

TOURISM STATISTICAL RELEASE

JANUARY - 2021

No.49



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TOURISM STATISTICAL RELEASE FOR JANUARY 2021

Tourist Arrivals in Zanzibar increased by **2.6** percent to **49,868** in January 2021 from **48,594** in December 2020 and decreased by **18.9** percent compared with corresponding month in 2020. Tourists from Europe continue to dominate the Zanzibar market by accounting **88.3** percent of the total visitors in January 2021 and increased by **2.9** percent compared with corresponding month in 2020. In country wise, Russia dominated the Tourism market by accounting **46.7** percent of all visitors entered in January 2021, followed by Polish (9.5 percent) and Ukraine (6.2 percent while New Zealand recorded the least (0.0 percent). Other performances are as shown in (**Table 1**).

The data from **Table 2** shows that **46,431** visitors entered through Airport, among them **42,434** visitors came by international flights and **3,997** by domestic flights and remaining **3,437** visitors entered through Seaport by using Sea Ferries.

Information on the purpose of visit (**Table 3**) shows that January 2021, about **49,727** visitors equivalent to **99.7** percent of visitors came for holidays and less than one percent (**0.1** percent) visitors came for visiting friends and relatives. **0.2** percent of remaining visitors came for other purpose.

Table 4 shows that among the visitors there were **23,851** males (**47.8** percent) and **26,017** females (**52.2** percent) in January 2021. Males increased by **8.7** percent and Females decreased by **2.4** 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 5** show that **4,124** (**8.3** percent) visitors were aged less than 15 years; **44,369** (**89.0** percent) were aged 15 to 64 years and **1,375** (**2.8** percent) were aged 65 years and older.

Table 6 shows that 21.0 percent of all visitors in January 2021 stayed in the country for Ten days. The overall average intended length of stay for visitors in January 2021 was about Ten (10.2) nights.

The visitors from emerging markets increased by more than 100 percent (**249.3** percent) in January 2021 compared with corresponding month in 2020 and they increased by **27.4** percent compared with previous month. Visitors from Russia and Ukraine showed a remarkable increase (603.8 percent and 350.6 percent respectively) in January 2021 compared with the corresponding month in 2020 and they increased by 22.4 percent and 52.1 respectively compared with previous month. Other performances are shown in **Table 7**.

The total of **537,075** bed-spaces was available in January 2021. Out of these bed-spaces, estimates of **506,740** hotel-beds were sold during that month representing a bed occupancy rate of **87.5** percent (**Table 9**).

Table1: International Visitors by Nationality, January 2021

Nationality	January 2020			December 2020			January 2021			% Change, December 2020 to January 2021	% Change, January 2020 to January 2021
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
EUROPE											
Scandinavian	3,528	5.7	4	604	1.2	13	333	0.7	13	-44.9	-90.6
British	2,583	4.2	8	1,557	3.2	7	942	1.9	9	-39.5	-63.5
German	3,493	5.7	5	1,351	2.8	8	1,105	2.2	7	-18.2	-68.4
Italian	9,092	14.8	1	637	1.3	12	472	0.9	10	-25.9	-94.8
French	4,776	7.8	2	2,425	5.0	4	2,903	5.8	4	19.7	-39.2
Dutch	1,679	2.7	11	325	0.7	16	234	0.5	15	-28.0	-86.1
Belgium	2,304	3.7	9	715	1.5	10	407	0.8	11	-43.1	-82.3
Russian	3,306	5.4	6	19012	39.1	1	23,267	46.7	1	22.4	603.8
Turkish	571	0.9	20	211	0.4	19	155	0.3	18	-26.5	-72.9
Polish	2,849	4.6	7	2,979	6.1	2	4,733	9.5	2	58.9	66.1
Ukrainian	688	1.1	19	2038	4.2	5	3,100	6.2	3	52.1	350.6
Czech Republic	927	1.5	13	1085	2.2	9	1,565	3.1	5	44.2	68.8
Spanish	753	1.2	17	381	0.8	15	257	0.5	14	-32.5	-65.9
Other European	6,215	10.1		4,056	8.3		4,547	9.1		12.1	-26.8
Subtotal	42,764	69.6		37,376	76.9		44,020	88.3		17.8	2.9
ASIA											
Japanese	163	0.3	22	11	0.0	23	28	0.1	22	154.5	-82.8
Chinese	795	1.3	14	146	0.3	20	71	0.1	21	-51.4	-91.1
Indian	434	0.7	21	440	0.9	14	194	0.4	16	-55.9	-55.3
Israeli	932	1.5	12	69	0.1	21	88	0.2	20	27.5	-90.6
Other Asian	1,899	3.1		1,131	2.3		807	1.6		-28.6	-57.5
Subtotal	4,223	6.9		1,797	3.7		1,188	2.4		-33.9	-71.9
AFRICA											
Kenyan	764	1.2	16	693	1.4	11	387	0.8	12	-44.2	-49.3
South African	2,037	3.3	10	1,628	3.4	6	1,035	2.1	8	-36.4	-49.2
Other African	2,617	4.3		2,274	4.7		1,137	2.3		-50.0	-56.6
Subtotal	5,418	8.8		4,595	9.5		2,559	5.1		-44.3	-52.8
AMERICA											
American	3,630	5.9	3	2,697	5.6	3	1,372	2.8	6	-49.1	-62.2
Canadian	712	1.2	18	309	0.6	17	171	0.3	17	-44.7	-76.0
Other American	3,156	5.1		1,086	2.2		201	0.4		-81.5	-93.6
Subtotal	7,498	12.2		4,092	8.4		1,744	3.5		-57.4	-76.7
OCEANIA											
Australian	795	1.3	14	223	0.5	18	148	0.3	19	-33.6	-81.4
New Zealand	120	0.2	23	32	0.1	22	17	0.0	23	-46.9	-85.8
Subtotal	915	1.5		255	0.5		165	0.3		-35.3	-82.0
Not stated	643	1		479	1.0		192	0.4			
TOTAL	61,461	100		48,594	100		49,868	100.0		2.6	-18.9

Source: Zanzibar Commission for Tourism & Immigration Department, Zanzibar

Table 2: International Visitors by Nationality Through Entry Points, January 2021

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	157	93	250	0	83	83
British	542	218	760	0	182	182
German	686	240	926	0	179	179
Italian	288	150	438	0	34	34
French	2,046	540	2,586	0	317	317
Dutch	143	53	196	0	38	38
Belgium	281	77	358	0	49	49
Russian	22,614	385	22,999	0	268	268
Turkish	70	31	101	0	54	54
Polish	4,396	219	4,615	0	118	118
Ukrainian	2,886	137	3,023	0	77	77
Czech Republic	1,298	124	1,422	0	143	143
Spanish	147	88	235	0	22	22
Other Europeans	3,486	566	4,052	0	495	495
Subtotal	39,040	2,921	41,961	0	2,059	2,059
ASIA						
Japanese	9	9	18	0	10	10
Chinese	19	31	50	0	21	21
Indian	61	49	110	0	84	84
Israeli	44	32	76	0	12	12
Other Asians	512	156	668	0	139	139
Subtotal	645	277	922	0	266	266
AFRICA						
Kenyan	137	29	166	0	221	221
South African	857	130	987	0	48	48
Other Africans	604	93	697	0	440	440
Subtotal	1,598	252	1,850	0	709	709
AMERICA						
American	734	394	1,128	0	244	244
Canadian	74	23	97	0	74	74
Other Americans	95	77	172	0	29	29
Subtotal	903	494	1,397	0	347	347
OCEANIA						
Australian	76	37	113	0	35	35
New Zealand	7	10	17	0	0	0
Subtotal	83	47	130	0	35	0
Not stated	165	6	171	0	21	21
TOTAL	42,434	3,997	46,431	0	3,437	3,437

Source: Zanzibar Commission for Tourism & Immigration Department, Zanzibar

Table 3: International Visitors by Nationality and Purpose of Visit, January 2021

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	0	0	0	333	0	0	0	333
British	0	1	0	0	0	938	0	0	0	942
German	1	0	0	0	1	1,102	0	0	1	1,105
Italian	0	0	0	0	0	472	0	0	0	472
French	0	0	1	0	4	2,896	0	0	0	2,903
Dutch	0	0	0	0	0	233	0	0	1	234
Belgium	0	0	0	0	1	406	0	0	0	407
Russian	6	2	1	0	27	23,218	2	1	0	23,267
Turkish	0	0	0	0	0	155	0	0	0	155
Polish	1	0	0	0	8	4,722	1	0	0	4,733
Ukrainian	1	0	0	0	2	3,097	0	0	0	3,100
Czech Republic	0	0	0	0	3	1,560	1	0	1	1,565
Spanish	0	0	0	0	1	256	0	0	0	257
Other Europeans	1	1	0	0	2	4,541	0	0	0	4,547
Subtotal	10	4	3	0	49	43,929	4	1	20	44,020
ASIA				0						
Japanese	0	0	0	0	0	28	0	0	0	28
Chinese	0	0	0	0	0	71	0	0	0	71
Indian	0	0	0	0	0	194	0	0	0	194
Israeli	0	0	0	0	0	88	0	0	0	88
Other Asians	0	0	0	0	2	803	0	0	2	807
Subtotal	0	0	0	0	2	1,184	0	0	2	1,188
AFRICA			0	0						
Kenyan	0	0	0	0	0	387	0	0	0	387
South African	1	0	0	0	1	1,031	1	0	0	1,035
Other Africans	0	0	0	0	3	1,130	0	1	3	1,137
Subtotal	1	0	0	0	4	2,548	1	1	4	2,559
AMERICA		0	0	0						
American	1	2	0	0	5	1,363	0	0	1	1,372
Canadian	0	0	0	0	0	171	0	0	0	171
Other Americans	0	0	0	0	0	199	0	0	0	201
Subtotal	1	2	0	0	5	1,733	0	0	3	1,744
OCEANIA			0	0						
Australian	0	0	0	0	0	148	0	0	0	148
New Zealand	0	0	0	0	0	17	0	0	0	17
Subtotal	0	0	0	0	0	165	0	0	0	165
Not stated	0	0	0	0	0	168	0	0	24	192
TOTAL	12	6	3	0	60	49,727	5	2	53	49,868
TOTAL PERCENT	0.0	0.0	0.0	0	0.1	99.7	0.0	0.0	0.1	100

Source: Zanzibar Commission for Tourism & Immigration Department, Zanzibar

Table 4: International Visitors by Nationality and Sex, January 2021

Nationality	Male	Female	Total
EUROPE			
Scandinavian	174	159	333
British	491	451	942
German	559	546	1,105
Italian	256	216	472
French	1,399	1,504	2,903
Dutch	127	107	234
Belgium	194	213	407
Russian	10,763	12,504	23,267
Turkish	88	67	155
Polish	2,349	2,384	4,733
Ukrainian	1,531	1,569	3,100
Czech Republic	750	815	1,565
Spanish	118	139	257
Other European Country	2,308	2,239	4,547
Subtotal	21,107	22,913	44,020
ASIA			
Japanese	12	16	28
Chinese	38	33	71
Indian	133	61	194
Israeli	48	40	88
Other Asian	497	310	807
Subtotal	728	460	1,188
AFRICA			
Kenyan	196	191	387
South African	455	580	1,035
Other African	634	503	1,137
Subtotal	1,285	1,274	2,559
AMERICA			
American	330	1,042	1,372
Canadian	86	85	171
Other American	113	88	201
Subtotal	529	1,215	1,744
OCEANIA			
Australian	84	64	148
New Zealand	8	9	17
Subtotal	92	73	165
Not stated	110	82	192
TOTAL JANUARY, 2021	23,851	26,017	49,868
TOTAL DECEMBER, 2020	21,946	26,648	48,594
TOTAL PERCENT % CHANGE, DECEMBER 2020 TO JANUARY 2021	47.8	52.2	100
	8.7	-2.4	2.6

Source: Zanzibar Commission for Tourism & Immigration Department, Zanzibar

Table 5: International Visitors by Nationality and Categorized Age, January 2021

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	21	298	14	333
British	58	852	32	942
German	52	992	61	1,105
Italian	31	404	37	472
French	103	2,683	117	2,903
Dutch	14	203	17	234
Belgium	23	376	8	407
Russian	2,291	20,584	392	23,267
Turkish	11	139	5	155
Polish	540	4,030	161	4,731
Ukrainian	225	2,828	47	3,100
Czech Republic	103	1,379	83	1,565
Spanish	8	242	7	257
Other European	281	4,119	147	4,547
Subtotal	3,761	39,129	1,128	44,018
ASIA				
Japanese	3	25	0	28
Chinese	4	63	3	70
Indian	6	182	6	194
Israeli	4	82	2	88
Other Asian	35	716	55	806
Subtotal	52	1,068	66	1,186
AFRICA				
Kenyan	21	363	3	387
South African	98	903	35	1,036
Other African	60	1,054	22	1,136
Subtotal	179	2,320	60	2,559
AMERICA				
American	103	1,180	91	1,374
Canadian	7	153	11	171
Other American	10	188	3	201
Subtotal	120	1,521	105	1,746
OCEANIA				
Australian	8	129	11	148
New Zealand	0	15	2	17
Subtotal	8	144	13	165
Not stated	4	187	3	194
TOTAL	4,124	44,369	1,375	49,868
TOTAL PERCENT	8.3	89.0	2.8	100

Source: Zanzibar Commission for Tourism & Immigration Department, Zanzibar

Table 6: Intended Length of Stay and Sex of International Visitors in Zanzibar, January 2021

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	213	178	391	0.8	213	178	391
2	229	186	415	0.8	458	372	830
3	360	315	675	1.4	1,080	945	2,025
4	327	345	672	1.3	1,308	1,380	2,688
5	852	784	1,636	3.3	4,260	3,920	8,180
6	696	5,662	6,358	12.7	4,176	33,972	38,148
7	3,434	2,812	6,246	12.5	24,038	19,684	43,722
8	1,864	1,707	3,571	7.2	14,912	13,656	28,568
9	1,374	1,258	2,632	5.3	12,366	11,322	23,688
10	5,373	5,089	10,462	21.0	53,730	50,890	104,620
11	2,883	2,530	5,413	10.9	31,713	27,830	59,543
12	1,647	1,364	3,011	6.0	19,764	16,368	36,132
13	369	338	707	1.4	4,797	4,394	9,191
14	1,339	1,124	2,463	4.9	18,746	15,736	34,482
15	736	613	1,349	2.7	11,040	9,195	20,235
16	163	129	292	0.6	2,608	2,064	4,672
17	132	118	250	0.5	2,244	2,006	4,250
18	152	112	264	0.5	2,736	2,016	4,752
19	87	66	153	0.3	1,653	1,254	2,907
20	202	166	368	0.7	4,040	3,320	7,360
21	222	181	403	0.8	4,662	3,801	8,463
22	93	85	178	0.4	2,046	1,870	3,916
23	42	36	78	0.2	966	828	1,794
24	36	43	79	0.2	864	1,032	1,896
25	40	31	71	0.1	1,000	775	1,775
26	23	28	51	0.1	598	728	1,326
27	16	13	29	0.1	432	351	783
28	51	26	77	0.2	1,428	728	2,156
29	20	16	36	0.1	580	464	1,044
30	276	199	475	1.0	8,280	5,970	14,250
31+	600	463	1,063	2.1	18,600	14,353	32,953
Total	23,851	26,017	49,868	100.0	255,338	251,402	506,740
Average intended Length of Stay¹					10.7	9.7	10.2

Source: Zanzibar Commission for Tourism & Immigration Department, Zanzibar

¹The 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 2021

Nationality	January 2020	December 2020	January 2021	% Change, January 2020 to January 2021	% Change December 2020 to January 2021
Russian	3,306	19,012	23,267	603.8	22.4
Polish	2,849	2,979	4,733	66.1	58.9
Ukrainian	688	2038	3,100	350.6	52.1
Chinese	795	146	71	-91.1	-51.4
Indian	434	440	194	-55.3	-55.9
Israeli	932	69	88	-90.6	27.5
Total	9,004	24,684	31,453	249.3	27.4

Source: Zanzibar Commission for Tourism & Immigration Department, Zanzibar

Table 8: Summary of Visitors by Mode of Travel Through Entry Point, January 2021

Category	Airport	Seaport	Total
International flight/ Cruise Ship	42,434	0	42,434
Domestic flights/ Sea ferries	3,997	3,437	7,434
Total	46,431	3,437	49,868

Source: Zanzibar Commission for Tourism & Immigration Department, Zanzibar

**Table 9: International Visitors nights and Estimated Bed Occupancy
Rate in Zanzibar, January 2021**

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	391	0.8	391
2	415	0.8	830
3	675	1.4	2,025
4	672	1.3	2,688
5	1,636	3.3	8,180
6	6,358	12.7	38,148
7	6,246	12.5	43,722
8	3,571	7.2	28,568
9	2,632	5.3	23,688
10	10,462	21.0	104,620
11	5,413	10.9	59,543
12	3,011	6.0	36,132
13	707	1.4	9,191
14	2,463	4.9	34,482
15	1,349	2.7	20,235
16	292	0.6	4,672
17	250	0.5	4,250
18	264	0.5	4,752
19	153	0.3	2,907
20	368	0.7	7,360
21	403	0.8	8,463
22	178	0.4	3,916
23	78	0.2	1,794
24	79	0.2	1,896
25	71	0.1	1,775
26	51	0.1	1,326
27	29	0.1	783
28	77	0.2	2,156
29	36	0.1	1,044
30	475	1.0	14,250
31+	1,063	2.1	32,953
Total	49,868	100.0	506,740
Number of beds available in January,2021			578,987
Bed Occupancy Rate			87.5

Source: Zanzibar Commission for Tourism & Immigration Department, Zanzibar

Table 11: International Visitors by Month, 2017 - 2021

Month	2017	2018	2019	2020	2021
January	40,938	52,417	46,133	61,461	49,868
February	39,119	46,935	50,387	61,752	
March	30,366	39,592	33,883	33,801	
April	21,004	21,139	20,242	334	
May	15,696	18,655	15,640	197	
June	23,458	37,235	36,605	353	
July	41,034	53,087	55,947	3,079	
August	51,937	56,861	68,163	4,366	
September	38,977	52,551	49,732	5,422	
October	43,470	49,796	53,023	12,157	
November	36,363	39,713	47,824	29,128	
December	51,112	52,828	60,685	48,594	
Total	433,474	520,809	538,264	260,644	49,868

Source: Zanzibar Commission for Tourism & Immigration Department, 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.

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