

# TOURISM STATISTICAL RELEASE

## JANUARY - 2018

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### TOURISM STATISTICAL RELEASE FOR JANUARY , 2018

Tourist Arrivals in Zanzibar increased by 2.6 percent to **52,417** in January 2018 from **51,112** in December 2017 and 28.0 percent compared with corresponding month in 2017. Tourists from Europe continue to dominate the Zanzibar market which accounts 62.2 percent of the total visitors in January and posted a growth of 8.6 compared with corresponding month in 2017. In country wise, Italy (8,508) dominated the Tourism market by accounting 16.2 percent of all visitors entered in January, followed by Germany (5.9 percent) and Australia (5.6 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 **45,312** visitors entered through Airport, among them **34,808** visitors came by international flights and **10,504** by domestic flights. The remaining **7,105** visitors entered through seaport, of whom **1,543** visitors came by Cruise Ship and **5,562** by Sea Ferries.

Information on the purpose of visit (Table 3) shows that, in January 2018, About **49,539** visitors equivalent to **94.5** percent of visitors came for holidays, followed by 'visiting friend and relatives' that accounts for less than one percent (0.8 percent).

Table 4 shows that there were **27,231** male (52.0 percent) and **25,186** female (48.0 percent) visitors in January, 2018. Both males and females increased by 4.4 percent and 0.7 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 5 show that **2,646** (5.0 percent) visitors were aged less than 15 years; **45,100** (86.0 percent) were aged 15 to 64 years and **4,671** (8.9 percent) were aged 65 years and older.

Table 6 shows that majority of the visitors (24.2 percent) stayed in the country for seven days and about one percent (1.3 percent) of the visitors stayed for one month and above. The overall average intended length of stay for visitors in January, 2018 was Eight nights.

The number of visitors from emerging markets for the month of January 2018 rose by 14.0 percent compared with corresponding month in 2017 and by 18.0 percent compared with previous month. Visitors from Russia greatly increased by more than hundred percent compared with the corresponding month in 2017 and by 29.6 percent compared with previous month. Other performances are shown in Table 7.

The total of **524,830** bed-spaces was available in January 2018. Out of these bed-spaces, estimates of 424,604 hotel-beds were sold during that month representing a bed occupancy rate of **80.9** percent (Table 9).

**Table1: International Visitors by Nationality, January 2018**

Nationality	January 2017			December 2017			January 2018			% Change, December 2017 to January 2018	% Change, January 2017 to January 2018
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
<b>EUROPE</b>											
Scandinavian	2,585	6.3	4	3,446	6.7	3	2,905	5.5	4	-15.7	12.4
British	3,078	7.5	3	2,596	5.1	6	1,924	3.7	9	-25.9	-37.5
German	3,294	8	2	2,802	5.5	5	3,072	5.9	2	9.6	-6.7
Italian	7,739	18.9	1	6,430	12.6	1	8,508	16.2	1	32.3	9.9
French	1,989	4.9	6	2,185	4.3	8	2,418	4.6	7	10.7	21.6
Dutch	1,382	3.4	10	1,145	2.2	12	1,415	2.7	11	23.6	2.4
Belgium	662	1.6	14	588	1.2	19	798	1.5	14	35.7	20.5
Russian	788	1.9	13	1,630	3.2	9	2,112	4.0	8	29.6	168.0
Turkish	354	0.9	20	246	0.5	22	430	0.8	18	74.8	21.5
Polish	2,064	5	5	1,439	2.8	11	2,680	5.1	6	86.2	29.8
Ukrainian	1,122	2.7	11	576	1.1	20	661	1.3	16	14.8	-41.1
Czech Republic	916	2.2	12	756	1.5	14	1044	2.0	13	38.1	14.0
Spanish	379	0.9	19	708	1.4	15	378	0.7	20	-46.6	-0.3
Other European	3,659	8.9		3,898	7.6		4,244	8.1		8.9	16.0
<b>Subtotal</b>	<b>30,011</b>	<b>73.3</b>		<b>28,445</b>	<b>55.7</b>		<b>32,589</b>	<b>62.2</b>		<b>14.6</b>	<b>8.6</b>
<b>ASIA</b>											
Japanese	131	0.3	22	292	0.6	21	116	0.2	22	-60.3	-11.5
Chinese	634	1.5	15	681	1.3	17	334	0.6	21	-51.0	-47.3
Indian	345	0.8	21	685	1.3	16	419	0.8	19	-38.8	21.4
Israeli	1,915	4.7	7	1,628	3.2	10	1,626	3.1	10	-0.1	-15.1
Other Asian	1,257	3.1		1,834	3.6		2,269	4.3		23.7	80.5
<b>Subtotal</b>	<b>4,282</b>	<b>10.5</b>		<b>5,120</b>	<b>10</b>		<b>4,764</b>	<b>9.1</b>		<b>-7.0</b>	<b>11.3</b>
<b>AFRICA</b>											
Kenyan	557	1.4	18	2,545	5	7	638	1.2	17	-74.9	14.5
South African	1,578	3.9	9	3,714	7.3	2	1,339	2.6	12	-63.9	-15.1
Other African	890	2.2		2,856	5.6		1,239	2.4		-56.6	39.2
<b>Subtotal</b>	<b>3,025</b>	<b>7.4</b>		<b>9,115</b>	<b>17.8</b>		<b>3,216</b>	<b>6.1</b>		<b>-64.7</b>	<b>6.3</b>
<b>AMERICA</b>											
American	1,776	4.3	8	3,000	5.9	4	2,892	5.5	5	-3.6	62.8
Canadian	633	1.5	16	624	1.2	18	730	1.4	15	17.0	15.3
Other American	448	1.1		955	1.9		1,343	2.6		40.6	199.8
<b>Subtotal</b>	<b>2,857</b>	<b>7</b>		<b>4,579</b>	<b>9</b>		<b>4,965</b>	<b>9.5</b>		<b>8.4</b>	<b>73.8</b>
<b>OCEANIA</b>											
Australian	574	1.4	17	936	1.8	13	3,071	5.9	3	228.1	435.0
New Zealand	62	0.2	23	90	0.2	23	67	0.1	23	-25.6	8.1
<b>Subtotal</b>	<b>636</b>	<b>1.6</b>		<b>1,026</b>	<b>2</b>		<b>3,138</b>	<b>6.0</b>		<b>205.8</b>	<b>393.4</b>
Not stated	127	0.3		2,827	5.5		3,745	7.1			
<b>TOTAL</b>	<b>40,938</b>	<b>100</b>		<b>51,112</b>	<b>100</b>		<b>52,417</b>	<b>100</b>		<b>2.6</b>	<b>28.0</b>

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

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
<b>EUROPE</b>						
Scandinavian	1,470	851	2,321	10	574	584
British	904	478	1,382	280	262	542
German	1,803	796	2,599	72	401	473
Italian	7,940	368	8,308	23	177	200
French	1,572	636	2,208	9	201	210
Dutch	873	354	1,227	28	160	188
Belgium	583	164	747	8	43	51
Russian	1,638	257	1,895	21	196	217
Turkish	274	67	341	2	87	89
Polish	2,459	99	2,558	15	107	122
Ukrainian	563	43	606	22	33	55
Czech Republic	945	55	1000	0	44	44
Spanish	161	151	312	9	57	66
Other Europeans	2,686	992	3,678	128	438	566
<b>Subtotal</b>	<b>23,871</b>	<b>5,311</b>	<b>29,182</b>	<b>627</b>	<b>2,780</b>	<b>3,407</b>
<b>ASIA</b>						
Japanese	42	23	65	2	49	51
Chinese	103	73	176	9	149	158
Indian	133	76	209	88	122	210
Israeli	1,492	96	1,588	3	35	38
Other Asians	1,187	541	1,728	147	394	541
<b>Subtotal</b>	<b>2,957</b>	<b>809</b>	<b>3,766</b>	<b>249</b>	<b>749</b>	<b>998</b>
<b>AFRICA</b>						
Kenyan	354	36	390	0	248	248
South African	1,028	164	1,192	17	130	147
Other Africans	658	157	815	7	417	424
<b>Subtotal</b>	<b>2,040</b>	<b>357</b>	<b>2,397</b>	<b>24</b>	<b>795</b>	<b>819</b>
<b>AMERICA</b>						
American	964	1,053	2,017	405	470	875
Canadian	206	301	507	109	114	223
Other Americans	694	430	1,124	56	163	219
<b>Subtotal</b>	<b>1,864</b>	<b>1,784</b>	<b>3,648</b>	<b>570</b>	<b>747</b>	<b>1,317</b>
<b>OCEANIA</b>						
Australian	1,381	1,275	2,656	56	359	415
New Zealand	17	18	35	5	27	32
<b>Subtotal</b>	<b>1,398</b>	<b>1,293</b>	<b>2,691</b>	<b>61</b>	<b>386</b>	<b>447</b>
Not stated	2,678	950	3,628	12	105	117
<b>TOTAL</b>	<b>34,808</b>	<b>10,504</b>	<b>45,312</b>	<b>1,543</b>	<b>5,562</b>	<b>7,105</b>

Source: Zanzibar Commission for Tourism &amp; Department of Immigration Zanzibar

**Table 3: International Visitors by Nationality and Purpose of Visit, January 2018**

Nationality	Returning Residences	Prospective Resident	Seeking Employment	Temporary Employment	Visiting Friends and Relatives	Holidays	Business and Conference	In Transit	Others	Total
<b>EUROPE</b>										
Scandinavian	0	0	0	0	24	2,860	0	1	20	2,905
British	0	0	1	0	23	1,848	5	1	46	1,924
German	2	0	0	2	37	3,000	3	2	26	3,072
Italian	7	4	2	2	59	8,302	12	4	116	8,508
French	0	1	2	2	36	2,354	1	1	21	2,418
Dutch	0	1	0	0	14	1,378	0	0	22	1,415
Belgium	1	0	0	0	10	778	1	1	7	798
Russian	2	4	2	0	12	2,063	2	0	27	2,112
Turkish	1	1	0	0	2	414	0	0	12	430
Polish	2	0	0	0	9	2,655	0	1	13	2,680
Ukrainian	0	3	0	0	3	645	1	0	9	661
Czech Republic	1	0	0	0	4	1,022	1	0	16	1,044
Spanish	0	0	0	0	11	356	0	0	11	378
Other Europeans	4	0	2	0	41	4,059	3	2	133	4,244
<b>Subtotal</b>	<b>20</b>	<b>14</b>	<b>9</b>	<b>6</b>	<b>285</b>	<b>31,734</b>	<b>29</b>	<b>13</b>	<b>479</b>	<b>32,589</b>
<b>ASIA</b>										
Japanese	0	0	0	0	0	116	0	0	0	116
Chinese	0	0	0	0	1	329	0	0	4	334
Indian	0	0	1	0	5	412	0	0	1	419
Israeli	4	2	0	0	5	1,589	2	1	23	1,626
Other Asians	2	1	1	1	32	1,989	3	4	236	2,269
<b>Subtotal</b>	<b>6</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>43</b>	<b>4,435</b>	<b>5</b>	<b>5</b>	<b>264</b>	<b>4,764</b>
<b>AFRICA</b>										
									0	
Kenyan	0	1	0	1	5	620	5	0	6	638
South African	2	0	1	0	11	1,313	3	0	9	1,339
Other Africans	3	1	0	2	14	1,165	2	0	52	1,239
<b>Subtotal</b>	<b>5</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>30</b>	<b>3,098</b>	<b>10</b>	<b>0</b>	<b>67</b>	<b>3,216</b>
<b>AMERICA</b>										
American	0	1	2	1	33	2,789	3	0	63	2,892
Canadian	0	0	0	0	12	713	1	0	4	730
Other Americans	1	1	0	0	12	1,184	5	1	139	1,343
<b>Subtotal</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>57</b>	<b>4,686</b>	<b>9</b>	<b>1</b>	<b>206</b>	<b>4,965</b>
<b>OCEANIA</b>										
Australian	4	0	2	0	16	2,515	3	5	526	3,071
New Zealand	0	0	0	0	1	62	1	0	3	67
<b>Subtotal</b>	<b>4</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>17</b>	<b>2,577</b>	<b>4</b>	<b>5</b>	<b>529</b>	<b>3,138</b>
<b>Not stated</b>	<b>11</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>3,009</b>	<b>7</b>	<b>5</b>	<b>708</b>	<b>3,745</b>
<b>TOTAL</b>	<b>47</b>	<b>23</b>	<b>16</b>	<b>11</b>	<b>435</b>	<b>49,539</b>	<b>64</b>	<b>29</b>	<b>2,253</b>	<b>52,417</b>
<b>TOTAL PERCENT</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.8</b>	<b>94.5</b>	<b>0.1</b>	<b>0.1</b>	<b>4.3</b>	<b>100</b>

*Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar*

**Table 4: International Visitors by Nationality and Sex, January 2018**

Nationality	Male	Female	Total
<b>EUROPE</b>			
Scandinavian	1,246	1,659	2,905
British	936	988	1,924
German	1,303	1,769	3,072
Italian	3,777	4,731	8,508
French	1,093	1,325	2,418
Dutch	694	721	1,415
Belgium	338	460	798
Russian	1,093	1,019	2,112
Turkish	210	220	430
Polish	1,177	1,503	2,680
Ukrainian	345	316	661
Czech Republic	514	530	1,044
Spanish	160	218	378
Other European Country	2,054	2,190	4,244
<b>Subtotal</b>	<b>14,940</b>	<b>17,649</b>	<b>32,589</b>
<b>ASIA</b>			
Japanese	59	57	116
Chinese	197	137	334
Indian	283	136	419
Israeli	806	820	1,626
Other Asian	1,524	745	2,269
<b>Subtotal</b>	<b>2,869</b>	<b>1,895</b>	<b>4,764</b>
<b>AFRICA</b>			
Kenyan	324	314	638
South African	629	710	1,339
Other African	768	471	1,239
<b>Subtotal</b>	<b>1,721</b>	<b>1,495</b>	<b>3,216</b>
<b>AMERICA</b>			
American	958	1,934	2,892
Canadian	300	430	730
Other American	961	382	1,343
<b>Subtotal</b>	<b>2,219</b>	<b>2,746</b>	<b>4,965</b>
<b>OCEANIA</b>			
Australian	2,283	788	3,071
New Zealand	29	38	67
<b>Subtotal</b>	<b>2,312</b>	<b>826</b>	<b>3,138</b>
Not stated	3,170	575	3,745
<b>TOTAL JANUARY, 2018</b>	<b>27,231</b>	<b>25,186</b>	<b>52,417</b>
<b>TOTAL DECEMBER, 2017</b>	<b>26,089</b>	<b>25,023</b>	<b>51,112</b>
<b>TOTAL %JANUARY % CHANGE,DECEMBER 2017 TO JANUARY 2018</b>	<b>52.0</b>	<b>48.0</b>	<b>100</b>
	<b>4.4</b>	<b>0.7</b>	<b>2.6</b>

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

**Table 5: International Visitors by Nationality and Categorized Age, January 2018**

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
<b>EUROPE</b>				
Scandinavian	234	2,437	234	2,905
British	28	1,418	478	1,924
German	83	2,654	335	3,072
Italian	553	7,122	833	8,508
French	55	2,108	255	2,418
Dutch	50	1,210	155	1,415
Belgium	56	673	69	798
Russian	156	1,914	42	2,112
Turkish	35	387	8	430
Polish	220	2,338	122	2,680
Ukrainian	34	612	15	661
Czech Republic	48	912	84	1,044
Spanish	14	350	14	378
Other European	144	3,758	342	4,244
<b>Subtotal</b>	<b>1,476</b>	<b>25,456</b>	<b>2,752</b>	<b>29,684</b>
<b>ASIA</b>				
Japanese	2	109	5	116
Chinese	8	306	20	334
Indian	12	388	19	419
Israeli	68	1,415	143	1,626
Other Asian	118	1,997	154	2,269
<b>Subtotal</b>	<b>208</b>	<b>4,215</b>	<b>341</b>	<b>4,764</b>
<b>AFRICA</b>				
Kenyan	27	587	24	638
South African	99	1,184	56	1,339
Other African	92	1,107	40	1,239
<b>Subtotal</b>	<b>218</b>	<b>2,878</b>	<b>120</b>	<b>3,216</b>
<b>AMERICA</b>				
American	119	2,198	575	2,892
Canadian	32	500	198	730
Other American	49	1,203	91	1,343
<b>Subtotal</b>	<b>200</b>	<b>3,901</b>	<b>864</b>	<b>4,965</b>
<b>OCEANIA</b>				
Australian	135	2,656	280	3,071
New Zealand	0	59	8	67
<b>Subtotal</b>	<b>135</b>	<b>2,715</b>	<b>288</b>	<b>3,138</b>
<b>Not stated</b>	<b>409</b>	<b>5,935</b>	<b>306</b>	<b>6,650</b>
<b>TOTAL</b>	<b>2,646</b>	<b>45,100</b>	<b>4,671</b>	<b>52,417</b>
<b>TOTAL PERCENT</b>	<b>5.0</b>	<b>86.0</b>	<b>8.9</b>	<b>100</b>

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

**Table 6: Intended Length of Stay and Sex of International Visitors in Zanzibar, January 2018**

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	831	721	1,555	3.0	831	721	1,552
2	465	400	865	1.7	930	800	1,730
3	755	820	1,575	3.0	2,265	2,460	4,725
4	1,083	1,193	2,276	4.3	4,332	4,772	9,104
5	1,163	1,391	2,554	4.9	5,815	6,955	12,770
6	5,880	4,657	10,537	20.1	35,280	27,942	63,222
7	6,804	5,876	12,680	24.2	47,628	41,132	88,760
8	3,130	3,397	6,527	12.5	25,040	27,176	52,216
9	874	880	1,754	3.3	7,866	7,920	15,786
10	1,408	1,361	2,769	5.3	14,080	13,610	27,690
11	771	711	1,482	2.8	8,481	7,821	16,302
12	750	673	1,423	2.7	9,000	8,076	17,076
13	328	304	632	1.2	4,264	3,952	8,216
14	947	948	1,895	3.6	13,258	13,272	26,530
15	582	565	1,147	2.2	8,730	8,475	17,205
16	232	218	450	0.9	3,712	3,488	7,200
17	80	78	158	0.3	1,360	1,326	2,686
18	79	82	161	0.3	1,422	1,476	2,898
19	50	39	89	0.2	950	741	1,691
20	106	105	211	0.4	2,120	2,100	4,220
21	156	154	310	0.6	3,276	3,234	6,510
22	45	29	74	0.1	990	638	1,628
23	25	30	55	0.1	575	690	1,265
24	20	22	42	0.1	480	528	1,008
25	34	32	66	0.1	850	800	1,650
26	6	10	16	0.0	156	260	416
27	12	16	28	0.1	324	432	756
28	20	34	54	0.1	560	952	1,512
29	10	22	32	0.1	290	638	928
30	169	127	296	0.6	5,070	3,810	8,880
31+	415	289	704	1.3	12,865	8,959	21,824
<b>Total</b>	<b>27,230</b>	<b>25,184</b>	<b>52,417</b>	<b>100.0</b>	<b>222,800</b>	<b>205,156</b>	<b>427,956</b>
Average intended Length of Stay <sup>1</sup>					<b>8.2</b>	<b>8.1</b>	<b>8.2</b>

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

<sup>1</sup>The average intended length of stay is determined by dividing the number of visitor nights by the number of international visitors



**Table 7: Visitors Arrival from Emerging Markets, January 2018**

Nationality	January 2017	December 2017	January 2018	% Change, January 2017 to January 2018	% Change, December 2017 to January 2018
Russian	788	1,630	2,112	168.0	29.6
Polish	2,064	1,439	2,680	29.8	86.2
Ukrainian	1,122	576	661	-41.1	14.8
Chinese	634	681	334	-47.3	-51.0
Indian	345	685	419	21.4	-38.8
Israeli	1,915	1,628	1,626	-15.1	-0.1
<b>Total</b>	<b>6,868</b>	<b>6,639</b>	<b>7,832</b>	<b>14.0</b>	<b>18.0</b>

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

**Table 8: Summary of Visitors by Mode of Travel Through Entry Point, January 2018**

Category	Airport	Seaport	Total
International flight/ Cruise Ship	34,808	1543	36,351
Domestic flights/ Sea ferries	10,504	5,562	16,066
<b>Total</b>	<b>45,312</b>	<b>7,105</b>	<b>52,417</b>

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

**Table 9: International Visitors nights and Estimated Bed Occupancy Rate in Zanzibar, January 2018**

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	1,538	3.0	1,538
2	855	1.6	1,710
3	1,540	3.0	4,620
4	2,230	4.3	8,920
5	2,505	4.8	12,525
6	10,494	20.2	62,964
7	12,577	24.2	88,039
8	6,489	12.5	51,912
9	1,742	3.4	15,678
10	2,743	5.3	27,430
11	1,476	2.8	16,236
12	1,417	2.7	17,004
13	629	1.2	8,177
14	1,882	3.6	26,348
15	1,143	2.2	17,145
16	449	0.9	7,184
17	158	0.3	2,686
18	158	0.3	2,844
19	89	0.2	1,691
20	209	0.4	4,180
21	310	0.6	6,510
22	74	0.1	1,628
23	55	0.1	1,265
24	42	0.1	1,008
25	65	0.1	1,625
26	16	0.0	416
27	28	0.1	756
28	52	0.1	1,456
29	32	0.1	928
30	292	0.6	8,760
31+	691	1.3	21,421
<b>Total</b>	<b>51,980</b>	<b>100</b>	<b>424,604</b>
<b>Number of beds available in January</b>			<b>524,830</b>
<b>Bed Occupancy Rate</b>			<b>80.9</b>

*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.

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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