

TOURISM STATISTICAL RELEASE

MARCH - 2018

No.15



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TOURISM STATISTICAL RELEASE FOR MARCH, 2018

Tourist Arrivals in Zanzibar decreased by 15.6 percent to **39,592** in March from **46,935** in February 2018 and increased by 30.4 percent compared with corresponding month in 2017. Tourists from Europe continue to dominate the Zanzibar market which accounts 62.3 percent of the total visitors in March and posted a growth of 17.9 compared with corresponding month in 2017. In country wise, Italy (4,833) dominated the Tourism market by accounting 12.2 percent of all visitors entered in March, followed by America (9.7 percent) and Germany (7.6 percent) while New Zealand recorded the least (0.1 percent). Other performances are as shown in table 1.

The data from table 2 shows that **34,912** visitors entered through Airport, among them **28,263** visitors came by international flights and **6,649** by domestic flights. The remaining **4,680** visitors entered through seaport, of whom **97** visitors came by Cruise Ship and **4,583** by Sea Ferries.

Generally, Zanzibar has received **138,944** visitors from January - March, 2018 which is an increase of **16.1** percent compared with the corresponding months (January - March) 2017. Almost two third (**63.7** percent) of all visitors were from Europe. In country wise, Italy (14.1 percent) is a leading market for the first three months in Zanzibar tourism market. About **121,512** visitors entered through airport which is equivalent to **87.5** percent while the remaining **17,432** visitors entered through seaport that accounting **12.5** percent (Table 3).

Information on the purpose of visit (Table 4) shows that, in March 2018, about 38,758 visitors equivalent to **97.9** percent of visitors came for holidays, followed by 'visiting friend and relatives' that accounts for less than one percent (0.7 percent).

Table 5 shows that there were **19,182** male (48.4 percent) and **20,410** female (51.6 percent) visitors in March, 2018. Both males and females decreased by 21.4 and 9.5 percent respectively compared with the preceding month.

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 **2,178** (5.5 percent) visitors were aged less than 15 years; **34,610** (**87.4** percent) were aged 15 to 64 years and **2,804** (7.1 percent) were aged 65 years and older.

Table 7 shows that majority of the visitors (19.1 percent) stayed in the country for seven days. Only one percent (1.0 percent) of visitors stayed in the country for at least a month. The overall average intended length of stay for visitors in March, 2018 was about Eight (7.8) nights.

The number of visitors from emerging markets for the month of March 2018 rose by 18.5 percent compared with corresponding month in 2017 and decreased by 6.9 percent compared with previous month. Visitors from Russia greatly increased by more than hundred percent compared with the corresponding month in 2017 and by 16.2 percent compared with previous month. Other performances are shown in Table 8.

The total of **524,830** bed-spaces was available in March 2018. Out of these bed-spaces, estimates of 306,868 hotel-beds were sold during that month representing a bed occupancy rate of **58.47** percent (Table 10).

Table1: International Visitors by Nationality, March 2018

Nationality	March 2017			February 2018			March 2018			% Change, February 2018 to March 2018	% Change, March 2017 to March 2018
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
EUROPE											
Scandinavian	1,589	5.2	7	3,523	7.5	2	2,447	6.2	4	-30.5	54.0
British	1,787	5.9	4	2,006	4.3	7	1,792	4.5	7	-10.7	0.3
German	3,046	10	2	3,519	7.5	3	3,023	7.6	3	-14.1	-0.8
Italian	5,616	18.5	1	6,296	13.4	1	4,833	12.2	1	-23.2	-13.9
French	1,283	4.2	9	3,401	7.2	5	1,991	5.0	5	-41.5	55.2
Dutch	1,117	3.7	10	1,220	2.6	11	1,244	3.1	11	2.0	11.4
Belgium	352	1.2	16	604	1.3	17	486	1.2	17	-19.5	38.1
Russian	517	1.7	15	1,543	3.3	8	1,793	4.5	6	16.2	246.8
Turkish	212	0.7	21	237	0.5	21	178	0.4	21	-24.9	-16.0
Polish	1,639	5.4	5	2,114	4.5	6	1,433	3.6	10	-32.2	-12.6
Ukrainian	566	1.9	14	467	1.0	18	556	1.4	15	19.1	-1.8
Czech Republic	842	2.8	11	1421	3.0	10	1,179	3.0	12	-17.0	40.0
Spanish	257	0.8	19	339	0.7	19	455	1.1	18	34.2	77.0
Other European	2,085	6.9		4,634	9.9		3,241	8.2		-30.1	55.4
Subtotal	20,908	68.9		31,324	66.7		24,651	62.3		-21.3	17.9
ASIA											
Japanese	119	0.4	22	199	0.4	22	149	0.4	22	-25.1	25.2
Chinese	280	0.9	18	810	1.7	14	431	1.1	20	-46.8	53.9
Indian	339	1.1	17	300	0.6	20	441	1.1	19	47.0	30.1
Israeli	1,980	6.5	3	1,538	3.3	9	1,649	4.2	9	7.2	-16.7
Other Asian	1036	3.4		1,391	3.0		1,364	3.4		-1.9	31.7
Subtotal	3,754	12.4		4,238	9.0		4,034	10.2		-4.8	7.5
AFRICA											
Kenyan	697	2.3	12	636	1.4	16	886	2.2	13	39.3	27.1
South African	1,637	5.4	6	796	1.7	15	1,775	4.5	8	123.0	8.4
Other African	740	2.4		1,314	2.8		1,298	3.3		-1.2	75.4
Subtotal	3,074	10.1		2,746	5.9		3,959	10.0		44.2	28.8
AMERICA											
American	1,357	4.5	8	3,474	7.4	4	3,832	9.7	2	10.3	182.4
Canadian	601	2	13	852	1.8	13	649	1.6	14	-23.8	8.0
Other American	309	1		1,196	2.5		438	1.1		-63.4	41.7
Subtotal	2,267	7.5		5,522	11.8		4,919	12.4		-10.9	117.0
OCEANIA											
Australian	249	0.8	20	1,155	2.5	12	510	1.3	16	-55.8	104.8
New Zealand	50	0.2	23	42	0.1	23	47	0.1	23	11.9	-6.0
Subtotal	299	1		1,197	2.6		557	1.4		-53.5	86.3
Not stated	64	0.2		1,908	4.1		1,472	3.7		-22.9	2200.0
TOTAL	30,366	100		46,935	100		39,592	100		-15.6	30.4

Table 2: International Visitors by Nationality Through Entry Points, March 2018

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	1,158	818	1,976	1	470	471
British	1,075	388	1,463	2	327	329
German	1,827	757	2,584	5	434	439
Italian	4,656	83	4,739	1	93	94
French	1,049	733	1,782	0	209	209
Dutch	902	214	1,116	1	127	128
Belgium	367	73	440	0	46	46
Russian	1,476	158	1,634	0	159	159
Turkish	94	29	123	0	55	55
Polish	1,326	59	1,385	0	48	48
Ukrainian	517	18	535	1	20	21
Czech Republic	1,084	45	1,129	0	50	50
Spanish	207	194	401	0	54	54
Other Europeans	2,488	463	2,951	12	278	290
Subtotal	18,226	4,032	22,258	23	2,370	2,393
ASIA						
Japanese	62	20	82	0	67	67
Chinese	171	88	259	0	172	172
Indian	178	57	235	0	206	206
Israeli	1,472	139	1,611	1	37	38
Other Asians	945	176	1,121	0	243	243
Subtotal	2,828	480	3,308	1	725	726
AFRICA						
Kenyan	598	22	620	0	266	266
South African	1,473	181	1,654	0	121	121
Other Africans	733	206	939	11	348	359
Subtotal	2,804	409	3,213	11	735	746
AMERICA						
American	2,318	1,057	3,375	35	422	457
Canadian	214	316	530	1	118	119
Other Americans	197	129	326	0	112	112
Subtotal	2,729	1,502	4,231	36	652	688
OCEANIA						
Australian	303	128	431	4	75	79
New Zealand	19	11	30	0	17	17
Subtotal	322	139	461	4	92	96
Not stated	1,354	87	1,441	22	9	31
TOTAL	28,263	6,649	34,912	97	4,583	4,680

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 3: International Visitors by Nationality Through Entry Points, January-March 2018

Nationality	January-March 2017			January-March 2018					% Change, Jan-March 2017 to Jan- March 2018
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	8,038	6.7	3	7,199	1,676	8,875	6.4	4	10.4
British	7,757	6.5	4	4,527	1,195	5,722	4.1	7	-26.2
German	9,903	8.3	2	8,231	1,383	9,614	6.9	3	-2.9
Italian	19,418	16.2	1	19,117	520	19,637	14.1	1	1.1
French	6,601	5.5	6	7,048	762	7,810	5.6	5	18.3
Dutch	3,969	3.3	10	3,406	473	3,879	2.8	12	-2.3
Belgium	1,803	1.5	16	1,723	165	1,888	1.4	16	4.7
Russian	3,069	2.6	12	4,957	491	5,448	3.9	8	77.5
Turkish	709	0.6	21	662	183	845	0.6	21	19.2
Polish	5,673	4.7	7	5,974	253	6,227	4.5	6	9.8
Ukrainian	2,381	2.0	13	1,589	95	1,684	1.2	17	-29.3
Czech Republic	3,114	2.6	11	3,472	172	3,644	2.6	13	17.0
Spanish	1,230	1.0	19	982	190	1,172	0.8	19	-4.7
Other European	10,375	8.7		10,673	1,446	12,119	8.7		16.8
Subtotal	84,040	70.2		79,560	9,004	88,564	63.7		5.4
ASIA									
Japanese	432	0.4	22	245	219	464	0.3	22	7.4
Chinese	1,631	1.4	17	993	582	1,575	1.1	18	-3.4
Indian	1,207	1.0	20	619	541	1,160	0.8	20	-3.9
Israeli	5,353	4.5	8	4,694	119	4,813	3.5	9	-10.1
Other Asian	3,531	3.0		3,983	1,041	5,024	3.6		42.3
Subtotal	12,154	10.2		10,534	2,502	13,036	9.4		7.3
AFRICA									
Kenyan	2,109	1.8	14	1,461	699	2,160	1.6	15	2.4
South African	4,729	4.0	9	3,570	340	3,910	2.8	11	-17.3
Other African	3,090	2.6		2,719	1,132	3,851	2.8		24.6
Subtotal	9,928	8.3		7,750	2,171	9,921	7.1		-0.1
AMERICA									
American	7,098	5.9	5	8,267	1,931	10,198	7.3	2	43.7
Canadian	1,908	1.6	15	1,756	475	2,231	1.6	14	16.9
Other American	1,280	1.1		2,537	440	2,977	2.1		132.6
Subtotal	10,286	8.6		12,560	2,846	15,406	11.1		49.8
OCEANIA									
Australian	1,422	1.2	18	4,118	618	4,736	3.4	10	233.1
New Zealand	156	0.1	23	99	57	156	0.1	23	0.0
Subtotal	1,578	1.3		4,217	675	4,892	3.5		210.0
Not stated	1,663	1.4		6,891	234	7,125	5.1		328.4
TOTAL	119,649	100		121,512	17,432	138,944	100		16.1

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 4: International Visitors by Nationality and Purpose of Visit, March 2018

Nationality	Returning Residences	Prospective Resident	Seeking Employment	Temporary Employment	Visiting Friends and Relatives	Holidays	Business and Conference	In Transit	Others	Total
EUROPE										
Scandinavian	0	0	1	0	26	2,410	3	0	7	2,447
British	4	0	0	1	9	1,772	1	0	5	1,792
German	0	0	2	0	20	2,994	2	0	5	3,023
Italian	0	1	3	1	34	4,783	1	1	9	4,833
French	1	0	0	0	21	1,964	2	0	3	1,991
Dutch	0	0	0	0	3	1,238	0	1	2	1,244
Belgium	0	0	0	0	2	484	0	0	-	486
Russian	0	0	0	0	6	1,780	2	0	5	1,793
Turkish	0	0	0	0	1	177	0	0	-	178
Polish	0	1	0	0	1	1,426	0	0	5	1,433
Ukrainian	0	0	0	0	3	552	0	0	1	556
Czech Republic	1	0	0	1	3	1,171	0	0	3	1,179
Spanish	0	0	0	0	14	440	1	0	-	455
Other Europeans	1	0	0	0	13	3,168	3	1	55	3,241
Subtotal	7	2	6	3	156	24,359	15	3	100	24,651
ASIA										
Japanese	0	0	0	0	2	145	2	0	0	149
Chinese	0	1	0	0	3	423	2	0	2	431
Indian	0	0	0	0	1	439	0	0	1	441
Israeli	0	0	0	0	12	1,633	1	0	3	1,649
Other Asians	17	0	0	0	35	1,294	5	0	13	1,364
Subtotal	17	1	0	0	53	3,934	10	0	19	4,034
AFRICA										
Kenyan	1	0	0	0	7	874	4	0	0	886
South African	0	0	0	0	15	1,753	0	0	7	1,775
Other Africans	1	0	0	0	8	1,243	1	1	44	1,298
Subtotal	2	0	0	0	30	3,870	5	1	51	3,959
AMERICA										
American	0	0	1	0	17	3,688	1	0	125	3,832
Canadian	0	0	0	0	10	637	1	1	0	649
Other Americans	0	0	0	0	0	431	0	0	7	438
Subtotal	0	0	1	0	27	4,756	2	1	132	4,919
OCEANIA										
Australian	0	0	0	0	1	489	0	0	20	510
New Zealand	0	0	0	0	0	47	0	0	0	47
Subtotal	0	0	0	0	1	536	0	0	20	557
Not stated	0	0	0	0	3	1,303	0	0	166	1,472
TOTAL	26	3	7	3	270	38,758	32	5	488	39,592
TOTAL PERCENT	0.1	0.0	0.0	0.0	0.7	97.9	0.1	0.0	1.2	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 5: International Visitors by Nationality and Sex, March 2018

Nationality	Male	Female	Total
EUROPE			
Scandinavian	857	1,590	2,447
British	803	989	1,792
German	1,229	1,794	3,023
Italian	2,038	2,795	4,833
French	917	1,074	1,991
Dutch	547	697	1,244
Belgium	214	272	486
Russian	818	975	1,793
Turkish	110	68	178
Polish	471	962	1,433
Ukrainian	256	300	556
Czech Republic	510	669	1,179
Spanish	201	254	455
Other European Country	1,701	1,540	3,241
Subtotal	10,672	13,979	24,651
ASIA			
Japanese	84	65	149
Chinese	270	161	431
Indian	274	167	441
Israeli	624	1,025	1,649
Other Asian	810	554	1,364
Subtotal	2,062	1,972	4,034
AFRICA			
Kenyan	455	431	886
South African	682	1,093	1,775
Other African	859	439	1,298
Subtotal	1,996	1,963	3,959
AMERICA			
American	2,184	1,648	3,832
Canadian	254	395	649
Other American	244	194	438
Subtotal	2,682	2,237	4,919
OCEANIA			
Australian	338	172	510
New Zealand	28	19	47
Subtotal	366	191	557
Not stated	1,404	68	1,472
TOTAL MARCH, 2018	19,182	20,410	39,592
TOTAL FEBRUARY, 2018	24,394	22,541	46,935
TOTAL %MARCH	48.4	51.6	100
% CHANGE, FEBRUARY TO MARCH 2018	-21.4	-9.5	-15.6

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 6: International Visitors by Nationality and Categorized Age, March 2018

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	169	2,053	225	2,447
British	101	1,501	190	1,792
German	103	2,657	263	3,023
Italian	261	4,128	444	4,833
French	145	1,650	196	1,991
Dutch	23	1,119	102	1,244
Belgium	19	433	34	486
Russian	108	1,650	35	1,793
Turkish	6	168	4	178
Polish	42	1,292	99	1,433
Ukrainian	45	507	4	556
Czech Republic	54	1,015	110	1,179
Spanish	21	425	9	455
Other European	162	2,925	154	3,241
Subtotal	1,259	21,523	1,869	24,651
ASIA				
Japanese	6	135	8	149
Chinese	7	421	3	431
Indian	26	391	24	441
Israeli	178	1,306	165	1,649
Other Asian	61	1,224	79	1,364
Subtotal	278	3,477	279	4,034
AFRICA				
Kenyan	71	782	33	886
South African	87	1,600	88	1,775
Other African	72	1,182	44	1,298
Subtotal	230	3,564	165	3,959
AMERICA				
American	268	3,204	360	3,832
Canadian	43	517	89	649
Other American	17	408	13	438
Subtotal	328	4,129	462	4,919
OCEANIA				
Australian	37	455	18	510
New Zealand	2	40	5	47
Subtotal	39	495	23	557
Not stated	44	1,422	6	1,472
TOTAL	2,178	34,610	2,804	39,592
TOTAL PERCENT	5.5	87.4	7.1	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 7: Intended Length of Stay and Sex of International Visitors in Zanzibar, March 2018

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	421	191	612	1.5	421	191	612
2	593	514	1,107	2.8	1,186	1028	2,214
3	1039	1007	2,046	5.2	3,117	3,021	6,138
4	1249	1,446	2,695	6.8	4,996	5,784	10,780
5	1,449	1,721	3,170	8.0	7,245	8,605	15,850
6	3,718	2,679	6,397	16.2	22,308	16,074	38,382
7	3,529	4,050	7,579	19.1	24,703	28,350	53,053
8	2,572	2,923	5,495	13.9	20,576	23,384	43,960
9	699	924	1,623	4.1	6,291	8,316	14,607
10	1,091	1,355	2,446	6.2	10,910	13,550	24,460
11	395	610	1,005	2.5	4,345	6,710	11,055
12	558	852	1,410	3.6	6,696	10,224	16,920
13	261	327	588	1.5	3,393	4,251	7,644
14	614	667	1,281	3.2	8,596	9,338	17,934
15	312	326	638	1.6	4,680	4,890	9,570
16	92	142	234	0.6	1,472	2,272	3,744
17	36	78	114	0.3	612	1,326	1,938
18	35	59	94	0.2	630	1,062	1,692
19	14	29	43	0.1	266	551	817
20	63	71	134	0.3	1,260	1,420	2,680
21	44	66	110	0.3	924	1,386	2,310
22	15	15	30	0.1	330	330	660
23	6	6	12	0.0	138	138	276
24	2	5	7	0.0	48	120	168
25	12	13	25	0.1	300	325	625
26	3	6	9	0.0	78	156	234
27	6	3	9	0.0	162	81	243
28	13	19	32	0.1	364	532	896
29	2	4	6	0.0	58	116	174
30	127	102	229	0.6	3,810	3,060	6,870
31+	210	199	409	1.0	6,510	6,169	12,679
Total	19,180	20,409	39,589	100	146,425	162,760	309,185
Average intended Length of Stay ¹					7.6	8.0	7.8

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

¹The 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 2018

v	March 2017	February 2018	March 2018	% Change, March 2017 to March 2018	% Change, February 2018 to March 2018
Russian	517	1,543	1,793	246.8	16.2
Polish	1,639	2,114	1,433	-12.6	-32.2
Ukrainian	566	467	556	-1.8	19.1
Chinese	280	810	431	53.9	-46.8
Indian	339	300	441	30.1	47.0
Israeli	1,980	1,538	1,649	-16.7	7.2
Total	5,321	6,772	6,303	18.5	-6.9

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	28,263	97	28,360
Domestic flights/ Sea ferries	6,649	4,583	11,232
Total	34,912	4,680	39,592

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 10: International Visitors nights and Estimated Bed Occupancy Rate in Zanzibar, March 2018

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	608	1.5	608
2	1,094	2.8	2,188
3	2,016	5.1	6,048
4	2,675	6.8	10,700
5	3,148	8.0	15,740
6	6,380	16.2	38,280
7	7,518	19.1	52,626
8	5,468	13.9	43,744
9	1,617	4.1	14,553
10	2,430	6.2	24,300
11	1,000	2.5	11,000
12	1,402	3.6	16,824
13	584	1.5	7,592
14	1,276	3.2	17,864
15	633	1.6	9,495
16	234	0.6	3,744
17	114	0.3	1,938
18	93	0.2	1,674
19	42	0.1	798
20	125	0.3	2,500
21	110	0.3	2,310
22	30	0.1	660
23	12	0.0	276
24	7	0.0	168
25	25	0.1	625
26	9	0.0	234
27	9	0.0	243
28	30	0.1	840
29	6	0.0	174
30	222	0.6	6,660
31	402	1.0	12,462
Total	39,319	100.0	306,868
Number of beds available in March 2018			524,830
Bed Occupancy Rate			58.47

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Glossary

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.

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.

For more clarifications please contact:

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