

TOURISM STATISTICAL RELEASE

OCTOBER - 2018

No.22



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TOURISM STATISTICAL RELEASE FOR OCTOBER, 2018

Tourist Arrivals in Zanzibar decreased by **5.2** percent to **49,796** in October from **52,551** in September 2018 and increased by **27.8** percent compared with corresponding month in 2017. Tourists from Europe continue to dominate the Zanzibar market, which accounts **61.6** percent of the total visitors in October and posted growth of **25.5** percent compared with corresponding month in 2017. In country wise, America (**5,342**) dominated the Tourism market by accounting **10.7** percent of all visitors entered in October, followed by Germany (**10.6** percent) and Italy (**7.5** percent) while Turkish recorded the least (**0.2** percent). Other performances are as shown in table 1.

The data from table 2 shows that **44,986** visitors entered through Airport, among them **28,193** visitors came by international flights and **16,793** by domestic flights and remaining **4,810** visitors through Seaport, of which **8** came by Cruise Ship and **4,802** by Sea Ferries.

Generally, Zanzibar has received **428,268** visitors from January - October 2018 which is an increase of **41.6** percent compared with the corresponding months (January – October) 2017. Most of visitors were from Europe (**59.1** percent). In country wise, Italy (**10.0** percent) is a leading market for the first ten months in Zanzibar tourism market. About **371,289** visitors entered through airport which is equivalent to **86.7** percent while the remaining **56,979** visitors entered through seaport that accounting **13.3** percent (**Table 3**).

Information on the purpose of visit (**Table 4**) shows that, in October 2018, about **46,887** visitors equivalent to **94.2** percent of visitors came for holidays, followed by 'visiting friend and relatives' that accounts for only **2.9** percent.

Table 5 shows that among the visitors there were **22,631** males (**45.4** percent) and **27,165** females (**54.6** percent) in October 2018. Males decrease by **14.0** percent and females increased by **3.6** percent 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 **2,489** (**5.0** percent) visitors were aged less than 15 years; **43,498** (**87.4** percent) were aged 15 to 64 years and **3,809** (**7.6** percent) were aged 65 years and older.

Table 7 shows that **26.1** percent of all visitors in October 2018 stayed in the country for Six days. Only **0.6** percent of visitors stayed in the country for at least a month. The overall average intended length of stay for visitors in October 2018 was about Seven (**7.1**) nights.

The visitors from emerging markets increased by **74.7** percent in October 2018 compared with corresponding month in 2017 and they increased by **97.7** percent compared with previous month. Visitors from Russia increased by more than hundred percent (**480.6** percent) compared with the corresponding month in 2017 and they increased by **158.0** percent compared with previous month. Other performances are shown in **Table 8**.

The total of **524,830** bed-spaces was available in October 2018. Out of these bed-spaces, estimates of **353,566** hotel-beds were sold during that month representing a bed occupancy rate of **67.4** percent (**Table 10**).

Table1: International Visitors by Nationality, October 2018

Nationality	October 2017			September 2018			October 2018			% Change, Sept 2018 to October 2018	% Change, October 2017 to October 2018
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
EUROPE											
Scandinavian	1,127	2.9	9	1,263	2.4	11	2,195	4.4	6	73.8	94.8
British	3,876	9.9	3	3,807	7.2	4	3,042	6.1	5	-20.1	-21.5
German	5,101	13.1	1	6,373	12.1	1	5,256	10.6	2	-17.5	3.0
Italian	4,370	11.2	2	6,068	11.5	2	3,720	7.5	3	-38.7	-14.9
French	2,148	5.5	7	3,056	5.8	5	3,270	6.6	4	7.0	52.2
Dutch	930	2.4	10	1,272	2.4	10	1,250	2.5	12	-1.7	34.4
Belgium	628	1.6	15	842	1.6	15	634	1.3	18	-24.7	1.0
Russian	324	0.8	19	1,354	2.6	9	1,881	3.8	8	38.9	480.6
Turkish	401	1	18	210	0.4	22	76	0.2	23	-63.8	-81.0
Polish	688	1.8	12	1,087	2.1	12	1,578	3.2	9	45.2	129.4
Ukrainian	264	0.7	21	217	0.4	20	1,207	2.4	14	456.2	357.2
Czech Republic	303	0.8	20	298	0.6	19	562	1.1	19	88.6	85.5
Spanish	1,392	3.6	8	1,785	3.4	8	1,155	2.3	15	-35.3	-17.0
Other European	2,869	7.4		4,460	8.5		4,831	9.7		8.3	68.4
Subtotal	24,421	62.7		32,092	61.1		30,657	61.6		-4.5	25.5
ASIA											
Japanese	228	0.6	22	215	0.4	21	85	0.2	22	-60.5	-62.7
Chinese	667	1.7	14	669	1.3	16	1,500	3.0	10	124.2	124.9
Indian	413	1.1	17	436	0.8	18	1,380	2.8	11	216.5	234.1
Israeli	3,114	8	4	3,055	5.8	6	2,009	4.0	7	-34.2	-35.5
Other Asian	1,222	3.1		1,830	3.5		1,545	3.1		-15.6	26.4
Subtotal	5,644	14.5		6,205	11.8		6,519	13.1		5.1	15.5
AFRICA											
Kenyan	808	2.1	11	638	1.2	17	460	0.9	20	-27.9	-43.1
South African	2,343	6	6	2,381	4.5	7	1,243	2.5	13	-47.8	-46.9
Other African	1,446	3.7		1,739	3.3		1,675	3.4		-3.7	15.8
Subtotal	4,597	11.8		4,758	9.1		3,378	6.8		-29.0	-26.5
AMERICA											
American	2,452	6.3	5	5,071	9.6	3	5,342	10.7	1	5.3	117.9
Canadian	686	1.8	13	937	1.8	14	791	1.6	17	-15.6	15.3
Other American	420	1.1		1,593	3.0		1,595	3.2		0.1	279.8
Subtotal	3,558	9.1		7,601	14.5		7,728	15.5		1.7	117.2
OCEANIA											
Australian	605	1.6	16	1,013	1.9	13	852	1.7	16	-15.9	40.8
New Zealand	113	0.3	23	123	0.2	23	103	0.2	21	-16.3	-8.8
Subtotal	718	1.8		1,136	2.2		955	1.9		-15.9	33.0
Not stated	39	0.1		759	1.4		559	1.1			
TOTAL	38,977	100		52,551	100		49,796	100.0		-5.2	27.8

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

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	799	1,248	2,047	-	148	148
British	1,374	1,411	2,785	-	257	257
German	1,964	3,085	5,049	2	205	207
Italian	3,165	502	3,667	-	53	53
French	1,081	1,986	3,067	-	203	203
Dutch	466	695	1,161	-	89	89
Belgium	288	252	540	-	94	94
Russian	1,677	167	1,844	-	37	37
Turkish	52	10	62	-	14	14
Polish	1,418	143	1,561	-	17	17
Ukrainian	1,182	22	1,204	-	3	3
Czech Republic	349	204	553	-	9	9
Spanish	337	779	1,116	-	39	39
Other Europeans	2,279	1,985	4,264	2	565	567
Subtotal	16,431	12,489	28,920	4	1,733	1,737
ASIA						
Japanese	22	52	74	-	11	11
Chinese	1,120	298	1,418	-	82	82
Indian	1,146	138	1,284	-	96	96
Israeli	1,896	108	2,004	-	5	5
Other Asians	885	206	1,091	2	452	454
Subtotal	5,069	802	5,871	2	646	648
AFRICA						
Kenyan	281	67	348	-	112	112
South African	1,085	120	1,205	-	38	38
Other Africans	911	207	1,118	-	557	557
Subtotal	2,277	394	2,671	0	707	707
AMERICA						
American	2,690	1,930	4,620	-	722	722
Canadian	155	562	717	-	74	74
Other Americans	831	181	1,012	-	583	583
Subtotal	3,676	2,673	6,349	0	1,379	1,379
OCEANIA						
Australian	284	309	593	-	259	259
New Zealand	7	91	98	-	5	5
Subtotal	291	400	691	0	264	264
Not stated	449	35	484	2	73	75
TOTAL	28,193	16,793	44,986	8	4,802	4,810

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	January-October 2017			January-October 2018					% Change, Jan-October 2017 to Jan-October 2018
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	14,528	4.8	8	16,056	3,474	19,530	4.6	6	34.4
British	26,748	8.8	3	21,008	4,950	25,958	6.1	4	-3.0
German	29,767	9.8	2	31,809	4,120	35,929	8.4	3	20.7
Italian	37,166	12.3	1	41,235	1,764	42,999	10.0	1	15.7
French	16,381	5.4	7	22,212	2,687	24,899	5.8	5	52.0
Dutch	10,509	3.5	9	10,119	1,951	12,070	2.8	10	14.9
Belgium	5,077	1.7	15	5,861	900	6,761	1.6	17	33.2
Russian	3,425	1.1	20	12,613	1,006	13,619	3.2	9	297.6
Turkish	2,122	0.7	21	1,732	560	2,292	0.5	21	8.0
Polish	8,584	2.8	10	11,370	551	11,921	2.8	11	38.9
Ukrainian	4,006	1.3	18	3,746	154	3,900	0.9	20	-2.6
Czech Republic	4,128	1.4	17	5,356	327	5,683	1.3	19	37.7
Spanish	8,118	2.7	11	9,017	872	9,889	2.3	13	21.8
Other European	22,204	7.3		33,733	3,977	37,710	8.8		69.8
Subtotal	192,763	63.7		225,867	27,293	253,160	59.1		31.3
ASIA									
Japanese	1,265	0.4	22	850	512	1,362	0.3	22	7.7
Chinese	5,571	1.8	13	5,399	1,996	7,395	1.7	14	32.7
Indian	4,855	1.6	16	3,810	2,284	6,094	1.4	18	25.5
Israeli	20,400	6.7	4	15,354	332	15,686	3.7	8	-23.1
Other Asian	11,418	3.8		16,192	3,556	19,748	4.6		73.0
Subtotal	43,509	14.4		41,605	8,680	50,285	11.7		15.6
AFRICA									
Kenyan	7,849	2.6	12	4,441	2,568	7,009	1.6	15	-10.7
South African	16,966	5.6	6	15,859	1,230	17,089	4.0	7	0.7
Other African	9,868	3.3		11,157	4,885	16,042	3.7		62.6
Subtotal	34,683	11.5		31,457	8,683	40,140	9.4		15.7
AMERICA									
American	17,704	5.9	5	33,948	6,402	40,350	9.4	2	127.9
Canadian	5,373	1.8	14	5,503	1,470	6,973	1.6	16	29.8
Other American	3,220	1.1		11,329	1,780	13,109	3.1		307.1
Subtotal	26,297	8.7		50,780	9,652	60,432	14.1		129.8
OCEANIA									
Australian	3,869	1.3	19	9,335	1,811	11,146	2.6	12	188.1
New Zealand	882	0.3	23	687	265	952	0.2	23	7.9
Subtotal	4,751	1.6		10,022	2,076	12,098	2.8		154.6
Not stated	526	0.2		11,558	595	12,153	2.8		
TOTAL	302,529	100		371,289	56,979	428,268	100		41.6

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 4: International Visitors by Nationality and Purpose of Visit, October 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	1	-	0	93	2,092	0	0	9	2,195
British	0	1	-	0	184	2,821	2	0	34	3,042
German	0	0	-	2	257	4,981	0	0	16	5,256
Italian	0	0	-	0	119	3,559	0	9	33	3,720
French	0	0	-	1	147	3,113	1	0	8	3,270
Dutch	0	0	1	0	10	1,239	0	0	-	1,250
Belgium	0	0	-	0	8	602	0	0	24	634
Russian	0	0	-	1	36	1,839	0	0	5	1,881
Turkish	0	0	-	0	1	74	0	0	1	76
Polish	0	0	-	1	22	1,554	0	0	1	1,578
Ukrainian	0	0	-	1	28	1,178	0	0	-	1,207
Czech Republic	0	0	-	0	17	544	0	0	1	562
Spanish	0	0	1	0	29	1,121	0	1	3	1,155
Other Europeans	4	0	-	0	176	4,461	0	0	191	4,832
Subtotal	4	2	2	6	1,127	29,178	3	10	326	30,658
ASIA										
Japanese	0	0	-	0	1	82	0	0	2	85
Chinese	0	0	-	1	13	1,484	0	0	2	1,500
Indian	0	0	-	1	14	1,362	1	0	2	1,380
Israeli	0	0	-	1	12	1,972	0	0	24	2,009
Other Asians	1	0	1	0	79	1,296	0	0	168	1,545
Subtotal	1	-	1	3	119	6,196	1	-	198	6,519
AFRICA										
Kenyan	0	0	-	0	22	432	3	0	3	460
South African	0	0	-	0	16	1,217	0	1	9	1,243
Other Africans	3	0	1	0	50	1,479	5	0	137	1,675
Subtotal	3	-	1	-	88	3,128	8	1	149	3,378
AMERICA										
American	1	2	-	3	57	4,899	0	2	378	5,342
Canadian	0	0	-	0	28	762	0	0	1	791
Other Americans	0	0	1	2	10	1,384	2	0	196	1,595
Subtotal	1	2	1	5	95	7,045	2	2	575	7,728
OCEANIA										
Australian	0	0	-	0	10	781	0	0	61	852
New Zealand	0	0	-	0	2	101	0	0	-	103
Subtotal	-	-	-	-	12	882	-	-	61	955
Not stated	0	0	-	0	0	458	0	0	100	558
TOTAL	9	4	5	14	1,441	46,887	14	13	1,409	49,796
TOTAL PERCENT	0.0	0.0	0.0	0.0	2.9	94.2	0.0	0.0	2.8	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	821	1,374	2,195
British	1,257	1,785	3,042
German	2,272	2,984	5,256
Italian	1,476	2,244	3,720
French	1,376	1,894	3,270
Dutch	519	731	1,250
Belgium	283	351	634
Russian	963	918	1,881
Turkish	28	48	76
Polish	664	914	1,578
Ukrainian	578	629	1,207
Czech Republic	199	363	562
Spanish	462	693	1,155
Other European Country	2,240	2,591	4,831
Subtotal	13,138	17,519	30,657
ASIA			
Japanese	29	56	85
Chinese	716	784	1,500
Indian	693	687	1,380
Israeli	885	1,124	2,009
Other Asian	934	611	1,545
Subtotal	3,257	3,262	6,519
AFRICA			
Kenyan	243	217	460
South African	387	856	1,243
Other African	995	680	1,675
Subtotal	1,625	1,753	3,378
AMERICA			
American	2,490	2,852	5,342
Canadian	292	499	791
Other American	894	701	1,595
Subtotal	3,676	4,052	7,728
OCEANIA			
Australian	439	413	852
New Zealand	46	57	103
Subtotal	485	470	955
Not stated	450	109	559
TOTAL OCTOBER, 2018	22,631	27,165	49,796
TOTAL SEPTEMBER, 2018	26,329	26,222	52,551
TOTAL % OCTOBER	45.4	54.6	100
% CHANGE, SEPTEMBER TO OCTOBER 2018	-14.0	3.6	-5.2

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	269	1,739	187	2,195
British	182	2,579	281	3,042
German	244	4,601	411	5,256
Italian	150	3,380	190	3,720
French	339	2,728	203	3,270
Dutch	54	1,077	119	1,250
Belgium	45	532	57	634
Russian	56	1,712	113	1,881
Turkish	1	73	2	76
Polish	37	1,434	107	1,578
Ukrainian	35	1,075	97	1,207
Czech Republic	31	494	37	562
Spanish	11	1,104	40	1,155
Other European	287	4,238	306	4,831
Subtotal	1,741	26,766	2,150	30,657
ASIA				
Japanese	11	63	11	85
Chinese	40	1,357	103	1,500
Indian	51	1,207	122	1,380
Israeli	50	1,766	193	2,009
Other Asian	60	1,387	98	1,545
Subtotal	212	5,780	527	6,519
AFRICA				
Kenyan	16	419	25	460
South African	64	1,125	54	1,243
Other African	61	1,552	62	1,675
Subtotal	141	3,096	141	3,378
AMERICA				
American	245	4,421	676	5,342
Canadian	11	648	132	791
Other American	70	1,435	90	1,595
Subtotal	326	6,504	898	7,728
OCEANIA				
Australian	45	743	64	852
New Zealand	3	80	20	103
Subtotal	48	823	84	955
Not stated	21	529	9	559
TOTAL	2,489	43,498	3,809	49,796
TOTAL PERCENT	5.0	87.4	7.6	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	396	237	633	1.3	396	237	633
2	544	475	1,019	2.0	1,088	950	2,038
3	1,528	1,549	3,077	6.2	4,584	4,647	9,231
4	2,085	2,386	4,471	9.0	8,340	9,544	17,884
5	2,292	2,459	4,751	9.5	11,460	12,295	23,755
6	2,988	10,016	13,004	26.1	17,928	60,096	78,024
7	5,289	3,987	9,276	18.6	37,023	27,909	64,932
8	2,025	1,690	3,715	7.5	16,200	13,520	29,720
9	813	660	1,473	3.0	7,317	5,940	13,257
10	1,285	1,038	2,323	4.7	12,850	10,380	23,230
11	551	476	1,027	2.1	6,061	5,236	11,297
12	704	550	1,254	2.5	8,448	6,600	15,048
13	278	223	501	1.0	3,614	2,899	6,513
14	766	549	1,315	2.6	10,724	7,686	18,410
15	376	332	708	1.4	5,640	4,980	10,620
16	106	87	193	0.4	1,696	1,392	3,088
17	52	43	95	0.2	884	731	1,615
18	43	36	79	0.2	774	648	1,422
19	48	27	75	0.2	912	513	1,425
20	65	45	110	0.2	1,300	900	2,200
21	81	53	134	0.3	1,701	1,113	2,814
22	27	19	46	0.1	594	418	1,012
23	1	3	4	0.0	23	69	92
24	8	5	13	0.0	192	120	312
25	6	6	12	0.0	150	150	300
26	3	4	7	0.0	78	104	182
27	1	1	2	0.0	27	27	54
28	5	9	14	0.0	140	252	392
29	7	-	7	0.0	203	-	203
30	100	49	149	0.3	3,000	1,470	4,470
31+	156	147	303	0.6	4,836	4,557	9,393
Total	22,629	27,161	49,790	100.0	168,183	185,383	353,566
Average intended Length of Stay ¹					7.4	6.8	7.1

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, October 2018

Nationality	October 2017	September 2018	October 2018	% Change, October 2017 to October 2018	% Change, September 2018 to October 2018
Russian	324	729	1,881	480.6	158.0
Polish	688	600	1,578	129.4	163.0
Ukrainian	264	130	1,207	357.2	828.5
Chinese	667	524	1,500	124.9	186.3
Indian	413	351	1,380	234.1	293.2
Israeli	3,114	2,499	2,009	-35.5	-19.6
Total	5,470	4,833	9,555	74.7	97.7

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 9: Summary of Visitors by Mode of Travel Through Entry Point, October 2018

Category	Airport	Seaport	Total
International flight/ Cruise Ship	28,193	8	28,201
Domestic flights/ Sea ferries	16,793	4,802	21,595
Total	44,986	4,810	49,796

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	633	1.3	633
2	1,019	2.0	2,038
3	3,077	6.2	9,231
4	4,471	9.0	17,884
5	4,751	9.5	23,755
6	13,004	26.1	78,024
7	9,276	18.6	64,932
8	3,715	7.5	29,720
9	1,473	3.0	13,257
10	2,323	4.7	23,230
11	1,027	2.1	11,297
12	1,254	2.5	15,048
13	501	1.0	6,513
14	1,315	2.6	18,410
15	708	1.4	10,620
16	193	0.4	3,088
17	95	0.2	1,615
18	79	0.2	1,422
19	75	0.2	1,425
20	110	0.2	2,200
21	134	0.3	2,814
22	46	0.1	1,012
23	4	0.0	92
24	13	0.0	312
25	12	0.0	300
26	7	0.0	182
27	2	0.0	54
28	14	0.0	392
29	7	0.0	203
30	149	0.3	4,470
+31	303	0.6	9,393
Total	49,790	100.0	353,566
Number of beds available in October 2018			524,830
Bed Occupancy Rate			67.4

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: refers 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 categorises 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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