1.3	18	12.2
Israeli	4,292	3.9	8	8,535	88	8,623	6.6	4	100.9
Other Asian	3,629	3.3		3,033	1,164	4,197	3.2		15.7
Subtotal	11,586	10.6		13,798	3,239	17,037	13.0		47.0
AFRICA									
Kenyan	3,023	2.8	10	2,338	906	3,244	2.5	11	7.3
South African	5,621	5.1	6	6,270	566	6,836	5.2	6	21.6
Other African	2,964	2.7		2,151	1,610	3,761	2.9		26.9
Subtotal	11,608	10.6		10,759	3,082	13,841	10.5		19.2
AMERICA									
American	5,503	5.0	7	3,818	1,715	5,533	4.2	9	0.5
Canadian	2,075	1.9	13	1,482	671	2,153	1.6	14	3.8
Other American	785	0.7		995	389	1,384	1.1		76.3
Subtotal	8,363	7.6		6,295	2,775	9,070	6.9		8.5
OCEANIA									
Australian	1,256	1.1	20	791	571	1,362	1.0	20	8.4
New Zealand	222	0.2	23	103	94	197	0.1	23	-11.3
Subtotal	1,478	1.3		894	665	1,559	1.2		5.5
Not stated	260	0.2		187	95	282	0.2		8.5
TOTAL	109,651	100.0		111,318	20,109	131,427	100.0		19.9

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

	Returning Residences				Visiting Friends and Relatives			Business and Conference	In Transit	Others	Total
Nationality		Prospective Resident	Seeking Employment	Temporary Employment		Holidays					
EUROPE											
Scandinavian	0	0	0	0	6	803	2	0	0		811
British	-	-	-	-	24	1,362	2	-	1		1,389
German	1	-	-	1	40	1,772	2	-	1		1,817
Italian	-	-	-	-	11	516	1	-	2		530
French	-	-	-	-	18	902	-	-	1		921
Dutch	-	-	-	-	-	636	-	-	3		639
Belgium	-	-	-	-	2	331	-	-	0		333
Russian	-	-	-	-	9	269	1	-	1		280
Turkish	-	-	-	-	1	94	-	-	0		95
Polish	-	-	-	-	6	261	-	-	1		268
Ukrainian	-	-	-	-	7	404	-	-	3		414
Czech Republic	-	-	-	-	2	153	-	-	0		155
Spanish	-	-	-	-	8	470	-	-	1		479
Other Europeans	-	1	-	-	31	1,175	-	-	3		1,210
Subtotal	1	1	-	1	165	9,148	8	-	17		9,341
ASIA											0
Japanese	-	-	-	2	5	96	3	-	0		106
Chinese	-	-	-	-	6	572	-	-	1		579
Indian	-	-	-	-	8	527	1	-	9		545
Israeli	-	-	-	-	14	2,917	-	-	8		2,939
Other Asians	-	-	-	-	83	904	1	-	6		994
Subtotal	-	-	-	2	116	5,016	5	-	24		5,163
AFRICA											0
Kenyan	1	-	-	1	76	1,234	10	-	2		1,324
South African	-	-	-	-	20	2,220	2	-	3		2,245
Other Africans	-	-	-	-	16	1,205	4	-	4		1,229
Subtotal	1	-	-	1	112	4,659	16	-	9		4,798
AMERICA											0
American	-	-	-	-	13	895	-	-	2		910
Canadian	1	-	-	-	4	288	-	-	0		293
Other Americans	-	-	-	-	5	225	2	-	1		233
Subtotal	1	-	-	-	22	1,408	2	-	3		1,436
OCEANIA											0
Australian	-	-	-	-	-	201	-	-	0		201
New Zealand	-	-	-	-	-	38	-	-	0		38
Subtotal	-	-	-	-	-	239	-	-	0		239
Not stated	-	-	-	-	1	21	-	-	5		27
TOTAL	3	1	-	4	416	20,491	31	-	58		21,004
TOTAL PERCENT	0.01	0.00	0.00	0.02	1.98	97.56	0.15	0.00	0.28		100.00

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	303	508	811
British	548	841	1,389
German	788	1,029	1,817
Italian	222	308	530
French	419	502	921
Dutch	211	428	639
Belgium	137	196	333
Russian	126	154	280
Turkish	58	37	95
Polish	124	144	268
Ukrainian	174	240	414
Czech Republic	67	88	155
Spanish	226	253	479
Other European Country	521	689	1,210
Subtotal	3,924	5,417	9,341
ASIA			
Japanese	55	51	106
Chinese	321	258	579
Indian	325	220	545
Israeli	1,212	1,727	2,939
Other Asian	614	380	994
Subtotal	2,527	2,636	5,163
AFRICA			
Kenyan	590	734	1,324
South African	969	1,276	2,245
Other African	594	635	1,229
Subtotal	2,153	2,645	4,798
AMERICA			
American	391	519	910
Canadian	121	172	293
Other American	111	122	233
Subtotal	623	813	1,436
OCEANIA			
Australian	86	115	201
New Zealand	12	26	38
Subtotal	98	141	239
Not stated	14	13	27
TOTAL APRIL, 2017	9,339	11,665	21,004
TOTAL MARCH, 2017	13,620	16,746	30,366
TOTAL % APRIL	44.5	55.5	100.0
% CHANGE, MARCH TO APRIL 2017	-31	-30	-31

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	76	699	36	811
British	103	1,194	92	1,389
German	111	1,589	117	1,817
Italian	30	473	27	530
French	87	784	50	921
Dutch	46	555	38	639
Belgium	46	272	15	333
Russian	10	260	10	280
Turkish	6	85	4	95
Polish	17	246	5	268
Ukrainian	19	391	4	414
Czech Republic	6	144	5	155
Spanish	26	444	9	479
Other European	90	1,068	52	1,210
Subtotal	673	8,204	464	9,341
ASIA				
Japanese	5	99	2	106
Chinese	19	548	12	579
Indian	48	479	18	545
Israeli	404	2,349	186	2,939
Other Asian	30	899	65	994
Subtotal	506	4,374	283	5,163
AFRICA				
Kenyan	157	1,120	47	1,324
South African	176	1,991	78	2,245
Other African	89	1,108	32	1,229
Subtotal	422	4,219	157	4,798
AMERICA				
American	57	791	62	910
Canadian	11	262	20	293
Other American	11	219	3	233
Subtotal	79	1,272	85	1,436
OCEANIA				
Australian	8	183	10	201
New Zealand	1	33	4	38
Subtotal	9	216	14	239
Not stated	1	26	-	27
TOTAL	1,690	18,311	1,003	21,004
TOTAL PERCENT	8.0	87.2	4.8	100.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	277	155	432	2.1	277	155	432
2	315	291	606	2.9	630	582	1,212
3	654	762	1416	6.7	1962	2286	4,248
4	825	1039	1864	8.9	3300	4156	7,456
5	785	1045	1830	8.7	3925	5225	9,150
6	681	1435	2116	10.1	4086	8610	12,696
7	2784	3085	5869	27.9	19488	21595	41,083
8	1070	1486	2556	12.2	8560	11888	20,448
9	279	410	689	3.3	2511	3690	6,201
10	527	622	1149	5.5	5270	6220	11,490
11	140	169	309	1.5	1540	1859	3,399
12	156	195	351	1.7	1872	2340	4,212
13	82	106	188	0.9	1066	1378	2,444
14	259	328	587	2.8	3626	4592	8,218
15	97	127	224	1.1	1455	1905	3,360
16	49	47	96	0.5	784	752	1,536
17	17	15	32	0.2	289	255	544
18	7	28	35	0.2	126	504	630
19	7	5	12	0.1	133	95	228
20	25	33	58	0.3	500	660	1,160
21	39	36	75	0.4	819	756	1,575
22	1	10	11	0.1	22	220	242
23	0	4	4	0.0	0	92	92
24	0	0	0	0.0	0	0	-
25	3	8	11	0.1	75	200	275
26	1	5	6	0.0	26	130	156
27	1	3	4	0.0	27	81	108
28	5	9	14	0.1	140	252	392
29	0	3	3	0.0	0	87	87
30	95	99	194	0.9	2850	2970	5,820
31+	158	105	263	1.3	4898	3255	8,153
Total	9,339	11,665	21,004		70,257	86,790	157,047
Average intended Length of Stay¹					7.5	7.4	7.5

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, April 2017

Nationality	April 2016	March 2017	April 2017	% Change, Apr 2016 to Apr 2017	% Change, Mar 2017 to Apr 2017
Russian	235	517	280	19.1	-45.8
Polish	132	1,639	268	103.0	-83.6
Ukrainian	549	566	414	-24.6	-26.9
Chinese	335	280	579	72.8	106.8
Indian	365	339	545	49.3	60.8
Israeli	2,451	1,980	2,939	19.9	48.4
Total	4,067	5,321	5,025	23.6	-5.6

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Category	Airport	Seaport	Total
International flight/ Cruise Ship	13,904	-	13,904
Domestic flights/ Sea ferries	3,145	3,955	7,100
Total	17,049	3,955	21,004

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	427	2.1	427
2	601	2.9	1,202
3	1,394	6.8	4,182
4	1,833	8.9	7,332
5	1,798	8.7	8,990
6	2,096	10.2	12,576
7	5,751	27.9	40,257
8	2,534	12.3	20,272
9	669	3.2	6,021
10	1,123	5.5	11,230
11	303	1.5	3,333
12	340	1.7	4,080
13	179	0.9	2,327
14	566	2.7	7,924
15	213	1.0	3,195
16	89	0.4	1,424
17	31	0.2	527
18	33	0.2	594
19	11	0.1	209
20	56	0.3	1,120
21	70	0.3	1,470
22	11	0.1	242
23	4	0.0	92
24	-	0.0	-
25	10	0.0	250
26	6	0.0	156
27	4	0.0	108
28	13	0.1	364
29	3	0.0	87
30	179	0.9	5,370
31	241	1.2	7,471
Total	20,588	100.0	152,832
Number of beds available in April			532,487
Bed Occupancy Rate			28.70

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

For more clarifications please contact:

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