



The 2023 Tourism Annual Statistical Report



June, 2024

PREFACE

Over the past few years, the tourism industry has continued to play a key role as a driver of economic growth and job creation for Zanzibar. The number of international visitor arrivals to Zanzibar has shown a steady growth since the reporting of Covid 19 outbreak from 260,644 visitors in 2020 to 638,498 visitors in 2023 representing an average annual growth rate of about 29.9 percent.

To maximize the potential of tourism gains, the existence of correct and reliable data of tourism is of paramount importance. Like in many other sectors, high quality data is essential for a better planning of tourism sector. Policy and planning in tourism sector need to be informed with evidence-based statistics to allow development interventions of the sector be grounded on the fact. Achieving the goal of providing timely and high-quality statistics, the Office of the Chief Government Statistician made efforts to improve tourism statistics and ensure its availability to all stakeholders. The improvement has been achieved by close cooperation between various stakeholders including Zanzibar Commission for Tourism and Department of Immigration. The tourism statistics report consists of monthly tourism statistical bulletin of which each monthly bulletin stands as one chapter.

The Annual Tourism Statistics Report have various indicators including the number of international visitor arrivals by entry points, the nationality of visitors, purpose of visiting Zanzibar, sex of visitors, age of visitors, number of international visitors from emerging countries, number of days of which a visitor stays in Zanzibar, intended average length of stay, and bed occupancy rate.

The office of the Chief Government Statistician hopes that this report provides useful statistics that may be used in planning, monitoring, and evaluation. The data may be used to assess the progress made towards achieving the ZADEF implementation.

Lastly but not least, the Office of the Chief Government Statistician invites constructive views and comments that will help to improve this report

ACKNOWLEDGEMENT

The Office of the chief government Statistician would like to thank everyone who in one way or another contributed to the production of this Annual Statistical Report. The data in this report will help stakeholders to perform efficient and effective planning in the tourism sector. The OCGS would like to thank all international visitors by providing their information through filling declaration cards when they enter Zanzibar.

Special gratitude should go to Immigration Department by supervising and managing the filling of the visitors' information in the declaration cards and submitting them to OCGS. Without their efforts, the Tourism Annual Statistical Report would not be possible.

OCGS would also appreciate the close cooperation provided by Zanzibar Commission of Tourism (ZCT). ZCT makes large contribution by supervising, compiling, and submitting the declaration cards to OCGS since they are the custodian of Tourism in Zanzibar.

In a special way, the OCGS appreciates the remarkable efforts taken by Tourism Unit staff, especially data entrants for their tireless working to make sure that all information from the declaration cards is being entered in the computers.

Finally, we would like to thank OCGS Information Unit by coordinating media dissemination of tourism releases through press conference. It is undoubtedly that their support has made tourism statistics available by all stakeholders. OCGS continue working with all that in one way or another make the contribution to produce this report

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 report provides 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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CHAPTER 1

ANNUAL TOURISM STATISTICS

Zanzibar recorded **638,498** international visitors in 2023 which is an increase of **16.4** percent compared with **548,503** visitors recorded in 2022.

Tourists from Europe continued to dominate the market by accounting **392,907** equivalent to **71.6** percent of the total visitors in 2023. In country wise, French dominated the Tourism market by accounting **12.5** percent of all visitors entered in 2023, followed by Polish (8.1 percent), German by (8.0 percent), Italian by (6.7 percent) while New Zealand recorded less than one percent which is the least. Other performances are as shown in (**Table 1**).

The data shows that in 2023, a total of **570,394** visitors equivalent to **84.2** percent of the total visitors entered through Airport, where by **537,799** visitors of them entered by international flights and **32,595** by domestic flights. The remaining **68,104** visitors entered through seaport of whom **4,383** entered by cruise ship and **63,721** by sea Ferries from Tanzania Mainland as shown in Figure 1 & Table 2.

Information on the purpose of visit (**Table 3**) shows that in 2023, about **624,493** visitors equivalent to **97.8** percent came for holidays, **0.4** percent came for visiting friends and relatives and **1.7** percent came for other purposes.

Table 4 & Figure 2 shows that **319,979** visitors (**50.1** percent) were male and **318,519** (**49.9** percent) were female. Male increased by 47.7 percent and Female decrease by 6.0 percent compared with 2022.

The ages of the visitors were categorized into three broad groups: those younger than 15 years who are regarded as children, 15 to 64 years who are regarded as working age population, and 65 years and older are regarded as retirees. The overall results show that **46,168** (**7.2** percent) visitors were aged less than 15 years, **550,470** (**86.2** percent) were aged 15 to 64 years and **41,860** (**6.6** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The visitors from emerging markets in 2023 (Poland, India, Russia, Israel, China and Ukraine) increased by **2.6** percent compared with the visitors recorded in 2022. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that **19.62** percent of visitors stayed in the country for seven days in 2023. The overall average intended length of stay for visitors in 2023 was eight nights (**8.1**).

Table 1. 1: Number of International Visitors by Nationality, 2022 - 2023

Nationality	2023			2022			Percentage Change
	Number	Percent	Rank	Number	Percent	Rank	
EUROPE							
Scandinavian	24,872	3.9	7	19,570	3.6	8	27.1
British	38,628	6.0	5	30,562	5.6	5	26.4
German	57,178	9.0	3	43,634	8	3	31.0
Italian	67,584	10.6	2	36,928	6.7	4	83.0
French	68,079	10.7	1	68,487	12.5	1	-0.6
Dutch	17,028	2.7	10	16,359	3	10	4.1
Belgium	9,180	1.4	14	11,472	2.1	14	-20.0
Russian	9,166	1.4	15	6,447	1.2	17	42.2
Turkish	5,490	0.9	19	3,987	0.7	20	37.7
Polish	46,289	7.2	4	44,462	8.1	2	4.1
Ukrainian	4,026	0.6	20	12,843	2.3	12	-68.7
Czech Republic	16,632	2.6	11	18,521	3.4	9	-10.2
Spanish	10,794	1.7	12	11,712	2.1	13	-7.8
Other Europeans	87,355	13.7		67,917	12.4		28.6
Sub Total	462,301	72.4		392,901	71.6		17.7
ASIA							
Japanese	1069	0.2	23	544	0.1	24	96.5
Chinese	6,792	1.1	18	2,476	0.5	21	174.3
Indian	9,544	1.5	13	8,182	1.5	15	16.6
Israeli	7,549	1.2	16	6,848	1.2	16	10.2
Other Asians	21,168	3.3		19,030	3.5		11.2
Sub Total	46,122	7.2		37,080	6.8		24.4
AFRICA							
Kenyan	18,646	2.9	9	14,769	2.7	11	26.3
South African	24,307	3.8	8	24,915	4.5	6	-2.4
Egyptian	3,167	0.5	22	4,547	0.8	19	-30.3
Other Africans	38,038	6.0		28,583	5.2		33.1
Sub Total	84,158	13.2		72,814	13.3		15.6
AMERICA							
American	28,560	4.5	6	21,470	3.9	7	33.0
Canadian	7,072	1.1	17	5,153	0.9	18	37.2
Other Americans	5,239	0.8		4,322	0.8		21.2
Sub Total	40,871	6.4		30,945	5.6		32.1
OCEANIA							
Australian	3,929	0.6	21	2,097	0.4	22	87.4
New Zealand	840	0.1	24	648	0.1	23	29.6
Sub Total	4,769	0.7		2,745	0.5		73.7
Not stated	277	0.0		12,018	2.2		
Total	638,498	100.0		548,503	100		16.4

Figure 1. 1: Number of International Visitors Arrival by Month, 2023



Figure 1. 2: International Visitors by Entry Points, 2023

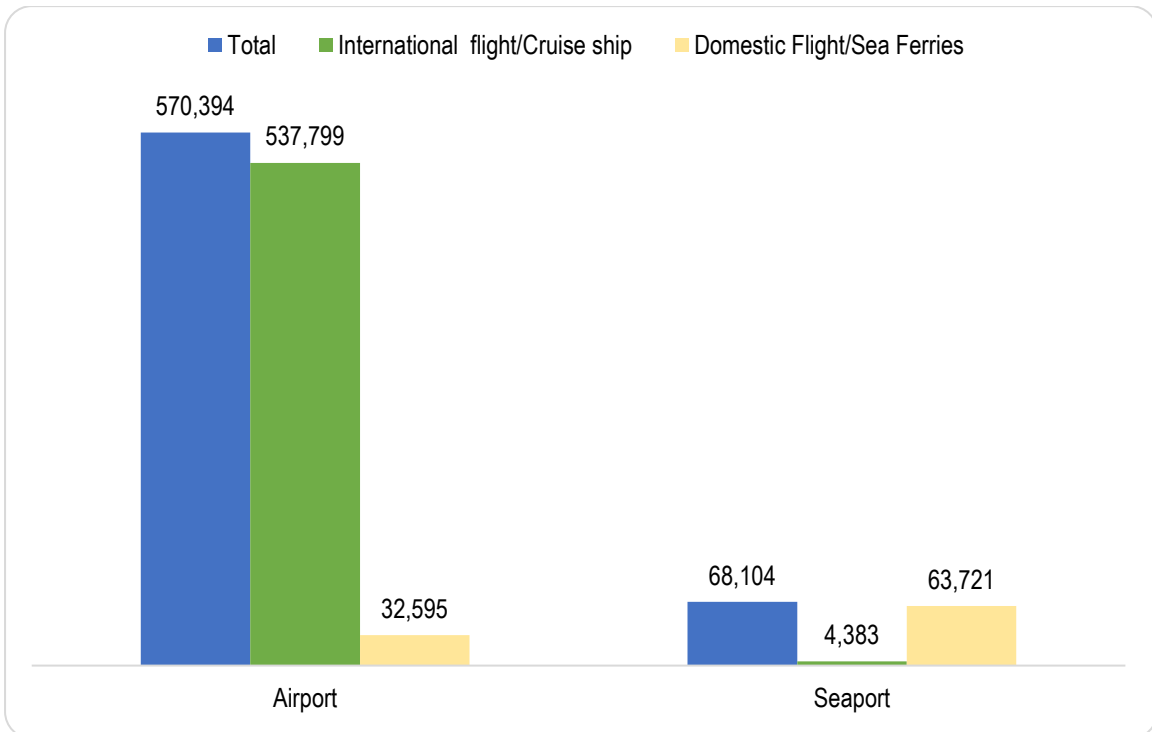


Table 1. 2: Number of Recorded International Visitors Arrival by Entry Points, 2023

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	20,222	2,196	22,418	43	2,411	2,454
British	31,071	1,647	32,718	882	5,028	5,910
German	49,649	2,824	52,473	974	3,731	4,705
Italian	63,087	3,075	66,162	20	1,402	1,422
French	61,447	3,830	65,277	57	2,745	2,802
Dutch	14,428	1,159	15,587	55	1,386	1,441
Belgium	7,555	722	8,277	16	887	903
Russian	8,342	322	8,664	4	498	502
Turkish	4,638	209	4,847	0	643	643
Polish	44,280	1,533	45,813	6	470	476
Ukrainian	3,771	179	3,950	14	62	76
Czech Republic	15,713	718	16,431	0	201	201
Spanish	9,264	834	10,098	15	681	696
Other Europeans	79,329	4,844	84,173	118	3,128	3,246
Sub Total	412,796	24,092	436,888	2,204	23,273	25,477
ASIA						
Japanese	622	126	748	7	314	321
Chinese	3,841	300	4,141	9	2,642	2,651
Indian	5,875	370	6,245	49	3,250	3,299
Israeli	7,159	205	7,364	0	185	185
Other Asians	17,556	874	18,430	61	2,682	2,743
Sub Total	35,053	1,875	36,928	126	9,073	9,199
AFRICA						
Kenyan	11,042	907	11,949	28	6,669	6,697
South African	22,610	566	23,176	5	1,126	1,131
Egyptian	2,493	154	2,647	1	519	520
Other Africans	23,334	1,792	25,126	5	12,908	12,913
Sub Total	59,479	3,419	62,898	39	21,222	21,261
AMERICA						
American	19,326	1,666	20,992	1,518	6,050	7,568
Canadian	4,362	602	4,964	298	1,810	2,108
Other Americans	4,046	469	4,515	34	699	733
Sub Total	27,734	2,737	30,471	1,850	8,559	10,409
OCEANIA						
Australian	2,166	334	2,500	149	1,280	1,429
New Zealand	403	123	526	15	299	314
Sub Total	2,569	457	3,026	164	1,579	1,743
Not stated	168	15	183	-	15	15
Total	537,799	32,595	570,394	4,383	63,721	68,104

Figure 1. 3: Monthly number of Recorded International Visitors Arrival by Entry Points, 2023

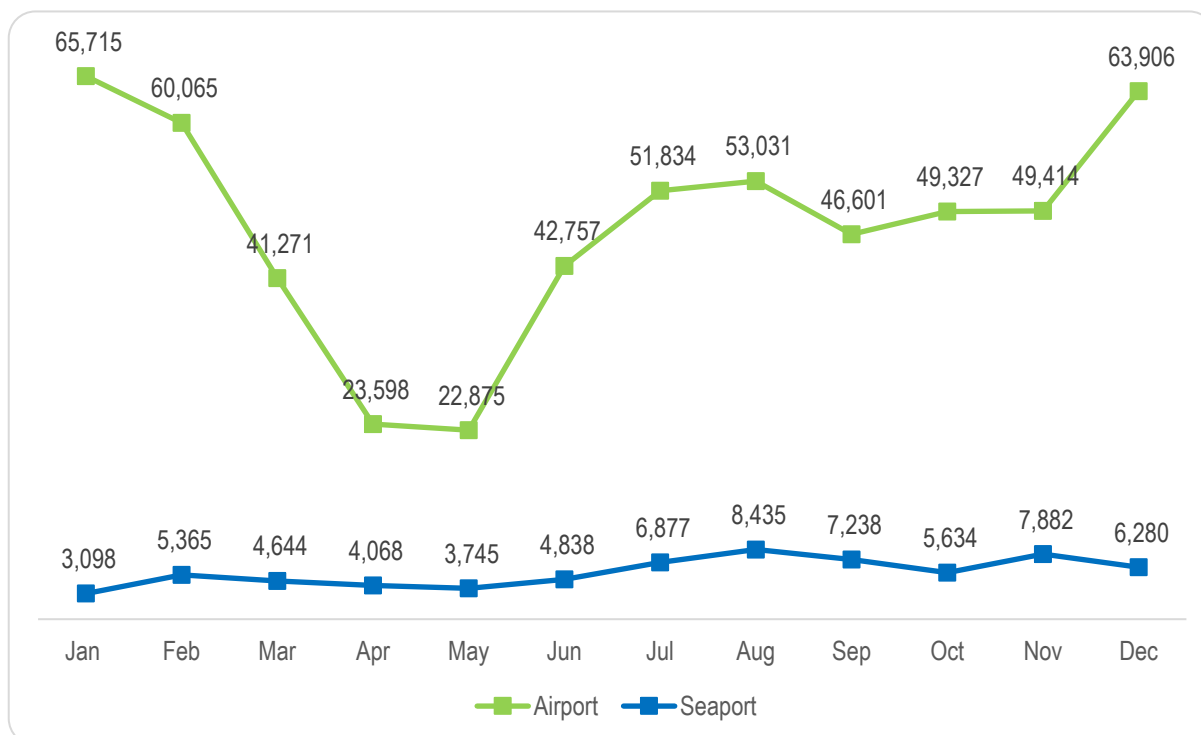


Table 1. 3: Number of Recorded International Visitors Arrival by Month and Purpose of Visit, 2023

Month	Seeking employment	Temporary employment	Visiting friends and relatives	Holidays	Business and conference	In transit	others	Total
January	56	27	811	61,695	14	9	6,201	68,813
February	17	3	343	64,823	11	1	232	65,430
March	1	3	87	45,765	10	6	43	45,915
April	1	9	162	27,448	2	0	44	27,666
May	3	0	105	26,462	8	2	40	26,620
June	9	1	192	47,317	2	6	68	47,595
July	28	5	204	58,362	8	4	100	58,711
August	7	0	212	61,134	19	2	92	61,466
September	5	4	77	53,689	2	4	58	53,839
October	13	0	128	54,738	8	1	73	54,961
November	7	6	243	54,748	5	3	2,284	57,296
December	26	1	278	68,312	11	3	1,555	70,186
Total	173	59	2,842	624,493	100	41	10,790	638,498
Percent	0.0	0.0	0.4	97.8	0.0	0.0	1.7	100.0

Table 1. 4: Number of Recorded International Visitors Arrival by Nationality and Sex, 2023

Nationality	Male	Female	Total
EUROPE			
Scandinavian	11,465	13,410	24,875
British	19,073	19,555	38,628
German	28,044	29,136	57,180
Italian	33,977	33,628	67,605
French	33,086	34,993	68,079
Dutch	8,522	8,506	17,028
Belgium	4,254	4,926	9,180
Russian	4,322	4,844	9,166
Turkish	3,128	2,362	5,490
Polish	22,298	24,029	46,327
Ukrainian	1,788	2,242	4,030
Czech Republic	7,963	8,670	16,633
Spanish	5,425	5,369	10,794
Other Europeans	43,194	44,157	87,351
Sub Total	226,539	235,827	462,366
ASIA			
Japanese	649	421	1,070
Chinese	3,975	2,817	6,792
Indian	6,022	3,527	9,549
Israeli	3,561	3,989	7,550
Other Asians	12,311	8,859	21,170
Sub Total	26,518	19,613	46,131
AFRICA			
Kenyan	9,704	8,952	18,656
South African	12,263	12,044	24,307
Egyptian	2012	1,155	3,167
Other Africans	20,766	17,272	38,038
Sub Total	44,745	39,423	84,168
AMERICA			
American	13,464	15,088	28,552
Canadian	3,506	3,566	7,072
Other Americans	2,677	2,565	5,242
Sub Total	19,647	21,219	40,866
OCEANIA			
Australian	2,004	1,925	3,929
New Zealand	432	408	840
Sub Total	2,436	2,333	4,769
Not stated	94	104	198
Total, 2023	319,979	318,519	638,498
Percent	50.1	49.9	100

Figure 1. 4: International Visitors by Sex, 2023

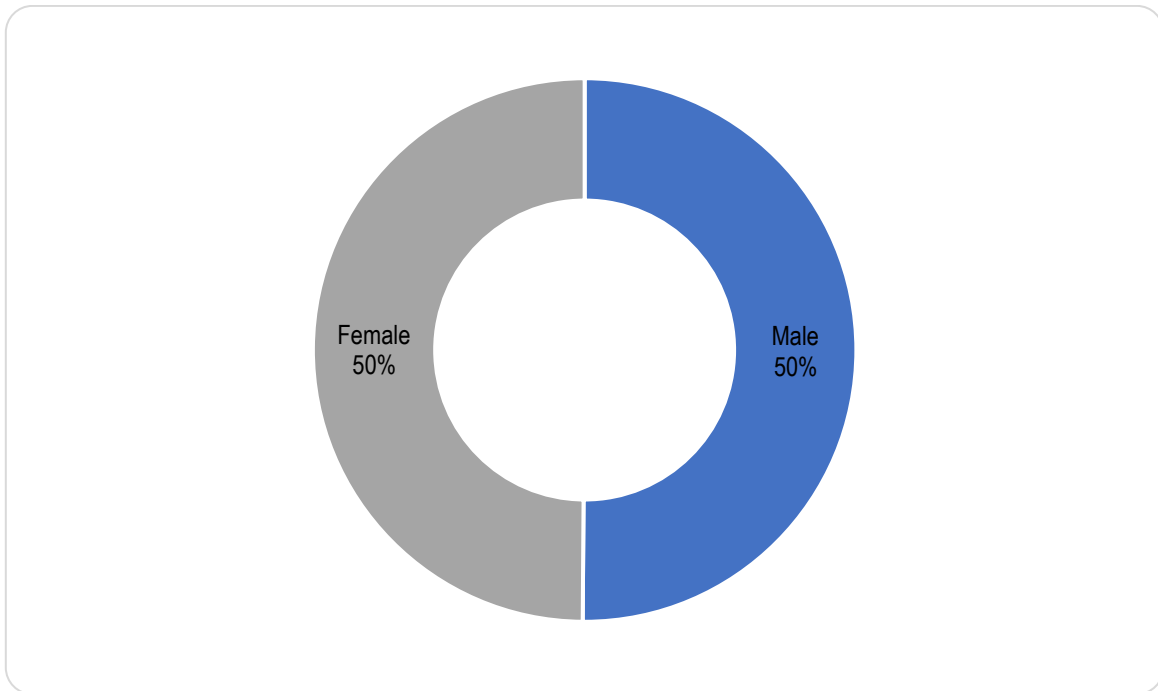


Figure 1. 5: Monthly international Visitors by Sex, 2023

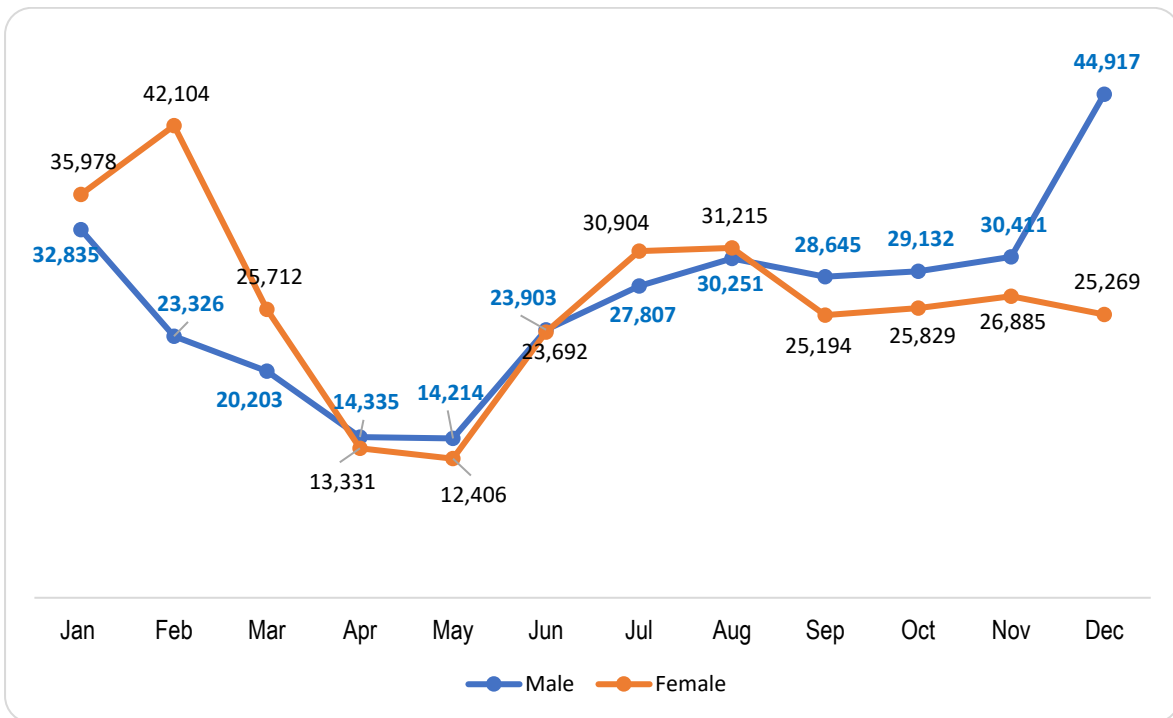


Figure 1. 6: International Visitors by Categorized Age, 2023

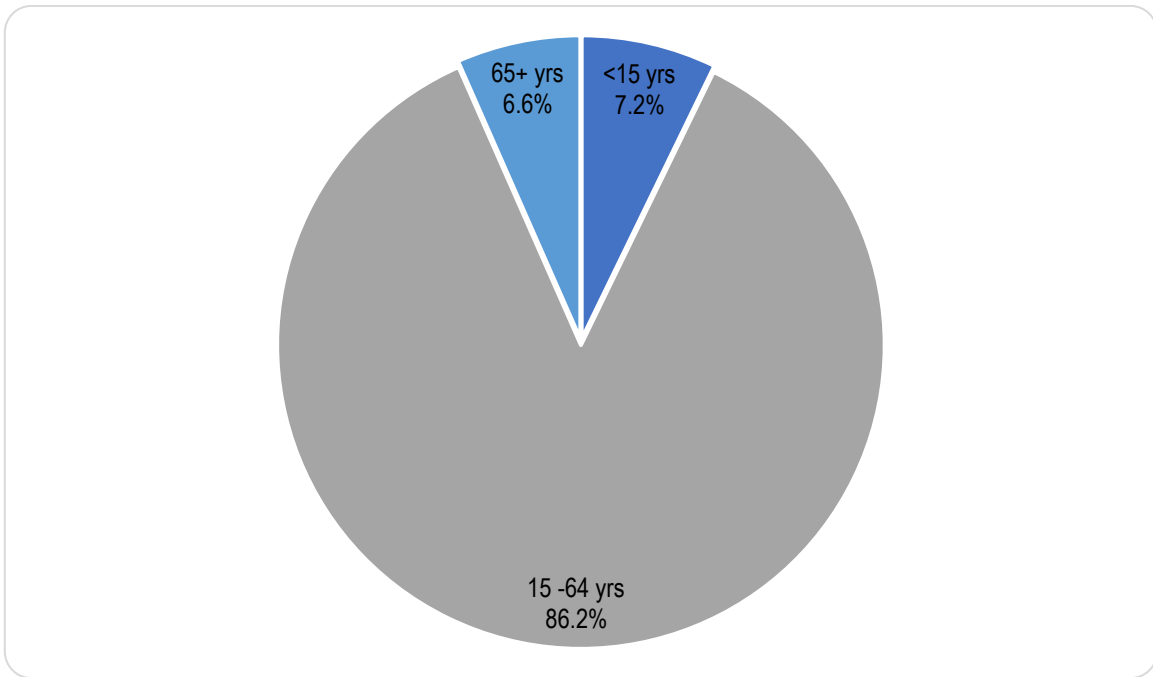


Figure 1. 7: Monthly international Visitors by Categorized Age, 2023

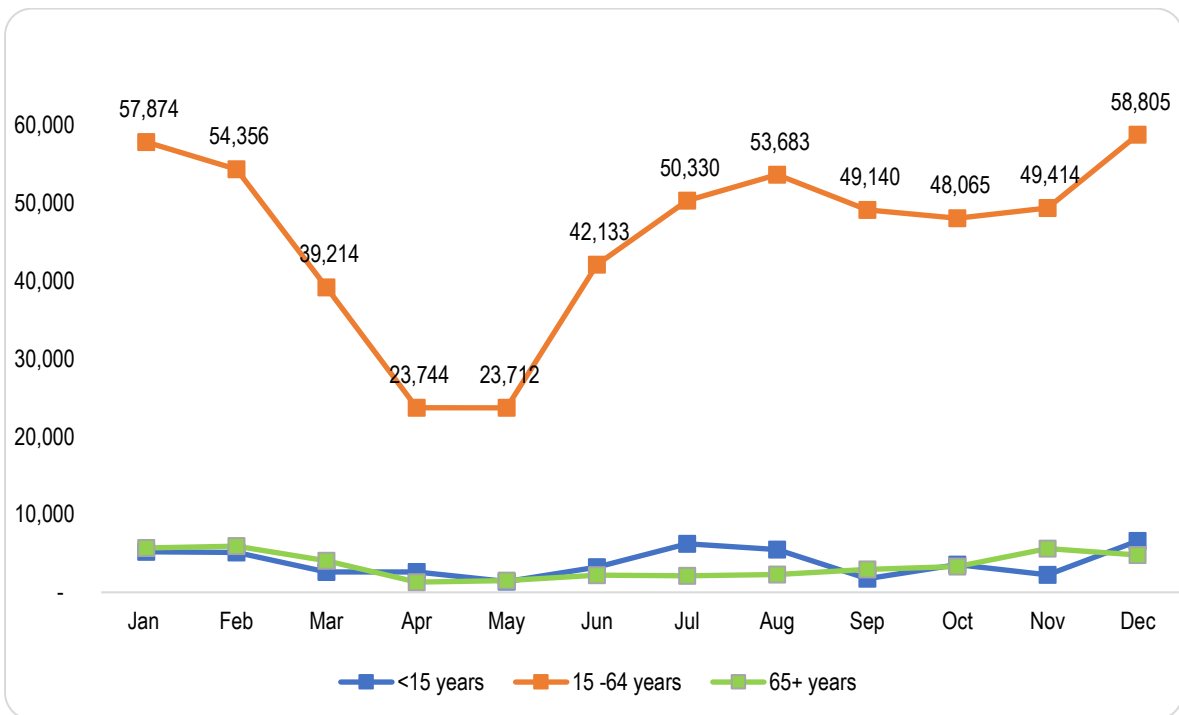


Table 1. 5: Number of Recorded International Visitors by Nationality and Age Group, 2023

Nationality	<15 years	15 -64 years	65+ years	Total
EUROPE				
Scandinavian	2,291	20,831	1,750	24,872
British	2,910	31,669	4,049	38,628
German	2,898	50,359	3,921	57,178
Italian	4,836	57,384	5,364	67,584
French	5,357	58,558	4164	68,079
Dutch	1026	14,770	1232	17,028
Belgium	626	8,012	542	9,180
Russian	825	8,058	283	9,166
Turkish	423	4,946	121	5,490
Polish	3719	40,437	2133	46,289
Ukrainian	383	3,510	133	4,026
Czech Republic	1344	14,063	1225	16,632
Spanish	469	9,967	358	10,794
Other Europeans	6,587	75,756	5,012	87,355
Sub Total	33,694	398,320	30,287	462,301
ASIA				
Japanese	53	920	96	1069
Chinese	456	6,126	210	6,792
Indian	763	8,318	463	9,544
Israeli	823	6,345	381	7,549
Other Asians	1,444	18,303	1421	21,168
Sub Total	3,539	40,012	2,571	46,122
AFRICA				
Kenyan	1342	16,629	675	18,646
South African	2,102	20,990	1215	24,307
Egyptian	204	2,923	40	3,167
Other Africans	2485	34,762	791	38,038
Sub Total	6,133	75,304	2,721	84,158
AMERICA				
American	1,808	22,652	4,100	28,560
Canadian	516	5,318	1238	7,072
Other Americans	213	4,707	319	5,239
Sub Total	2,537	32,677	5,657	40,871
OCEANIA				
Australian	209	3,282	438	3,929
New Zealand	29	697	114	840
Sub Total	238	3,979	552	4,769
Not stated	27	178	72	277
Total	46,168	550,470	41,860	638,498
Percent	7.2	86.2	6.6	100.0

Figure 1. 8: Visitors Arrival from Emerging Markets, 2023 and 2022

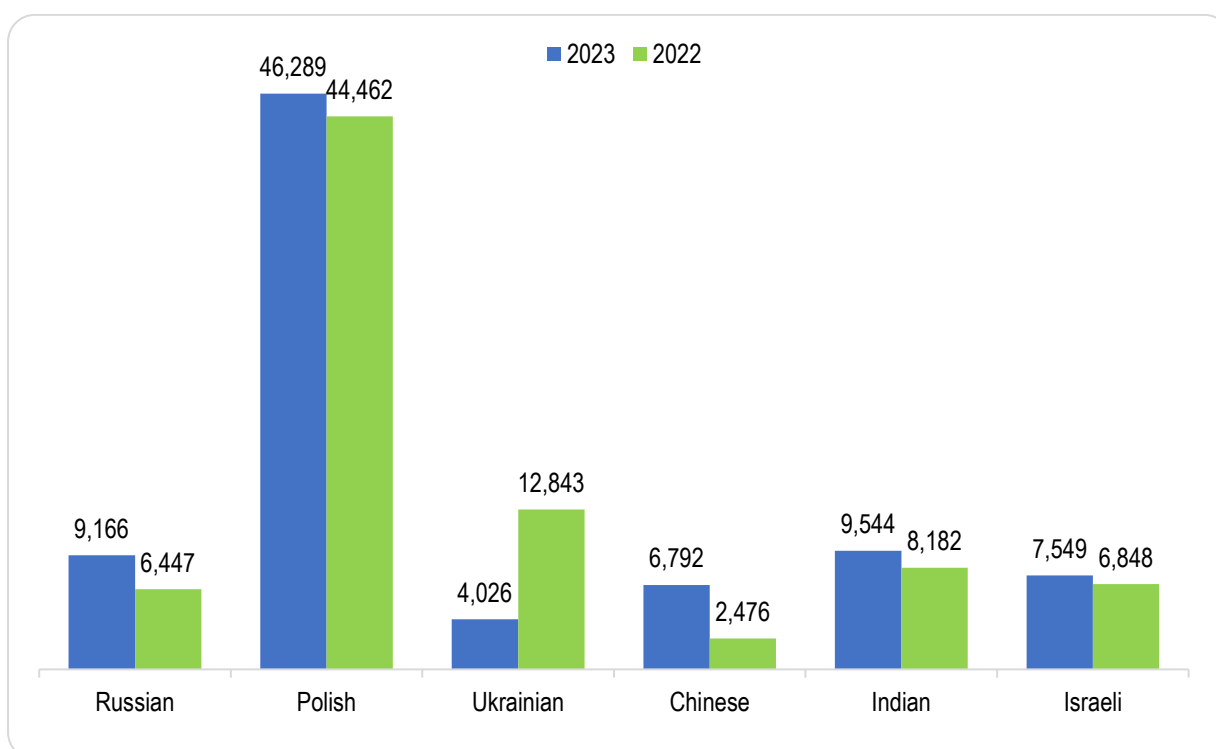
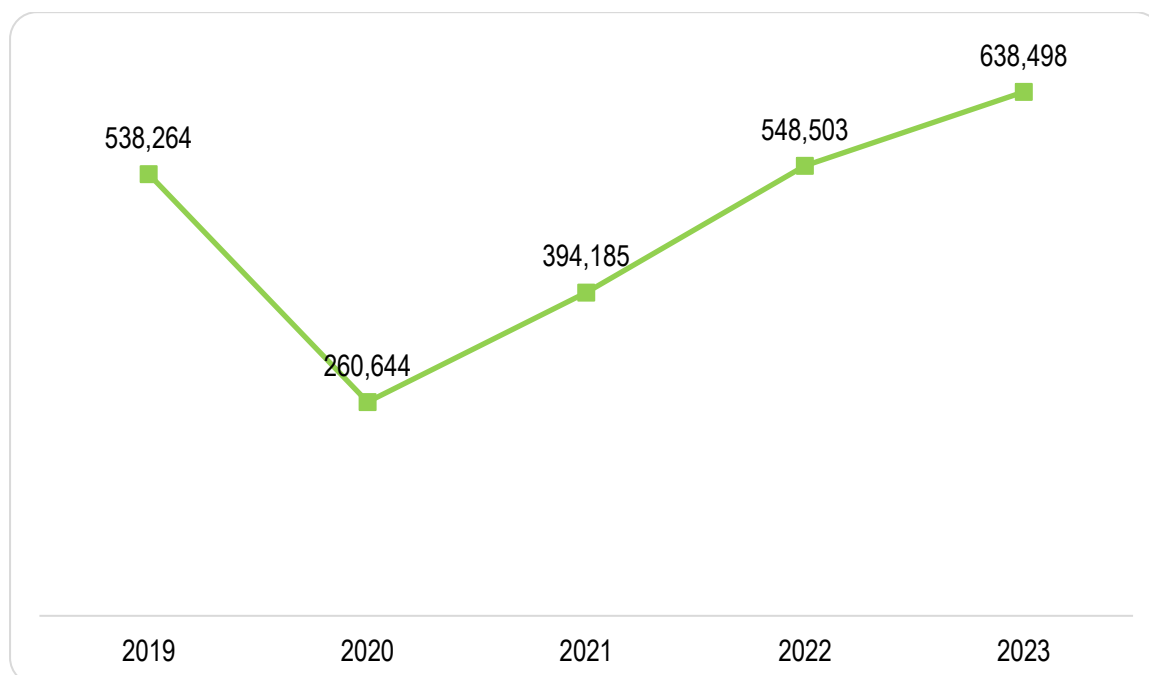


Table 1. 6: Intended Length of Stay for International Visitors by Sex, 2023

Intended Length of Stay (Day)	Number of Arrival			Percentage	Total Nights		
	Male	Female	Total		Male	Female	Total
1	5,540	3,728	9,268	1.45	5,540	3,728	9,268
2	6,928	5,850	12,778	2.00	13,856	11,700	25,556
3	8,984	8,132	17,116	2.68	26,952	24,396	51,348
4	10,023	10,042	20,065	3.14	40,092	40,168	80,260
5	55,394	30,122	85,516	13.39	276,970	150,610	427,580
6	27,083	63,194	90,277	14.14	162,498	379,164	541,662
7	66,632	58,650	125,282	19.62	466,424	410,550	876,974
8	52,811	56,723	109,534	17.15	422,488	453,784	876,272
9	19,835	19,542	39,377	6.17	178,515	175,878	354,393
10	15,991	15,121	31,112	4.87	159,910	151,210	311,120
11	6,657	6,509	13,166	2.06	73,227	71,599	144,826
12	8,035	7,866	15,901	2.49	96,420	94,392	190,812
13	3,486	3,387	6,873	1.08	45,318	44,031	89,349
14	11,285	10,301	21,586	3.38	157,990	144,214	302,204
15	6,470	5,875	12,345	1.93	97,050	88,125	185,175
16	2,024	1,887	3,911	0.61	32,384	30,192	62,576
17	1,192	1,051	2,243	0.35	20,264	17,867	38,131
18	877	835	1,712	0.27	15,786	15,030	30,816
19	607	624	1,231	0.19	11,533	11,856	23,389

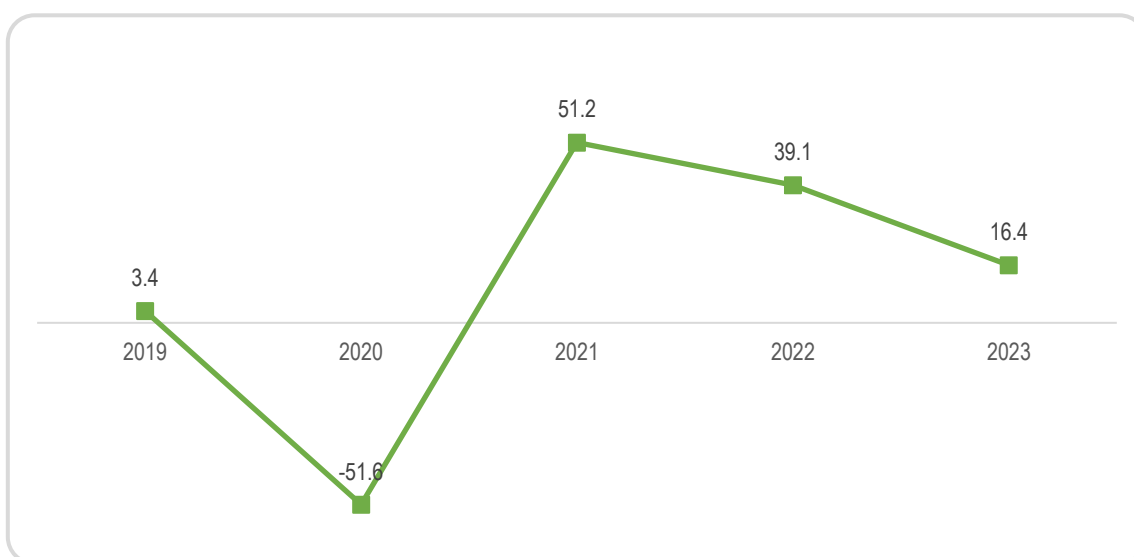
Intended Length of Stay (Day)	Number of Arrival			Percentage	Total Nights		
	Male	Female	Total		Male	Female	Total
20	1117	976	2,093	0.33	22,340	19,520	41,860
21	1421	1368	2,789	0.44	29,841	28,728	58,569
22	335	301	636	0.10	7,370	6,622	13,992
23	234	238	472	0.07	5,382	5,474	10,856
24	191	174	365	0.06	4,584	4,176	8,760
25	274	252	526	0.08	6,850	6,300	13,150
26	118	120	238	0.04	3,068	3,120	6,188
27	86	100	186	0.03	2,322	2,700	5,022
28	304	299	603	0.09	8,512	8,372	16,884
29	99	130	229	0.04	2,871	3,770	6,641
30	2,030	1,590	3,620	0.57	60,900	47,700	108,600
31	3,916	3,532	7,448	1.17	121,396	109,492	230,888
Total	319,979	318,519	638,498	100.00	2,578,653	2,564,468	5,143,121
	Average intended Length of Stay¹				8.1	8.1	8.1

Figure 1. 9: Number of Recorded Visitors Arrival, 2019-2023



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

Figure 1. 10: Percentage Growth Rate of International Visitors, 2019-2023



Annex 1. 1: Distribution of International Visitors Arrival from Emerging Markets, 2023

Nationality	2023	2022	Percentage Change
Russian	9,166	6,447	42.2
Polish	46,289	44,462	4.1
Ukrainian	4,026	12,843	-68.7
Chinese	6,792	2,476	174.3
Indian	9,544	8,182	16.6
Israeli	7,549	6,848	10.2
Total	83,366	81,258	2.6

Annex 1. 2: Number of Recorded Visitors Arrival by Month, 2019-2023

Month	2023	2022	2021	2020	2019
January	68,813	42,443	49,868	61,461	46,133
February	65,430	46,995	51,574	61,752	50,387
March	45,915	38,762	43,821	33,801	33,883
April	27,666	20,540	13,839	334	20,242
May	26,620	20,450	9,280	197	15,640
June	47,595	34,013	20,416	353	36,605
July	58,711	58,157	29,714	3,079	55,947
August	61,466	61,388	34,425	4,366	68,163
September	53,839	46,338	25,817	5,422	49,732
October	54,961	57,547	31,826	12,157	53,023
November	57,296	55,150	35,438	29,128	47,824
December	70,186	66,720	48,167	48,594	60,685
Total	638,498	548,503	394,185	260,644	538,264

Annex 1. 3: Annual Records of Visitors Arrival by Nationality 2019-2023

Nationality	2023	2022	2021	2020	2019
EUROPE					
Scandinavian	24,872	19,570	7,107	10,919	24,147
British	38,628	30,562	11,571	11,750	30,287
German	57,178	43,634	16,670	14,337	42,553
Italian	67,584	36,928	6,674	21,426	61,315
French	68,079	68,487	37,439	22,223	42,446
Dutch	17,028	16,359	5,743	5,174	15,592
Belgium	9,180	11,472	9,353	7,173	18,955
Russian	9,166	6,447	70,445	43,578	12,516
Turkish	5,490	3,987	2,512	1,817	3,450
Polish	46,289	44,462	36,925	12,331	20,483
Ukrainian	4,026	12,843	14,751	5,849	4,316
Czech Republic	16,632	18,521	7,018	4,758	7,036
Spanish	10,794	11,712	7,270	3,373	13,265
Other European	87,419	67,917	44,133	24,323	45,395
Subtotal	462,365	392,901	277,611	189,031	341,756
ASIA					
Japanese	1,069	544	263	494	1,784
Chinese	6,792	2,476	1,229	1,894	6,731
Indian	9,544	8,182	6,903	2,211	5,880
Israeli	7,549	6,848	4,167	2,356	9,452
Other Asian	21,173	19,030	14,117	7,255	18,689
Subtotal	46,127	37,080	26,679	14,210	42,536
AFRICA					
Kenyan	18,646	14,769	7,023	3,473	11,311
South African	24,307	24,915	19,936	7,321	24,930
Egyptian	3,167	4,547	5,802		
Other African	38,039	28,583	19,216	12,553	25,071
Subtotal	84,159	72,814	51,977	23,347	61,312
AMERICA					
United states	28,560	21,470	19,369	16,139	43,689
Canadian	7,072	5,153	2,668	2,813	7,796
Other American	5,248	4,322	5,892	10,441	22,762
Subtotal	40,880	30,945	27,929	29,393	74,247
OCEANIA					
Australian	3,929	2,097	1,407	2,114	7,324
New Zealand	840	648	301	321	1,309
Subtotal	4,769	2,745	1,708	2,435	8,633
Not Stated	198	12,018	8,281	2,228	9,780
All Countries	638,498	548,503	394,185	260,644	538,264
Growth Rate	16.4	39.1	51.2	-51.6	3.4

CHAPTER 2

JANUARY TOURISM STATISTICS

Zanzibar recorded **68,813** international visitors in January 2023 which is an increase of **62.1** percent compared with **42,443** visitors recorded in January 2022 and increased by **3.1** percent compared with **66,720** visitors recorded in the preceding month (December 2022).

Tourists from Europe continued to dominate the market by accounting (**81.9** percent) of the total visitors in January 2023. In country wise, Italy dominated the Tourism market by accounting **15.0** percent of all visitors entered in January 2023, followed by French (**12.6** percent) while New Zealand recorded less than one percent which is the least. Other performances are as shown in (**Table 1**).

The data shows that **65,715** visitors equivalent to **95.4** percent of the total visitors entered through Airport, whereby **58,489** visitors of them entered by international flights and **7,226** by domestic flights. The remaining **3,098** visitors entered through seaport of whom **20** entered Pemba by Sea ferries from Kenya and **3,078** by Sea Ferries from Tanzania Mainland as shown in **Figure 1 & Table 2**.

Information on the purpose of visit (**Table 3**) shows that in January 2023, about **61,695** visitors equivalent to **89.7** percent came for holidays, **1.2** percent came for visiting friends and relatives and **9.1** percent came for other purposes.

Table 4 & Figure 2 shows that **32,835** visitors (**47.7** percent) were male and **35,978** (**52.3** percent) were female. Male and Female increased by **4.9** and **1.6** percent respectively compared with the preceding month of December 2022.

The ages of the visitors were categorized into three broad groups: those younger than 15 years who are regarded as children, 15 to 64 years who are regarded as working age population, and 65 years and older are regarded as retirees. The overall results show that **5,227** (**7.6** percent) visitors were aged less than 15 years, **57,874** (**84.1** percent) were aged 15 to 64 years and **5,712** (**8.3** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The visitors from emerging markets (Poland, India, Russia, Israel, China and Ukraine) increased by **23.2** percent compared with previous month. Other performances are shown in (**Figure 4 & Annex I: Table 6**).

Table 7 shows that around one for every five visitors (**21.2** percent) stayed in the country for Six days in January 2023. The overall average intended length of stay for visitors in January 2023 was eight nights.

The total of **701,189** bed-spaces was available in January 2023. Out of these bed-spaces, estimates of **578,719** beds were sold during in January representing a bed occupancy rate of **82.5** percent (Table 8).

Table 2. 1: International Visitors by Nationality, January 2023, December 2022 and January 2022

Nationality	January-22			December-22			January-23			% Change, December 2022 and January 2023	% Change, January 2022 and January 2023
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	1,525	3.6	7	2,586	3.9	8	3,588	5.2	5	38.7	135.3
British	1,123	2.6	8	2,944	4.4	6	2,615	3.8	6	-11.2	132.9
German	2,196	5.2	5	4,825	7.2	3	4,634	6.7	4	-4.0	111.0
Italian	546	1.3	13	8,609	12.9	1	10,338	15.0	1	20.1	1793.4
French	5,086	12	3	6,875	10.3	2	8,658	12.6	2	25.9	70.2
Dutch	1,032	2.4	9	1,740	2.6	11	2,524	3.7	7	45.1	144.6
Belgium	893	2.1	11	943	1.4	14	1,001	1.5	12	6.2	12.1
Russian	514	1.2	14	1090	1.6	12	998	1.5	13	-8.4	94.2
Turkish	356	0.8	16	342	0.5	20	541	0.8	16	58.2	52.0
Polish	6,548	15.4	1	3,946	5.9	5	6,102	8.9	3	54.6	-6.8
Ukrainian	5,569	13.1	2	389	0.6	18	508	0.7	17	30.6	-90.9
Czech Republic	2,374	5.6	4	1,945	2.9	10	2,293	3.3	8	17.9	-3.4
Spanish	468	1.1	15	896	1.3	15	636	0.9	14	-29.0	35.9
Other European	6,950	16.4	na	8,328	12.5	na	11,910	17.3	na	43.0	71.4
Subtotal	35,180	83		45,458	68.1		56,346	81.9		24	60
ASIA											
Japanese	14	0	23	117	0.2	23	56	0.1	23	-52.1	300.0
Chinese	137	0.3	20	331	0.5	21	407	0.6	19	23.0	197.1
Indian	178	0.4	18	1014	1.5	13	459	0.7	18	-54.7	157.9
Israeli	76	0.2	21	265	0.4	22	195	0.3	21	-26.4	156.6
Other Asian	509	1.2	na	1,735	2.6	na	1,378	2.0	na	-20.6	170.7
Subtotal	914	2.2		3,462	5.2		2,495	3.6		-27.9	173.0
AFRICA											
Kenyan	638	1.5	12	2,927	4.4	7	1,698	2.5	10	-42.0	166.1
South African	1,947	4.6	6	4,807	7.2	4	1,593	2.3	11	-66.9	-18.2
Egyptian	261	0.6	17	404	0.6	17	152	0.2	22	-62.4	-89.1
Other African	1,396	3.3	na	3,496	5.2	na	3,055	4.4	na	-12.6	-28.0
Subtotal	4,242	10		11,634	17.4		6,498	9.4		-44.1	53.2
AMERICA											
American	950	2.2	10	2,494	3.7	9	1,858	2.7	9	-25.5	1155.4
Canadian	148	0.3	19	652	1.0	16	602	0.9	15	-7.7	192.2
Other American	206	0.5	na	425	0.6	na	542	0.8	na	27.5	-58.4
Subtotal	1,304	3.1		3,571	5.4		3,002	4.4		-15.9	130.2
OCEANIA											
Australian	67	0.2	22	346	0.5	19	381	0.6	20	10.1	2621.4
New Zealand	14	0	23	62	0.1	24	44	0.1	24	-29.0	-45.7
Subtotal	81	0.2		408	0.6		425	0.6		4.2	-41.1
Not stated	722	1.7	na	2187	3.3	na	47	0.1	na		
TOTAL	42,443	100		66,720	100.0		68,813	100.0		3.1	62.1

Figure 2. 1: International Visitors by Entry Points, January 2023

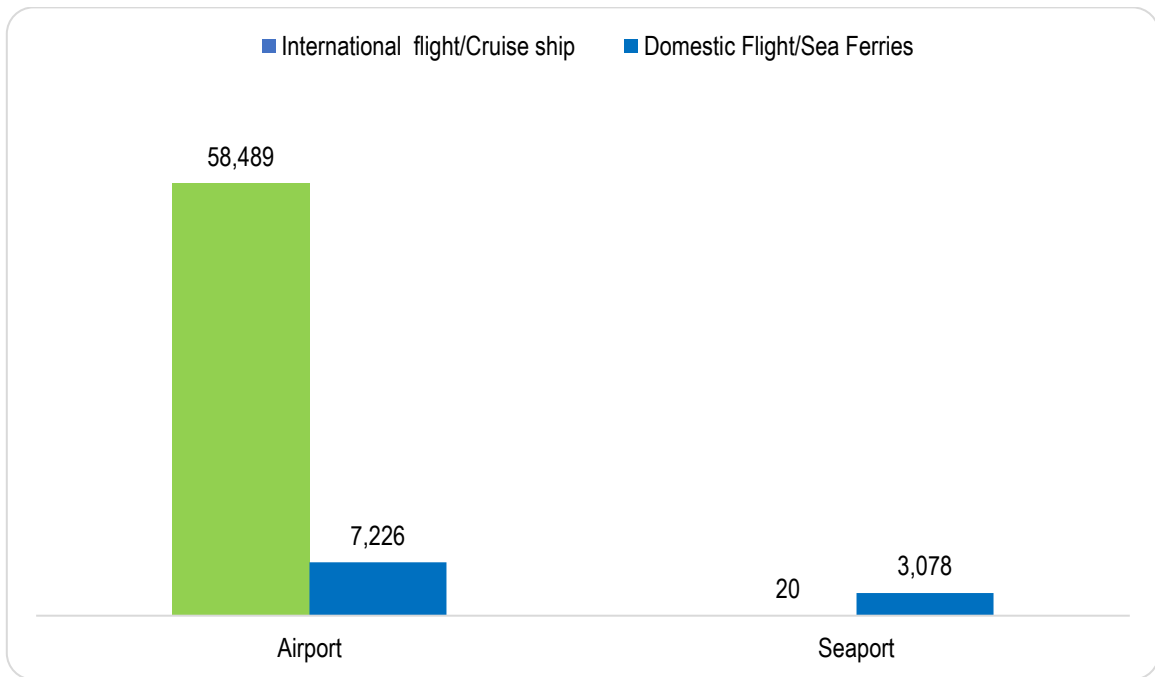


Table 2. 2: International Visitors by Nationality through Entry Points, January 2023

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	2,994	373	3,367	0	217	217
British	2,181	312	2,493	0	122	122
German	3,898	598	4,496	0	138	138
Italian	8,736	1,549	10,285	0	53	53
French	7,745	814	8,559	0	99	99
Dutch	2,104	336	2,440	0	84	84
Belgium	837	121	958	0	43	43
Russian	901	71	972	0	26	26
Turkish	474	47	521	0	20	20
Polish	5,598	484	6,082	0	20	20
Ukrainian	469	29	498	0	10	10
Czech Republic	2,095	190	2,285	0	8	8
Spanish	566	47	613	0	23	23
Other Europeans	10,703	944	11,647	0	263	263
Subtotal	49,301	5,915	55,216	0	1,126	1,126
ASIA						
Japanese	43	6	49	0	7	7
Chinese	287	45	332	0	75	75
Indian	323	44	367	0	92	92
Israeli	177	7	184	0	11	11
Other Asians	1,136	99	1,235	0	143	143
Subtotal	1,966	201	2,167	0	328	328
AFRICA						
Kenyan	968	269	1,237	20	445	465
South African	1,344	193	1,537	0	56	56
Egyptian	124	7	131	0	21	21
Other Africans	2,049	362	2,411	0	644	644
Subtotal	4,485	831	5,316	20	1,166	1,186
AMERICA						
American	1,462	146	1,608	0	250	250
Canadian	442	58	500	0	102	102
Other Americans	470	48	518	0	24	24
Subtotal	2,374	252	2,626	0	376	376
OCEANIA						
Australian	289	25	314	0	67	67
New Zealand	36	2	38	0	6	6
Subtotal	325	27	352	0	73	73
Not stated	38	0	38	0	9	9
TOTAL	58,489	7,226	65,715	20	3,078	3,098

Table 2. 3: International Visitors by Nationality and Purpose of Visit, January 2023

Nationality	Holidays	Visiting Friends and Relatives	Returning Residences	Prospective Resident	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE										
Scandinavian	3,314	39	2	1	4	1	0	0	227	3,588
British	2,261	31	2	0	7	2	0	0	312	2,615
German	4,156	39	4	9	3	0	0	0	423	4,634
Italian	8,748	159	13	5	5	2	1	5	1,400	10,338
French	7,787	109	7	8	11	4	1	2	729	8,658
Dutch	2,297	27	3	4	4	1	0	0	188	2,524
Belgium	922	5	0	0	0	0	0	0	74	1,001
Russian	901	12	2	0	0	1	0	0	82	998
Turkish	456	11	0	0	0	2	0	0	72	541
Polish	5,591	55	0	2	6	0	0	0	448	6,102
Ukrainian	491	4	0	0	0	0	2	0	11	508
Czech Republic	2,163	28	2	0	0	0	0	0	100	2,293
Spanish	587	3	2	0	0	0	0	0	44	636
Other Europeans	10,897	155	7	4	9	4	2	2	830	11,910
Subtotal	50,571	677	44	33	49	17	6	9	4,940	56,346
ASIA										
Japanese	5	0	0	0	0	0	0	0	2	56
Chinese	366	0	0	0	0	0	0	0	41	407
Indian	399	12	0	1	0	1	0	0	46	459
Israeli	189	5	0	0	1	0	0	0	0	195
Other Asians	1,261	16	1	1	0	0	0	0	99	1,378
Subtotal	2,269	33	1	2	1	1	0	0	188	2,495
AFRICA										
Kenyan	1,390	18	0	0	0	0	1	0	289	1,698
South African	1,429	31	0	0	0	2	5	0	126	1,593
Egyptian	145	2	1	1	1	0	0	0	2	152
Other Africans	2,663	31	2	5	2	5	1	0	346	3,055
Subtotal	5,627	82	3	6	3	7	7	0	763	6,498
AMERICA										
American	1,728	8	0	0	1	0	1	0	120	1,858
Canadian	562	2	0	0	0	0	0	0	38	602
Other Americans	493	4	1	0	1	2	0	0	41	542
Subtotal	2,783	14	1	0	2	2	1	0	199	3,002
OCEANIA										
Australian	358	3	0	1	1	0	0	0	18	381
New Zealand	40	2	0	0	0	0	0	0	2	44
Subtotal	398	5	0	1	1	0	0	0	20	425
Not stated	47	0	0	0	0	0	0	0	0	47
TOTAL	61,695	811	49	43	56	27	14	9	6,109	68,813
TOTAL PERCENT	89.7	1.2	0.1	0.1	0.1	0.0	0.0	0.0	8.9	100

Table 2. 4: International Visitors by Nationality and Sex, January 2023

Nationality	Male	Female	Total
EUROPE			
Scandinavian	1,531	2,057	3,588
British	1,302	1,313	2,615
German	2,250	2,384	4,634
Italian	4,970	5,368	10,338
French	4,074	4,584	8,658
Dutch	1,184	1,340	2,524
Belgium	474	527	1,001
Russian	460	538	998
Turkish	257	284	541
Polish	2,810	3,292	6,102
Ukrainian	203	305	508
Czech Republic	1,147	1,146	2,293
Spanish	304	332	636
Other European Country	5,589	6,321	11,910
Subtotal	26,555	29,791	56,346
ASIA			
Japanese	36	20	56
Chinese	239	168	407
Indian	301	158	459
Israeli	113	82	195
Other Asian	832	546	1,378
Subtotal	1,521	974	2,495
AFRICA			
Kenyan	812	886	1,698
South African	685	908	1,593
Egyptian	96	56	152
Other African	1,559	1,496	3,055
Subtotal	3,152	3,346	6,498
AMERICA			
American	794	1,064	1,858
Canadian	298	304	602
Other American	271	271	542
Subtotal	1,363	1,639	3,002
OCEANIA			
Australian	198	183	381
New Zealand	28	16	44
Subtotal	226	199	425
Not stated	18	29	47
TOTAL JANUARY, 2023	32,835	35,978	68,813
TOTAL DECEMBER 2022	31,299	35,421	66,720
TOTAL PERCENT % CHANGE, DECEMBER 2022 AND JANUARY 2023	4.9	1.6	3.1

Figure 2. 2: International Visitors by Sex, January 2023

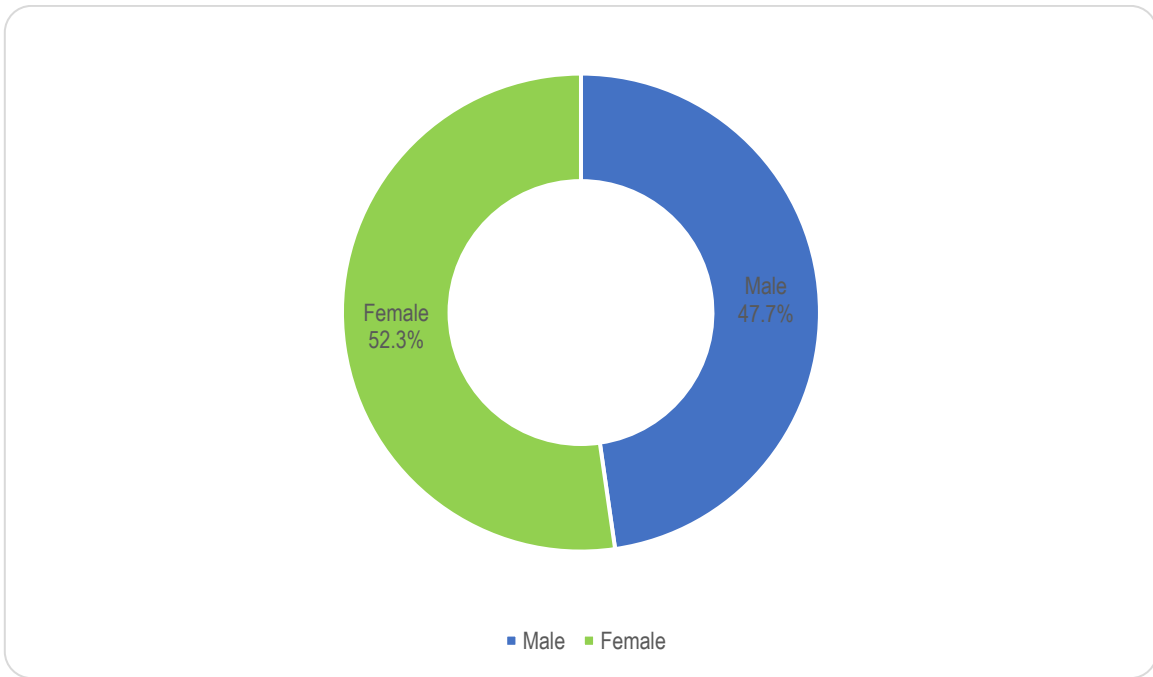


Figure 2. 3: International Visitors by Categorized Age, January 2023

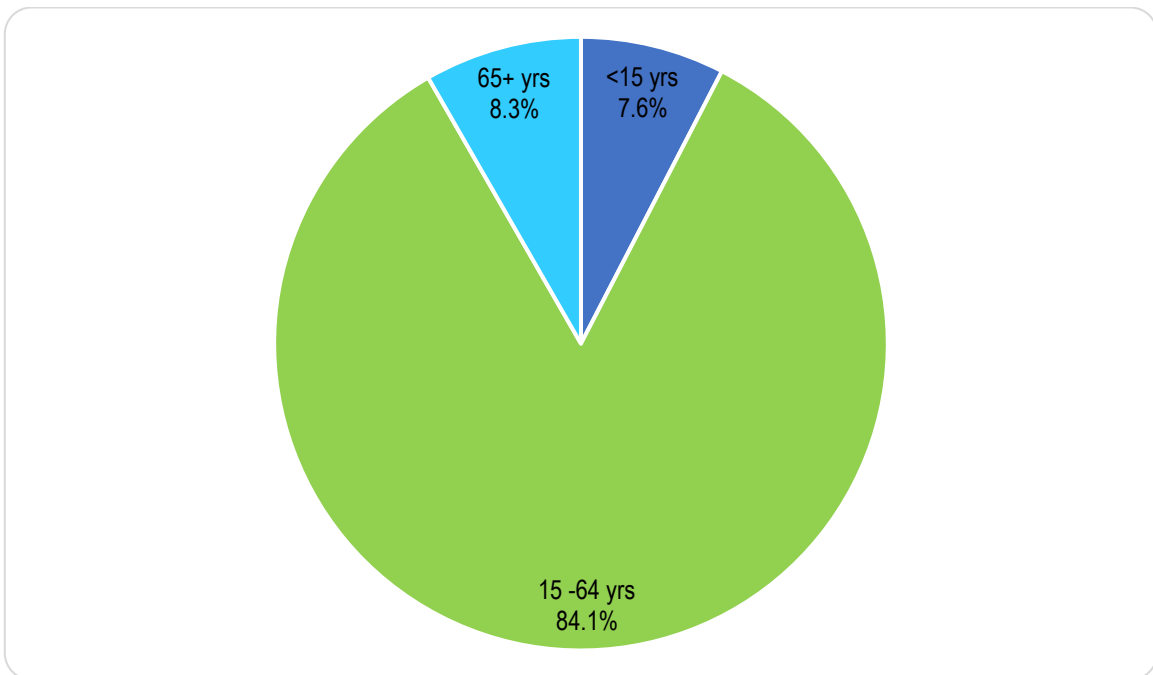


Table 2. 5: International Visitors by Nationality and Categorized Age, January 2023

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	284	2,986	318	3,588
British	150	2,123	342	2,615
German	248	3,929	457	4,634
Italian	903	8,281	1,154	10,338
French	371	7,344	943	8,658
Dutch	120	2,176	228	2,524
Belgium	57	858	86	1,001
Russian	111	863	24	998
Turkish	85	443	13	541
Polish	689	5,130	283	6,102
Ukrainian	66	413	29	508
Czech Republic	213	1,929	151	2,293
Spanish	33	585	18	636
Other European	979	9,998	933	11,910
Subtotal	4,309	47,058	4,979	56,346
ASIA				
Japanese	3	53	0	56
Chinese	33	362	12	407
Indian	33	409	17	459
Israeli	10	165	20	195
Other Asian	72	1,191	115	1,378
Subtotal	151	2,180	164	2,495
AFRICA				
Kenyan	176	1,467	55	1,698
South African	169	1,343	81	1,593
Egyptian	7	142	3	152
Other African	216	2,781	58	3,055
Subtotal	568	5,733	197	6,498
AMERICA				
American	98	1,549	211	1,858
Canadian	35	462	105	602
Other American	17	503	22	542
Subtotal	150	2,514	338	3,002
OCEANIA				
Australian	45	310	26	381
New Zealand	2	41	1	44
Subtotal	47	351	27	425
Not stated	2	38	7	47
TOTAL	5,227	57,874	5,712	68,813
TOTAL PERCENT	7.6	84.1	8.3	100

Figure 2. 4: Visitors Arrival from Emerging Markets, January 2022 and January 2023

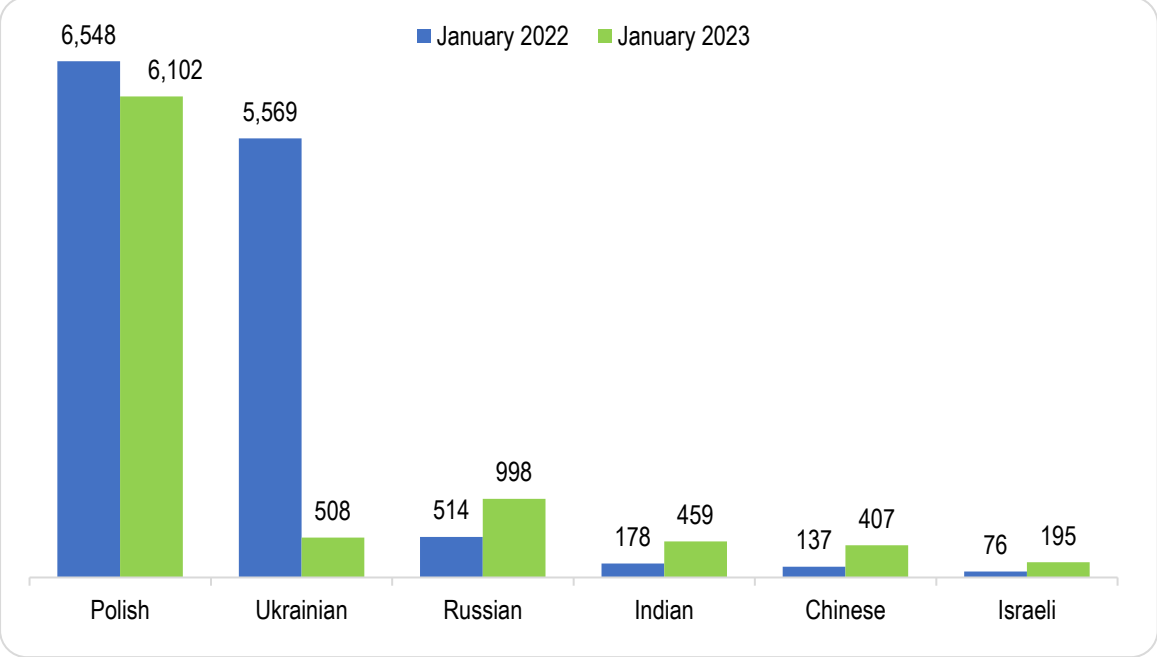


Table 2. 6: Intended Length of Stay and Sex of International Visitors, January 2023

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	359	260	619	0.9	359	260	619
2	458	408	866	1.3	916	816	1,732
3	854	771	1,625	2.4	2,562	2,313	4,875
4	931	1,029	1,960	2.8	3,724	4,116	7,840
5	2,988	2,698	5,686	8.3	14,940	13,490	28,430
6	5,678	8,931	14,609	21.2	34,068	53,586	87,654
7	6,153	5,684	11,837	17.2	43,071	39,788	82,859
8	4,361	4,871	9,232	13.4	34,888	38,968	73,856
9	3,296	3,547	6,843	9.9	29,664	31,923	61,587
10	1,798	1,793	3,591	5.2	17,980	17,930	35,910
11	818	894	1,712	2.5	8,998	9,834	18,832
12	982	1,051	2,033	3.0	11,784	12,612	24,396
13	373	380	753	1.1	4,849	4,940	9,789
14	1,199	1,161	2,360	3.4	16,786	16,254	33,040
15	788	696	1,484	2.2	11,820	10,440	22,260
16	237	206	443	0.6	3,792	3,296	7,088
17	197	192	389	0.6	3,349	3,264	6,613
18	127	124	251	0.4	2,286	2,232	4,518
19	61	82	143	0.2	1,159	1,558	2,717
20	136	135	271	0.4	2,720	2,700	5,420
21	182	182	364	0.5	3,822	3,822	7,644
22	37	48	85	0.1	814	1,056	1,870
23	17	29	46	0.1	391	667	1,058
24	31	26	57	0.1	744	624	1,368
25	36	30	66	0.1	900	750	1,650
26	15	18	33	0.0	390	468	858
27	13	14	27	0.0	351	378	729
28	48	49	97	0.1	1,344	1,372	2,716
29	14	14	28	0.0	406	406	812
30	204	210	414	0.6	6,120	6,300	12,420
31+	444	445	889	1.3	13,764	13,795	27,559
Total	32,835	35,978	68,813	100.0	278,761	299,958	578,719
	Intended Average Length of Stay ²				8.5	8.3	8.4

² The average intended length of stay is determined by dividing the number of visitor nights by the number of international visitors

Table 2. 7: International Visitors’ nights and Estimated Bed Occupancy Rate, January 2023

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	619	0.9	619
2	866	1.3	1,732
3	1,625	2.4	4,875
4	1,960	2.8	7,840
5	5,686	8.3	28,430
6	14,609	21.2	87,654
7	11,837	17.2	82,859
8	9,232	13.4	73,856
9	6,843	9.9	61,587
10	3,591	5.2	35,910
11	1,712	2.5	18,832
12	2,033	3.0	24,396
13	753	1.1	9,789
14	2,360	3.4	33,040
15	1,484	2.2	22,260
16	443	0.6	7,088
17	389	0.6	6,613
18	251	0.4	4,518
19	143	0.2	2,717
20	271	0.4	5,420
21	364	0.5	7,644
22	85	0.1	1,870
23	46	0.1	1,058
24	57	0.1	1,368
25	66	0.1	1,650
26	33	0.0	858
27	27	0.0	729
28	97	0.1	2,716
29	28	0.0	812
30	414	0.6	12,420
31+	889	1.3	27,559
Total	68,813	100.0	578,719
Number of beds available in January, 2023			701,189
Bed Occupancy Rate			82.5

Annex 2. 1: Visitors Arrival from Emerging Markets, January 2023, December 2022 and January 2022

Nationality	January 2022	December 2022	January 2023	% Change January 2022 and January 2023	% Change December 2022 and January 2023
Russian	514	1,090	998	94.2	-8.4
Polish	6,548	3,946	6,102	-6.8	54.6
Ukrainian	5569	389	508	-90.9	30.6
Chinese	137	331	407	197.1	23.0
Indian	178	1014	459	157.9	-54.7
Israeli	76	265	195	156.6	-26.4
Total	13,022	7,035	8,669	-33.4	23.2

Annex 2. 2: International Visitors by Month, 2019 - 2023

Month	2019	2020	2021	2022	2023
January	46,133	61,461	49,868	42,443	68,813
February	50,387	61,752	51,574	46,995	
March	33,883	33,801	43,821	38,762	
April	20,242	334	13,839	20,540	
May	15,640	197	9,280	20,450	
June	36,605	353	20,416	34,013	
July	55,947	3,079	29,714	58,157	
August	68,163	4,366	34,425	61,388	
September	49,732	5,422	25,817	46,338	
October	53,023	12,157	31,826	57,547	
November	47,824	29,128	35,438	55,150	
December	60,685	48,594	48,167	66,720	
Total	538264	260644	394185	548503	68,813

CHAPTER 3

FEBRUARY TOURISM STATISTICS

Zanzibar recorded **65,430** international visitors in February 2023 which is an increase of **39.2** percent compared with **46,995** visitors recorded in February 2022 and decreased by **4.9** percent compared with **68,813** visitors recorded in the preceding month (January 2023).

Tourists from Europe continued to dominate the market by accounting (**84.9** percent) of the total visitors in February 2023. In country wise, French dominated the Tourism market by accounting **14.6** percent of all visitors entered in February 2023, followed by Italy (**12.8** percent) while New Zealand recorded less than one percent which is the least. Other performances are as shown in (**Table 1**).

The data shows that **60,065** visitors equivalent to **91.8** percent of the total visitors entered through Airport, whereby **54,572** visitors of them entered by international flights and **5,493** by domestic flights. The remaining **5,365** visitors entered through seaport of whom **963** entered by cruise ship and sea ferries from outside Tanzania and **4,402** by Sea Ferries from Tanzania Mainland as shown in **Figure 1 & Table 2**.

Information on the purpose of visit (**Table 3**) shows that in February 2023, about **64,823** visitors equivalent to **99.1** percent came for holidays, **0.5** percent came for visiting friends and relatives and **0.4** percent came for other purposes.

Table 4 & Figure 2 shows that **23,326** visitors (**35.7** percent) were male and **42,104** (**64.3** percent) were female. Male decreased by **29.0** and Female increased by **17.0** percent compared with the preceding month of January 2023.

The ages of the visitors were categorized into three broad groups: those younger than 15 years who are regarded as children, 15 to 64 years who are regarded as working age population, and 65 years and older are regarded as retirees. The overall results show that **5,139** (**7.9** percent) visitors were aged less than 15 years, **54,356** (**83.1** percent) were aged 15 to 64 years and **5,935** (**9.1** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The visitors from emerging markets (Poland, India, Russia, Israel, China and Ukraine) increased by **4.5** percent compared with previous month. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that about one for every five visitors (**25.7** percent) stayed in the country for Six days in February 2023. The overall average intended length of stay for visitors in February 2023 was eight nights.

The total of **633,332** bed-spaces was available in February 2023. Out of these bed-spaces, estimates of **532,487** beds were sold during in February 2023 representing a bed occupancy rate of **84.1** percent (**Table 7**).

For the past two months, Zanzibar has received **134,243** visitors from January- February 2023 which is an increase of **50.1** percent compared with the corresponding months (January- February 2022). About **125,780** visitors entered through airport while **8,463** visitors entered

through seaport. Most of visitors were from Europe (83.4 percent). In country wise, Italy (13.9 percent) was the leading market for the two months in Zanzibar tourism market (Table 8).

Table 3. 1: International Visitors by Nationality, February 2023, January 2022 and February 2022

Nationality	February-22			January-23			February-23			% Change, January 2023 and February 2023	% Change, February 2022 and February 2023
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	1,606	3.4	7	3,588	5.2	5	3,617	5.5	5	0.8	125.2
British	1,145	2.4	8	2,615	3.8	6	2,959	4.5	6	13.2	158.4
German	2,602	5.5	4	4,634	6.7	4	5,632	8.6	4	21.5	116.4
Italian	585	1.2	13	10,338	15.0	1	8,378	12.8	2	-19.0	1332.1
French	5,244	11.2	3	8,658	12.6	2	9,570	14.6	1	10.5	82.5
Dutch	1,105	2.4	9	2,524	3.7	7	1,801	2.8	8	-28.6	63.0
Belgium	957	2	11	1,001	1.5	12	1,074	1.6	12	7.3	12.2
Russian	510	1.1	14	998	1.5	13	1,339	2.0	10	34.2	162.5
Turkish	376	0.8	16	541	0.8	16	426	0.7	19	-21.3	13.3
Polish	10,027	21.3	1	6,102	8.9	3	5,702	8.7	3	-6.6	-43.1
Ukrainian	5,606	11.9	2	508	0.7	17	491	0.8	17	-3.3	-91.2
Czech Republic	2,346	5	5	2,293	3.3	8	2,682	4.1	7	17.0	14.3
Spanish	471	1	15	636	0.9	14	478	0.7	18	-24.8	1.5
Other											
European	7,027	15		11,910	17.3		11,417	17.4		-4.1	62.5
Subtotal	39,607	84		56,346	81.9		55,566	84.9		-1	40
ASIA											
Japanese	15	0	23	56	0.1	23	63	0.1	23	12.5	320.0
Chinese	153	0.3	20	407	0.6	19	287	0.4	20	-29.5	87.6
Indian	219	0.5	18	459	0.7	18	615	0.9	15	34.0	180.8
Israeli	118	0.3	21	195	0.3	21	623	1.0	14	219.5	428.0
Other Asian	520	1.1		1,378	2.0		1,222	1.9		-11.3	135.0
Subtotal	1,025	2.2		2,495	3.6		2,810	4.3		12.6	174.1
AFRICA											
Kenyan	601	1.3	12	1,698	2.5	10	1,100	1.7	11	-35.2	83.0
South African	2,135	4.5	6	1,593	2.3	11	980	1.5	13	-38.5	-54.1
Egyptian	277	0.6	17	152	0.2	22	226	0.3	21	48.7	-18.4
Other African	1,302	2.8		3,055	4.4		2,007	3.1		-34.3	54.1
Subtotal	4,315	9.2		6,498	9.4		4,313	6.6		-33.6	0.0
AMERICA											
American	976	2.1	10	1,858	2.7	9	1,449	2.2	9	-22.0	48.5
Canadian	155	0.3	19	602	0.9	15	610	0.9	16	1.3	293.5
Other American	202	0.4		542	0.8		413	0.6		-23.8	104.5
Subtotal	1,333	2.8		3,002	4.4		2,472	3.8		-17.7	85.4
OCEANIA											
Australian	94	0.2	22	381	0.6	20	207	0.3	22	-45.7	120.2
New Zealand	14	0	24	44	0.1	24	21	0.0	24	-52.3	50.0
Subtotal	108	0.2		425	0.6		228	0.3		-46.4	111.1
Not stated	607	1.3		47	0.1		41	0.1			
TOTAL	46,995	100		68,813	100.0		65,430	100.0		-4.9	39.2

na: not applicable

Figure 3. 1: International Visitors by Entry Points, February 2023

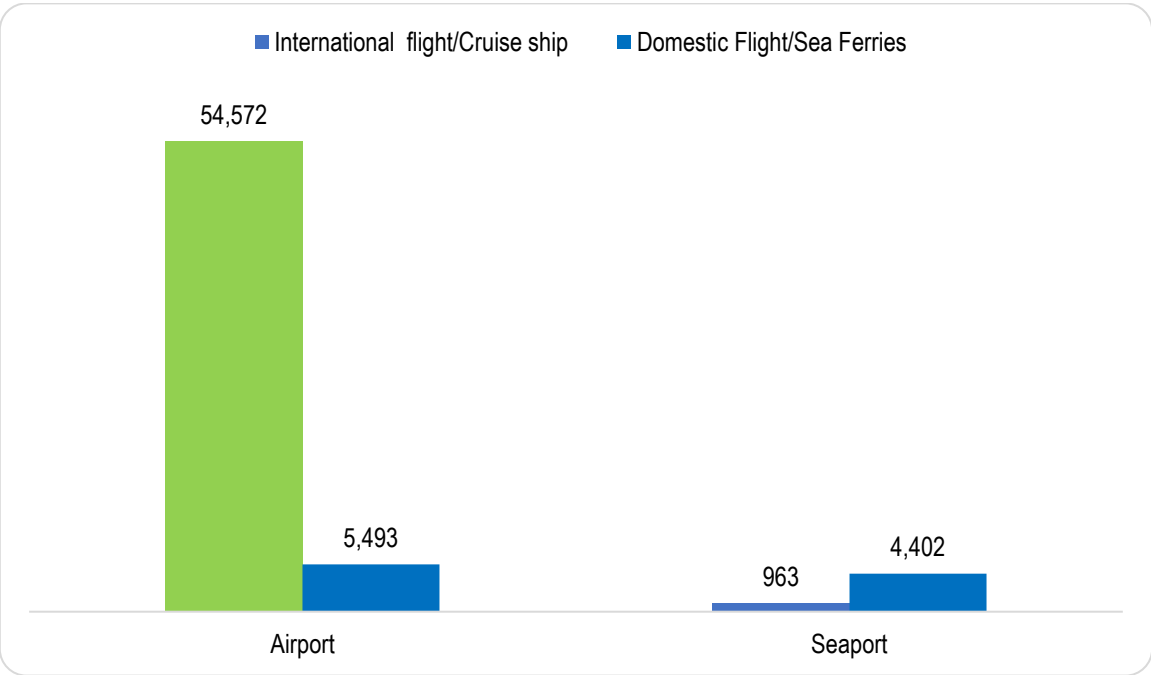


Table 3. 2: International Visitors by Nationality through Entry Points, February 2023

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	2,946	293	3,239	0	378	378
British	2,375	236	2,611	0	348	348
German	4,067	336	4,403	907	322	1,229
Italian	7,366	887	8,253	0	125	125
French	8,619	654	9,273	0	297	297
Dutch	1,562	147	1,709	2	90	92
Belgium	944	71	1,015	2	57	59
Russian	1,172	111	1,283	0	56	56
Turkish	361	15	376	0	50	50
Polish	4,937	714	5,651	0	51	51
Ukrainian	459	22	481	3	7	10
Czech Republic	2,424	237	2,661	0	21	21
Spanish	399	43	442	0	36	36
Other Europeans	9,970	1,016	10,986	23	408	431
Subtotal	47,601	4,782	52,383	937	2,246	3,183
ASIA						
Japanese	33	4	37	0	26	26
Chinese	188	6	194	0	93	93
Indian	328	25	353	11	251	262
Israeli	599	5	604	0	19	19
Other Asians	939	103	1,042	2	178	180
Subtotal	2,087	143	2,230	13	567	580
AFRICA						
Kenyan	686	93	779	8	313	321
South African	823	79	902	0	78	78
Egyptian	162	11	173	1	52	53
Other Africans	1,254	133	1,387	3	617	620
Subtotal	2,925	316	3,241	12	1,060	1,072
AMERICA						
American	1,013	149	1,162	1	286	287
Canadian	444	41	485	0	125	125
Other Americans	315	36	351	0	62	62
Subtotal	1,772	226	1,998	1	473	474
OCEANIA						
Australian	148	10	158	0	49	49
New Zealand	14	1	15	0	6	6
Subtotal	162	11	173	0	55	55
Not stated	25	15	40	0	1	1
TOTAL	54,572	5,493	60,065	963	4,402	5,365

Table 3. 3: International Visitors by Nationality and Purpose of Visit, February 2023

Nationality	Holidays	Visiting Friends and Relatives	Returning Residences	Prospective Resident	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE										
Scandinavian	3,599	7	0	0	2	0	3	0	6	3,617
British	2,909	29	0	0	0	0	0	0	21	2,959
German	5,592	19	2	1	0	0	0	1	17	5,632
Italian	8,319	30	3	0	1	1	0	0	24	8,378
French	9,517	32	4	0	3	0	0	0	14	9,570
Dutch	1,794	4	0	0	1	0	0	0	2	1,801
Belgium	1,068	5	0	0	0	0	0	0	1	1,074
Russian	1,313	26	0	0	0	0	0	0	0	1,339
Turkish	425	1	0	0	0	0	0	0	0	426
Polish	5,672	15	0	0	3	0	4	0	8	5,702
Ukrainian	491	0	0	0	0	0	0	0	0	491
Czech Republic	2,646	30	0	0	1	0	3	0	2	2,682
Spanish	476	0	0	0	0	0	0	0	2	478
Other Europeans	11,249	113	1	3	1	0	1	0	49	11,417
Subtotal	55,070	311	10	4	12	1	11	1	146	55,566
ASIA										
Japanese	63	0	0	0	0	0	0	0	0	63
Chinese	285	0	0	0	0	0	0	0	2	287
Indian	605	2	0	0	1	0	0	0	7	615
Israeli	616	3	0	0	0	2	0	0	2	623
Other Asians	1,204	11	0	0	1	0	0	0	6	1,222
Subtotal	2,773	16	0	0	2	2	0	0	17	2,810
AFRICA										
Kenyan	1,082	2	6	2	1	0	0	0	7	1,100
South African	974	3	2	0	0	0	0	0	1	980
Egyptian	215	0	0	2	0	0	0	0	9	226
Other Africans	1,996	5	1	1	1	0	0	0	3	2,007
Subtotal	4,267	10	9	5	2	0	0	0	20	4,313
AMERICA										
American	1,431	1	0	1	1	0	0	0	15	1,449
Canadian	606	1	0	0	0	0	0	0	3	610
Other Americans	409	2	0	0	0	0	0	0	2	413
Subtotal	2,446	4	-	1	1	0	0	0	20	2,472
OCEANIA										
Australian	205	2	0	0	0	0	0	0	0	207
New Zealand	21	0	0	0	0	0	0	0	0	21
Subtotal	226	2	0	0	0	0	0	0	0	228
Not stated	41	0	0	0	0	0	0	0	0	41
TOTAL	64,823	343	19	10	17	3	11	1	203	65,430
TOTAL PERCENT	99.1	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.3	100

Table 3. 4: International Visitors by Nationality and Sex, February 2023

Nationality	Male	Female	Total
EUROPE			
Scandinavian	1,252	2,365	3,617
British	976	1,983	2,959
German	1,705	3,927	5,632
Italian	3,127	5,251	8,378
French	3,367	6,203	9,570
Dutch	626	1,175	1,801
Belgium	330	744	1,074
Russian	482	857	1,339
Turkish	136	290	426
Polish	2,060	3,642	5,702
Ukrainian	135	356	491
Czech Republic	920	1,762	2,682
Spanish	176	302	478
Other European Country	4,041	7,376	11,417
Subtotal	19,333	36,233	55,566
ASIA			
Japanese	20	43	63
Chinese	110	177	287
Indian	344	271	615
Israeli	154	469	623
Other Asian	634	588	1,222
Subtotal	1,262	1,548	2,810
AFRICA			
Kenyan	477	623	1,100
South African	332	648	980
Egyptian	126	100	226
Other African	986	1,021	2,007
Subtotal	1,921	2,392	4,313
AMERICA			
American	318	1,131	1,449
Canadian	213	397	610
Other American	165	248	413
Subtotal	696	1,776	2,472
OCEANIA			
Australian	83	124	207
New Zealand	11	10	21
Subtotal	94	134	228
Not stated	20	21	41
TOTAL FEBRUARY, 2023	23,326	42,104	65,430
TOTAL JANUARY, 2023	32,835	35,978	68,813
TOTAL PERCENT	35.7	64.3	100
% CHANGE, JANUARY 2023			
AND FEBRUARY 2023	-29.0	17.0	-4.9

Figure 3. 2: International Visitors by Sex, February 2023

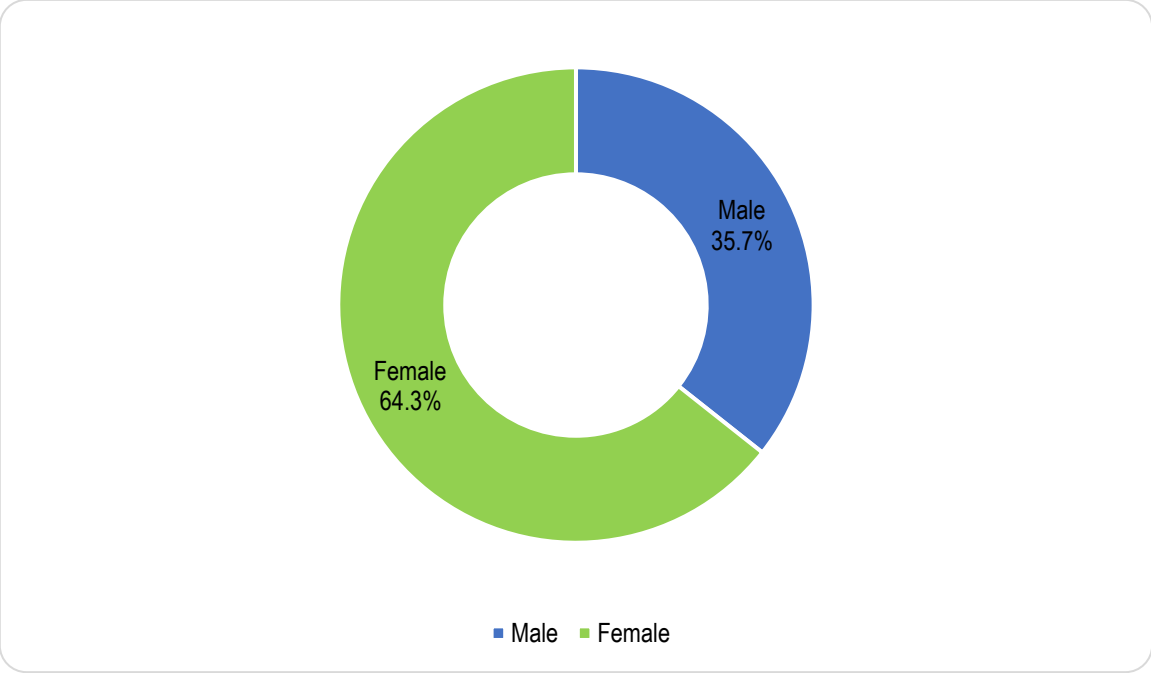


Figure 3. 3: International Visitors by Categorized Age, February 2023

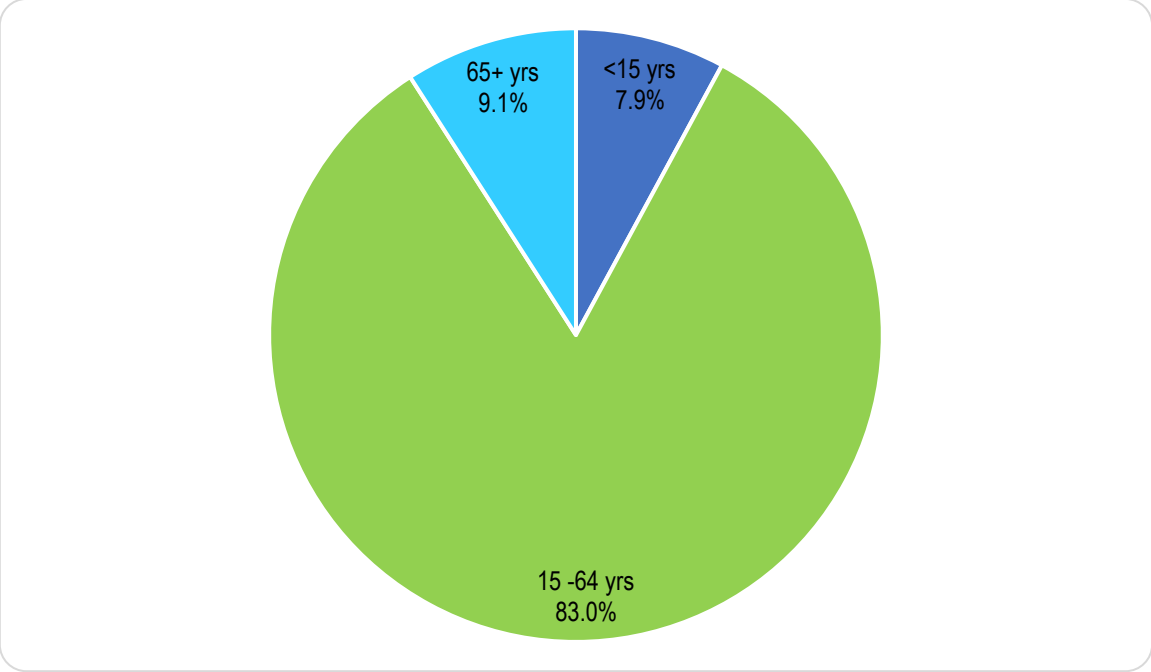


Table 3. 5: International Visitors by Nationality and Categorized Age, February 2023

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	382	2,905	330	3,617
British	147	2,406	406	2,959
German	248	4,685	699	5,632
Italian	671	6,437	1,270	8,378
French	1,192	7,846	532	9,570
Dutch	92	1,492	217	1,801
Belgium	73	910	91	1,074
Russian	93	1,198	48	1,339
Turkish	22	375	29	426
Polish	569	4,722	411	5,702
Ukrainian	38	433	20	491
Czech Republic	212	2,221	249	2,682
Spanish	17	420	41	478
Other European	864	9,760	793	11,417
Subtotal	4,620	45,810	5,136	55,566
ASIA				
Japanese	7	52	4	63
Chinese	27	242	18	287
Indian	24	556	35	615
Israeli	27	531	65	623
Other Asian	52	1,068	102	1,222
Subtotal	137	2,449	224	2,810
AFRICA				
Kenyan	64	981	55	1,100
South African	53	877	50	980
Egyptian	13	206	7	226
Other African	123	1,821	63	2,007
Subtotal	253	3,885	175	4,313
AMERICA				
American	62	1,179	208	1,449
Canadian	32	451	127	610
Other American	29	352	32	413
Subtotal	123	1,982	367	2,472
OCEANIA				
Australian	5	174	28	207
New Zealand	0	19	2	21
Subtotal	5	193	30	228
Not stated	1	37	3	41
TOTAL	5,139	54,356	5,935	65,430
TOTAL PERCENT	7.9	83.0	9.1	100

Figure 3. 4: Visitors Arrival from Emerging Markets, February 2022 and February 2023

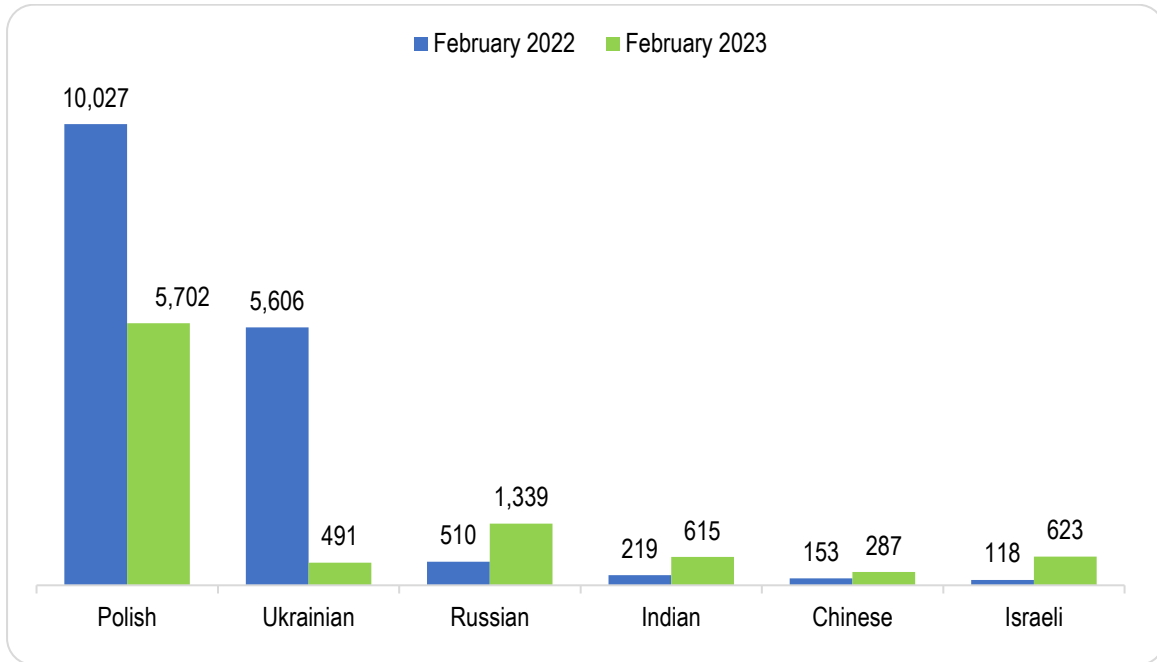


Table 3. 6: Intended Length of Stay and Sex of International Visitors, February 2023

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	215	165	380	0.6	215	165	380
2	348	330	678	1.0	696	660	1,356
3	573	591	1,164	1.8	1,719	1,773	3,492
4	620	865	1,485	2.3	2,480	3,460	5,940
5	2,042	2,403	4,445	6.8	10,210	12,015	22,225
6	3,010	13,783	16,793	25.7	18,060	82,698	100,758
7	4,951	8,626	13,577	20.8	34,657	60,382	95,039
8	4,583	6,071	10,654	16.3	36,664	48,568	85,232
9	1,029	1,399	2,428	3.7	9,261	12,591	21,852
10	1,490	2,005	3,495	5.3	14,900	20,050	34,950
11	692	979	1,671	2.6	7,612	10,769	18,381
12	768	915	1,683	2.6	9,216	10,980	20,196
13	365	460	825	1.3	4,745	5,980	10,725
14	942	1,343	2,285	3.5	13,188	18,802	31,990
15	549	657	1,206	1.8	8,235	9,855	18,090
16	173	237	410	0.6	2,768	3,792	6,560
17	81	112	193	0.3	1,377	1,904	3,281
18	94	105	199	0.3	1,692	1,890	3,582
19	43	64	107	0.2	817	1,216	2,033
20	114	125	239	0.4	2,280	2,500	4,780
21	103	155	258	0.4	2,163	3,255	5,418
22	29	33	62	0.1	638	726	1,364
23	36	46	82	0.1	828	1,058	1,886
24	17	31	48	0.1	408	744	1,152
25	23	20	43	0.1	575	500	1,075
26	16	15	31	0.0	416	390	806
27	10	16	26	0.0	270	432	702
28	27	36	63	0.1	756	1,008	1,764
29	14	23	37	0.1	406	667	1,073
30	146	202	348	0.5	4,380	6,060	10,440
31+	223	292	515	0.8	6,913	9,052	15,965
Total	23,326	42,104	65,430	100.0	198,545	333,942	532,487
	Intended Average Length of Stay ³				8.5	7.9	8.1

³ The average intended length of stay is determined by dividing the number of visitor nights by the number of international visitors

Table 3. 7: International Visitors’ nights and Estimated Bed Occupancy Rate, February 2023

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	380	0.6	380
2	678	1.0	1,356
3	1,164	1.8	3,492
4	1,485	2.3	5,940
5	4,445	6.8	22,225
6	16,793	25.7	100,758
7	13,577	20.8	95,039
8	10,654	16.3	85,232
9	2,428	3.7	21,852
10	3,495	5.3	34,950
11	1,671	2.6	18,381
12	1,683	2.6	20,196
13	825	1.3	10,725
14	2,285	3.5	31,990
15	1,206	1.8	18,090
16	410	0.6	6,560
17	193	0.3	3,281
18	199	0.3	3,582
19	107	0.2	2,033
20	239	0.4	4,780
21	258	0.4	5,418
22	62	0.1	1,364
23	82	0.1	1,886
24	48	0.1	1,152
25	43	0.1	1,075
26	31	0.0	806
27	26	0.0	702
28	63	0.1	1,764
29	37	0.1	1,073
30	348	0.5	10,440
31+	515	0.8	15,965
Total	65,430	100.0	532,487
Number of beds available in February, 2023			633,332
Bed Occupancy Rate			84.1

Table 3. 8: International Visitors by Nationality through Entry Points, January-February 2022 & 2023

Nationality	January- February 2022			January- February 2023					% Change, Jan-Feb 2022 and Jan-Feb 2023
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	3,131	3.5	7	6,606	599	7,205	5.4	5	130.1
British	2,268	2.5	9	5,104	470	5,574	4.2	6	145.8
German	4,798	5.4	4	8,899	1,367	10,266	7.6	4	114.0
Italian	1,131	1.3	14	18,538	178	18,716	13.9	1	1554.8
French	10,330	11.5	3	17,832	396	18,228	13.6	2	76.5
Dutch	2,137	2.4	10	4,149	176	4,325	3.2	8	102.4
Belgium	1,850	2.1	12	1,973	102	2,075	1.5	13	12.2
Russian	1,024	1.1	15	2,255	82	2,337	1.7	12	128.2
Turkish	732	0.8	17	897	70	967	0.7	18	32.1
Polish	16,575	18.5	1	11,733	71	11,804	8.8	3	-28.8
Ukrainian	11,175	12.5	2	979	20	999	0.7	17	-91.1
Czech Republic	4,720	5.3	5	4,946	29	4,975	3.7	7	5.4
Spanish	939	1	16	1,055	59	1,114	0.8	15	18.6
Other European	13,977	15.6		22,633	694	23,327	17.4		66.9
Subtotal	74,787	83.6		107,599	4,313	111,912	83.4		49.6
ASIA									
Japanese	29	0	24	86	33	119	0.1	23	310.3
Chinese	290	0.3	21	526	168	694	0.5	20	139.3
Indian	397	0.4	19	720	354	1,074	0.8	16	170.5
Israeli	194	0.2	22	788	30	818	0.6	19	321.6
Other Asian	1,029	1.2		2,277	323	2,600	1.9		152.7
Subtotal	1,939	2.2		4,397	908	5,305	4.0		173.6
AFRICA									
Kenyan	1,239	1.4	13	2,016	782	2,798	2.1	10	125.8
South African	4,082	4.6	6	2,439	134	2,573	1.9	11	-37.0
Egyptian	538	0.6	18	304	74	378	0.3	22	-29.7
Other African	2,698	3		3,798	1,264	5,062	3.8		87.6
Subtotal	8,557	9.6		8,557	2,254	10,811	8.1		26.3
AMERICA									
American	1,926	2.2	11	2,770	537	3,307	2.5	9	71.7
Canadian	303	0.3	20	985	227	1,212	0.9	14	300.0
Other American	408	0.5		869	86	955	0.7		134.1
Subtotal	2,637	2.9		4,624	850	5,474	4.1		107.6
OCEANIA									
Australian	161	0.2	23	472	116	588	0.4	21	265.2
New Zealand	28	0	25	53	12	65	0.0	24	132.1
Subtotal	189	0.2		525	128	653	0.5		245.5
Not stated	1,329	1.5		78	10	88	0.1		
TOTAL	89,438	100		125,780	8,463	134,243	100		50.1

Annex 3. 1: Visitors Arrival from Emerging Markets, February 2022, January 2023 and February 2023

Nationality	February 2022	January 2023	February2023	% Change February 2022 and February2023	% Change January 2023 and February 2023
Russian	510	998	1,339	162.5	34.2
Polish	10,027	6,102	5,702	-43.1	-6.6
Ukrainian	5606	508	491	-91.2	-3.3
Chinese	153	407	287	87.6	-29.5
Indian	219	459	615	180.8	34.0
Israeli	118	195	623	428.0	219.5
Total	16,633	8,669	9,057	-45.5	4.5

Annex 3. 2: International Visitors by Month, 2019 - 2023

Month	2019	2020	2021	2022	2023
January	46,133	61,461	49,868	42,443	68,813
February	50,387	61,752	51,574	46,995	65,430
March	33,883	33,801	43,821	38,762	
April	20,242	334	13,839	20,540	
May	15,640	197	9,280	20,450	
June	36,605	353	20,416	34,013	
July	55,947	3,079	29,714	58,157	
August	68,163	4,366	34,425	61,388	
September	49,732	5,422	25,817	46,338	
October	53,023	12,157	31,826	57,547	
November	47,824	29,128	35,438	55,150	
December	60,685	48,594	48,167	66,720	
Total	538264	260644	394185	548503	134,243

Source: OCGS, ZCT & Immigration Department, Zanzibar

CHAPTER 4

MARCH TOURISM STATISTICS

Zanzibar recorded **45,915** international visitors in March 2023 which is an increase of **18.5** percent compared with **38,762** visitors recorded in March 2022 and decreased by **29.8** percent compared with **65,430** visitors recorded in the preceding month (February 2023).

Tourists from Europe continued to dominate the market by accounting (**77.5** percent) of the total visitors in March 2023. In country wise, Italy dominated the Tourism market by accounting **12.9** percent of all visitors entered in March 2023, followed by France (**9.9** percent) while New Zealand recorded less than one percent which is the least. Other performances are as shown in (**Table 1**).

The data shows that **41,271** visitors equivalent to **89.9** percent of the total visitors entered through Airport, whereby **38,744** visitors entered by international flights and **2,527** by domestic flights. The remaining **4,644** visitors entered through seaport of whom **268** entered by cruise ship/Sea Ferries and **4,402** entered by Sea Ferries from Tanzania Mainland as shown in **Figure 1 & Table 2**.

Information on the purpose of visit (**Table 3**) shows that in March 2023, about **45,765** visitors equivalent to **99.7** percent came for holidays, **0.2** percent came for visiting friends and relatives and **0.1** percent came for other purposes.

Table 4 & Figure 2 shows that **20,203** visitors (**44.0** percent) were male and **25,712** (**56.0** percent) were female. Male and Female decreased by **13.4** and **38.9** respectively compared with the preceding month of February 2023.

The ages of the visitors were categorized into three broad groups: those younger than 15 years who are regarded as children, 15 to 64 years who are regarded as working age population, and 65 years and older are regarded as retirees. The overall results show that **2,622** visitors (**5.7** percent) were aged less than 15 years, **39,214** (**85.4** percent) were aged 15 to 64 years and **4,079** (**8.9** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The visitors from emerging markets (Poland, India, Russia, Israel, China and Ukraine) decreased by **45.8** percent compared with previous month. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that about one for every four visitors (**26.3** percent) stayed in the country for Seven days in March 2023. The overall average intended length of stay for visitors in March 2023 was eight nights.

The total of **701,189** bed-spaces was available in March 2023. Out of these bed-spaces, estimates of **350,977** beds were sold during March 2023 representing a bed occupancy rate of **50.1** percent (**Table 7**).

For the past three months (January- March 2023), Zanzibar has received **180,158** visitors which is an increase of **40.5** percent compared with the corresponding months (January-March 2022). About **167,051** visitors entered through airport while **13,107** visitors entered through seaport.

Most of visitors were from Europe (**81.9** percent). In country wise, Italy (**13.7** percent) was the leading market for the three months in Zanzibar tourism market (**Table 8**).

Table 4. 1: International Visitors by Nationality, March 2023, February 2023 and March 2022

Nationality	March -22			February -23			March -23			% Change, February 2023 and March 2023	% Change, March 2022 and March 2023
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	1,479	3.8	6	3,617	5.5	5	2,300	5.0	6	-36.4	55.5
British	1,718	4.4	5	2,959	4.5	6	1,976	4.3	8	-33.2	15.0
German	2,581	6.7	4	5,632	8.6	4	4,083	8.9	3	-27.5	58.2
Italian	576	1.5	13	8,378	12.8	2	5,929	12.9	1	-29.2	929.3
French	5,535	14.3	1	9,570	14.6	1	4,559	9.9	2	-52.4	-17.6
Dutch	1,024	2.6	9	1,801	2.8	8	1,278	2.8	10	-29.0	24.8
Belgium	642	1.7	11	1,074	1.6	12	521	1.0	15	-51.5	-18.8
Russian	275	0.7	18	1,339	2.0	10	840	1.8	12	-37.3	205.5
Turkish	358	0.9	15	426	0.7	19	384	0.8	17	-9.9	7.3
Polish	4,583	11.8	2	5,702	8.7	3	2,753	6.0	5	-51.7	-39.9
Ukrainian	155	0.4	20	491	0.8	17	326	0.7	18	-33.6	110.3
Czech Republic	2,930	7.6	3	2,682	4.1	7	3,030	6.6	4	13.0	3.4
Spanish	345	0.9	16	478	0.7	18	447	1.0	16	-6.5	29.6
Other European	7,631	19.7		11,417	17.4		7,138	15.5		-37.5	-6.5
Subtotal	29,832	77		55,566	84.9		35,564	77.5		-36	19
ASIA											
Japanese	21	0.1	23	63	0.1	23	69	0.2	23	9.5	228.6
Chinese	105	0.3	22	287	0.4	20	311	0.7	19	8.4	196.2
Indian	598	1.5	12	615	0.9	15	546	1.2	14	-11.2	-8.7
Israeli	171	0.4	19	623	1.0	14	134	0.3	22	-78.5	-21.6
Other Asian	1,369	3.5		1,222	1.9		1,182	2.6		-3.3	-13.7
Subtotal	2,264	5.8		2,810	4.3		2,242	4.9		-20.2	-1.0
AFRICA											
Kenyan	1,062	2.7	8	1,100	1.7	11	1,132	2.5	11	2.9	6.6
South African	983	2.5	10	980	1.5	13	1,554	3.4	9	58.6	58.1
Egyptian	392	1	14	226	0.3	21	190	0.4	21	-15.9	-51.5
Other African	1,869	4.8		2,007	3.1		2,016	4.4		0.4	7.9
Subtotal	4,306	11.1		4,313	6.6		4,892	10.7		13.4	13.6
AMERICA											
American	1,105	2.9	7	1,449	2.2	9	2,017	4.4	7	39.2	82.5
Canadian	284	0.7	17	610	0.9	16	588	1.3	13	-3.6	107.0
Other American	205	0.5		413	0.6		336	0.7		-18.6	63.9
Subtotal	1,594	4.1		2,472	3.8		2,941	6.4		19.0	84.5
OCEANIA											
Australian	124	0.3	21	207	0.3	22	226	0.5	20	9.2	82.3
New Zealand	20	0.1	24	21	0.0	24	30	0.1	24	42.9	50.0
Subtotal	144	0.4		228	0.3		256	0.6		12.3	77.8
Not stated	622	1.6		41	0.1		20	0.0			
TOTAL	38,762	100		65,430	100.0		45,915	100.0		-29.8	18.5

Figure 4. 1: International Visitors by Entry Points, March 2023

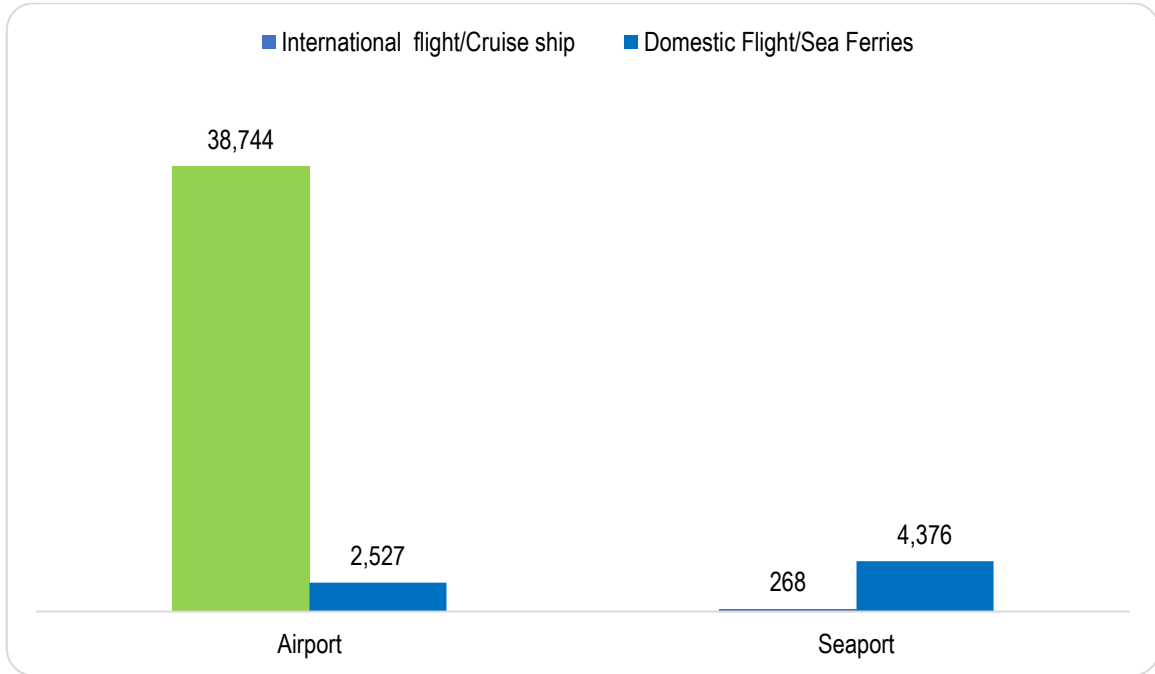


Table 4. 2: International Visitors by Nationality through Entry Points, March 2023

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	1,816	228	2,044	5	251	256
British	1,537	75	1,612	34	330	364
German	3,376	337	3,713	9	361	370
Italian	5,807	48	5,855	2	72	74
French	3,797	624	4,421	4	134	138
Dutch	1,076	105	1,181	4	93	97
Belgium	395	69	464	1	56	57
Russian	776	20	796	0	44	44
Turkish	305	9	314	0	70	70
Polish	2,667	44	2,711	0	42	42
Ukrainian	312	9	321	0	5	5
Czech Republic	2,958	39	2,997	0	33	33
Spanish	331	77	408	7	32	39
Other Europeans	6,651	258	6,909	17	212	229
Subtotal	31,804	1,942	33,746	83	1,735	1,818
ASIA						
Japanese	43	6	49	2	18	20
Chinese	119	30	149	0	162	162
Indian	346	12	358	0	188	188
Israeli	120	6	126	0	8	8
Other Asians	919	38	957	3	222	225
Subtotal	1,547	92	1,639	5	598	603
AFRICA						
Kenyan	623	20	643	0	489	489
South African	1,472	15	1,487	0	67	67
Egyptian	139	5	144	0	46	46
Other Africans	1,221	62	1,283	0	733	733
Subtotal	3,455	102	3,557	0	1,335	1,335
AMERICA						
American	1,204	267	1,471	137	409	546
Canadian	333	74	407	11	170	181
Other Americans	265	30	295	3	38	41
Subtotal	1,802	371	2,173	151	617	768
OCEANIA						
Australian	100	20	120	29	77	106
New Zealand	20	0	20	0	10	10
Subtotal	120	20	140	29	87	116
Not stated	16	0	16	0	4	4
TOTAL	38,744	2,527	41,271	268	4,376	4,644

Table 4. 3: International Visitors by Nationality and Purpose of Visit, March 2023

Nationality	Holidays	Visiting		Prospective Resident	Seeking Employment	Temporary Employment	Business		In Transit	Others	Total
		Friends and Relatives	Returning Residences				and Conference				
EUROPE											
Scandinavian	2,296	2	0	0	0	1	0	0	0	1	2,300
British	1,972	3	0	0	0	0	1	0	0	0	1,976
German	4,069	10	0	3	0	0	0	0	0	1	4,083
Italian	5,911	17	0	0	0	0	0	0	0	1	5,929
French	4,546	5	2	2	0	0	2	2	2	0	4,559
Dutch	1,278	0	0	0	0	0	0	0	0	0	1,278
Belgium	519	1	0	0	0	0	0	0	0	1	521
Russian	837	3	0	0	0	0	0	0	0	0	840
Turkish	374	3	0	0	2	0	5	0	0	0	384
Polish	2,749	0	0	0	0	0	0	2	2	2	2,753
Ukrainian	326	0	0	0	0	0	0	0	0	0	326
Czech Republic	3,018	5	0	0	0	0	0	2	5	5	3,030
Spanish	445	2	0	0	0	0	0	0	0	0	447
Other Europeans	7,110	11	3	0	0	0	1	2	11	11	7,138
Subtotal	35,450	62	5	5	2	1	9	8	22	22	35,564
ASIA											
Japanese	6	1	0	0	0	0	0	0	0	0	69
Chinese	311	0	0	0	0	0	0	0	0	0	311
Indian	546	0	0	0	0	0	0	0	0	0	546
Israeli	134	0	0	0	0	0	0	0	0	0	134
Other Asians	1,179	2	0	0	0	1	0	0	0	0	1,182
Subtotal	2,238	3	0	0	0	1	0	0	0	0	2,242
AFRICA											
Kenyan	1,132	0	0	0	0	0	0	0	0	0	1,132
South African	1,548	5	0	0	0	0	0	0	0	1	1,554
Egyptian	188	0	0	2	0	0	0	0	0	0	190
Other Africans	2,011	2	0	2	0	0	1	0	0	0	2,016
Subtotal	4,879	7	0	4	0	0	1	0	1	1	4,892
AMERICA											
American	2,009	8	0	0	0	0	0	0	0	0	2,017
Canadian	585	3	0	0	0	0	0	0	0	0	588
Other Americans	336	0	0	0	0	0	0	0	0	0	336
Subtotal	2,930	11	0	0	0	0	0	0	0	0	2,941
OCEANIA											
Australian	226	0	0	0	0	0	0	0	0	0	226
New Zealand	30	0	0	0	0	0	0	0	0	0	30
Subtotal	256	0	0	0	0	0	0	0	0	0	256
Not stated	12	4	1	0	1	1	0	2	7	7	20
TOTAL	45,765	87	4	9	1	3	10	6	30	30	45,915
TOTAL PERCENT	99.7	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	100

Table 4. 4: International Visitors by Nationality and Sex, March 2023

Nationality	Male	Female	Total
EUROPE			
Scandinavian	877	1,426	2,303
British	904	1,072	1,976
German	1,740	2,345	4,085
Italian	2,585	3,365	5,950
French	1,848	2,711	4,559
Dutch	567	711	1,278
Belgium	225	296	521
Russian	343	497	840
Turkish	213	171	384
Polish	1,173	1,618	2,791
Ukrainian	99	231	330
Czech Republic	1,220	1,811	3,031
Spanish	200	247	447
Other European Country	2,968	4,102	7,070
Subtotal	14,962	20,603	35,565
ASIA			
Japanese	46	24	70
Chinese	204	107	311
Indian	357	194	551
Israeli	50	85	135
Other Asian	684	495	1,179
Subtotal	1,341	905	2,246
AFRICA			
Kenyan	596	546	1,142
South African	701	853	1,554
Egyptian	135	55	190
Other African	1,063	952	2,015
Subtotal	2,495	2,406	4,901
AMERICA			
American	869	1,140	2,009
Canadian	246	342	588
Other American	148	182	330
Subtotal	1,263	1,664	2,927
OCEANIA			
Australian	123	103	226
New Zealand	13	17	30
Subtotal	136	120	256
Not stated	6	14	20
TOTAL MARCH, 2023	20,203	25,712	45,915
TOTAL FEBRUARY, 2023	23,326	42,104	65,430
TOTAL PERCENT	44.0	56.0	100
% CHANGE, FEBRUARY			
2023 AND MARCH 2023	-13.4	-38.9	-29.8

Figure 4. 2: International Visitors by Sex, March 2023

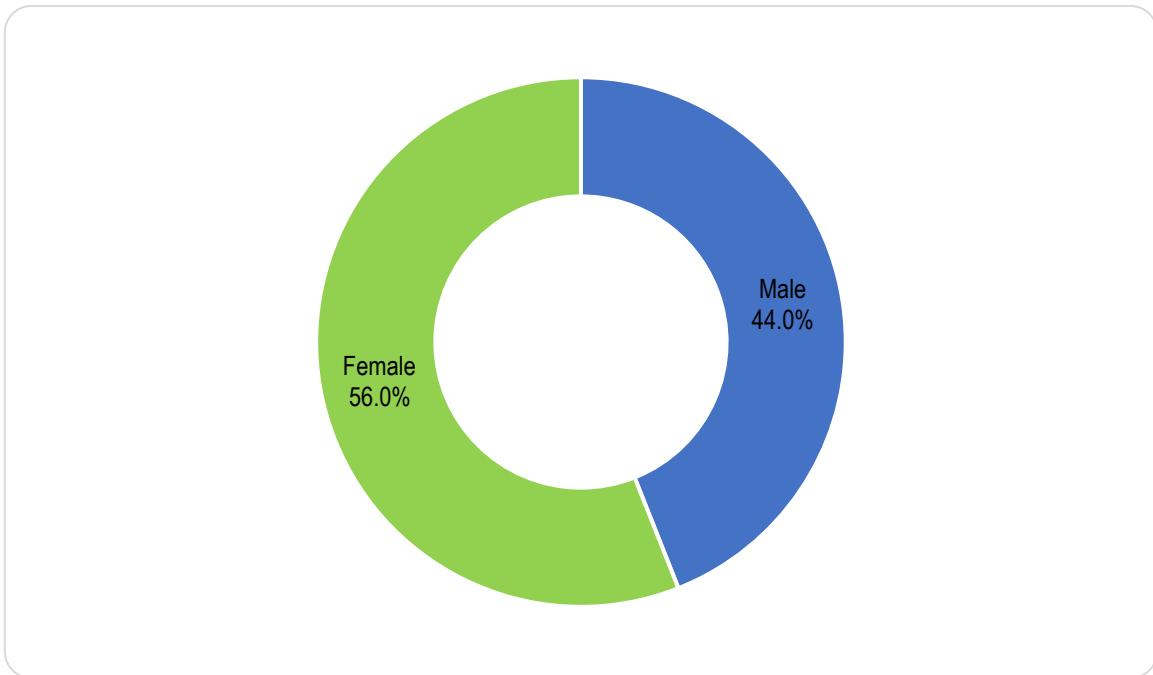


Figure 4. 3: International Visitors by Categorized Age, March 2023

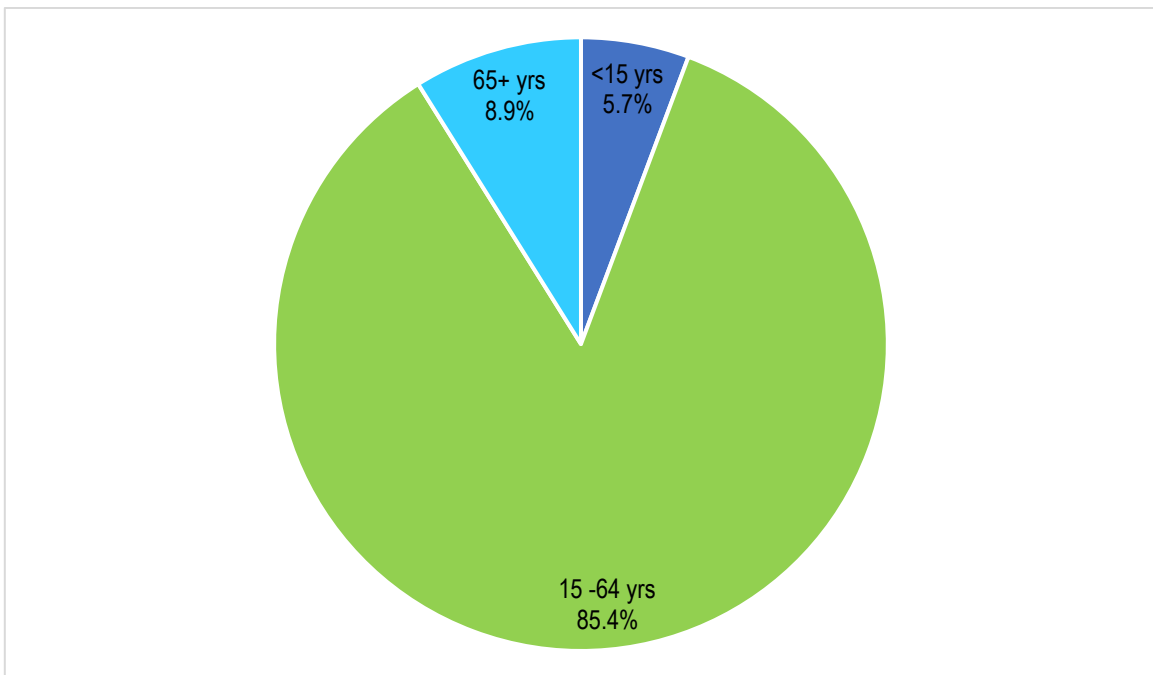


Table 4. 5: International Visitors by Nationality and Categorized Age, March 2023

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	195	1,919	186	2,300
British	108	1,565	303	1,976
German	136	3,590	357	4,083
Italian	411	4,790	728	5,929
French	164	3,987	408	4,559
Dutch	52	1,107	119	1,278
Belgium	27	443	51	521
Russian	53	765	22	840
Turkish	31	338	15	384
Polish	148	2,335	270	2,753
Ukrainian	35	278	13	326
Czech Republic	260	2,510	260	3,030
Spanish	28	395	24	447
Other European	420	6,050	604	7,074
Subtotal	2,068	30,072	3,360	35,500
ASIA				
Japanese	-	55	14	69
Chinese	12	298	1	311
Indian	21	509	16	546
Israeli	2	129	3	134
Other Asian	59	1,032	86	1,177
Subtotal	94	2,023	120	2,237
AFRICA				
Kenyan	42	1,044	46	1,132
South African	129	1,342	83	1,554
Egyptian	9	179	2	190
Other African	69	1,898	48	2,015
Subtotal	249	4,463	179	4,891
AMERICA				
American	95	1,671	251	2,017
Canadian	66	438	84	588
Other American	16	309	2	327
Subtotal	177	2,418	337	2,932
OCEANIA				
Australian	7	198	21	226
New Zealand	3	27	0	30
Subtotal	10	225	21	256
Not stated	24	13	62	99
TOTAL	2,622	39,214	4,079	45,915
TOTAL PERCENT	5.7	85.4	8.9	100

Figure 4. 4: Visitors Arrival from Emerging Markets, March 2022 and March 2023

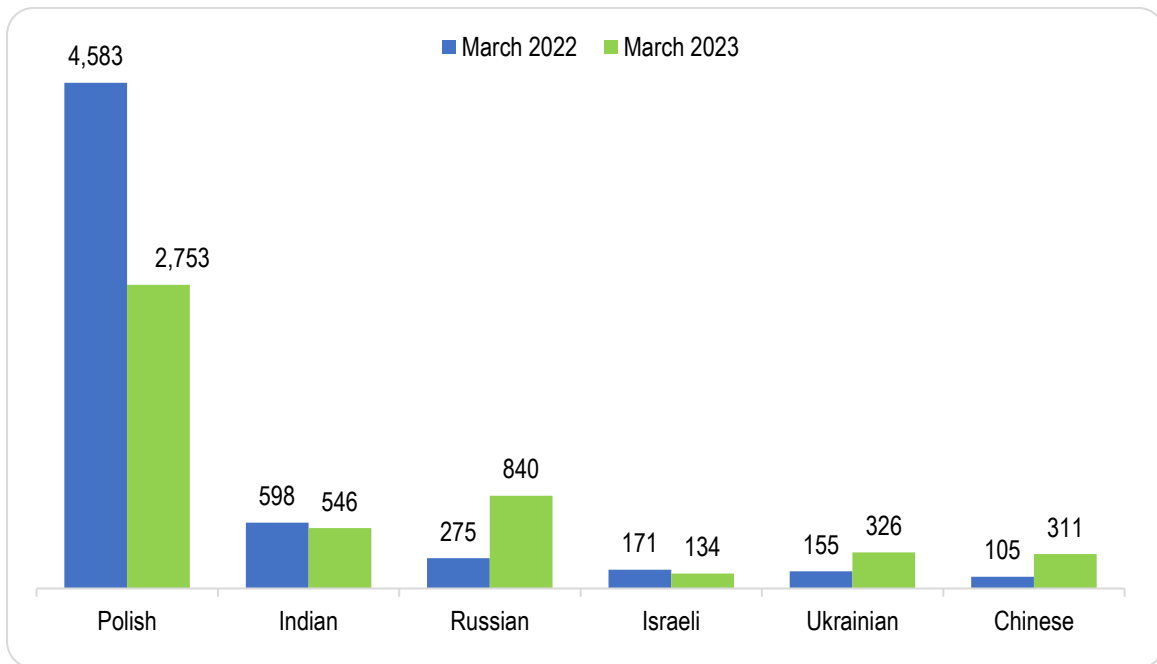


Table 4. 6: Intended Length of Stay and Sex of International Visitors, March 2023

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	512	312	824	1.8	512	312	824
2	457	351	808	1.8	914	702	1,616
3	744	606	1,350	2.9	2,232	1,818	4,050
4	677	692	1,369	3.0	2,708	2,768	5,476
5	1,752	2,086	3,838	8.4	8,760	10,430	19,190
6	2,182	6,066	8,248	18.0	13,092	36,396	49,488
7	5,701	6,382	12,083	26.3	39,907	44,674	84,581
8	3,927	4,697	8,624	18.8	31,416	37,576	68,992
9	893	1,004	1,897	4.1	8,037	9,036	17,073
10	886	945	1,831	4.0	8,860	9,450	18,310
11	359	360	719	1.6	3,949	3,960	7,909
12	384	431	815	1.8	4,608	5,172	9,780
13	191	234	425	0.9	2,483	3,042	5,525
14	585	572	1,157	2.5	8,190	8,008	16,198
15	232	225	457	1.0	3,480	3,375	6,855
16	111	136	247	0.5	1,776	2,176	3,952
17	52	59	111	0.2	884	1,003	1,887
18	32	43	75	0.2	576	774	1,350
19	24	48	72	0.2	456	912	1,368
20	47	57	104	0.2	940	1,140	2,080
21	58	59	117	0.3	1,218	1,239	2,457
22	7	10	17	0.0	154	220	374
23	9	7	16	0.0	207	161	368
24	9	8	17	0.0	216	192	408
25	18	20	38	0.1	450	500	950
26	4	9	13	0.0	104	234	338
27	6	4	10	0.0	162	108	270
28	19	17	36	0.1	532	476	1,008
29	1	10	11	0.0	29	290	319
30	97	88	185	0.4	2,910	2,640	5,550
31+	227	174	401	0.9	7,037	5,394	12,431
Total	20,203	25,712	45,915	100.0	156,799	194,178	350,977
	Intended Average Length of Stay ⁴				7.8	7.6	7.6

⁴ The average intended length of stay is determined by dividing the number of visitor nights by the number of international visitors

Table 4. 7: International Visitors' nights and Estimated Bed Occupancy Rate, March 2023

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	824	1.8	824
2	808	1.8	1,616
3	1,350	2.9	4,050
4	1,369	3.0	5,476
5	3,838	8.4	19,190
6	8,248	18.0	49,488
7	12,083	26.3	84,581
8	8,624	18.8	68,992
9	1,897	4.1	17,073
10	1,831	4.0	18,310
11	719	1.6	7,909
12	815	1.8	9,780
13	425	0.9	5,525
14	1,157	2.5	16,198
15	457	1.0	6,855
16	247	0.5	3,952
17	111	0.2	1,887
18	75	0.2	1,350
19	72	0.2	1,368
20	104	0.2	2,080
21	117	0.3	2,457
22	17	0.0	374
23	16	0.0	368
24	17	0.0	408
25	38	0.1	950
26	13	0.0	338
27	10	0.0	270
28	36	0.1	1,008
29	11	0.0	319
30	185	0.4	5,550
31+	401	0.9	12,431
Total	45,915	100	350,977
	Number of beds available in March, 2023		701,189
	Bed Occupancy Rate		50.1

Table 4. 8: International Visitors by Nationality through Entry Points, January- March 2022 & 2023

Nationality	January- March 2022			January- March 2023					% Change, Jan- March 2022 and Jan- March 2023
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	4,610	3.6	7	8,650	855	9,505	5.3	5	106.2
British	3,986	3.1	9	6,716	834	7,550	4.2	7	89.4
German	7,379	5.8	5	12,612	1,737	14,349	8.0	4	94.5
Italian	1,707	1.3	14	24,393	252	24,645	13.7	1	1343.8
French	15,865	12.4	2	22,253	534	22,787	12.6	2	43.6
Dutch	3,161	2.5	10	5,330	273	5,603	3.1	8	77.3
Belgium	2,492	1.9	12	2,437	159	2,596	1.4	13	4.2
Russian	1,299	1	15	3,051	126	3,177	1.8	12	144.6
Turkish	1,090	0.9	17	1,211	140	1,351	0.7	17	23.9
Polish	21,158	16.5	1	14,444	113	14,557	8.1	3	-31.2
Ukrainian	11,330	8.8	3	1,300	25	1,325	0.7	18	-88.3
Czech Republic	7,650	6	4	7,943	62	8,005	4.4	6	4.6
Spanish	1,284	1	16	1,463	98	1,561	0.9	16	21.6
Other European	21,608	16.9		29,542	923	30,465	16.9		41.0
Subtotal	104,619	81.6		141,345	6131	147,476	81.9		41.0
ASIA									
Japanese	50	0	24	135	53	188	0.1	23	276.0
Chinese	395	0.3	21	675	330	1,005	0.6	19	154.4
Indian	995	0.8	18	1,078	542	1,620	0.9	15	62.8
Israeli	365	0.3	22	914	38	952	0.5	20	160.8
Other Asian	2,398	1.9		3,234	548	3,782	2.1		57.7
Subtotal	4203	3.3		6036	1511	7547	4.2		79.6
AFRICA									
Kenyan	2,301	1.8	13	2,659	1,271	3,930	2.2	11	70.8
South African	5,065	4	6	3,926	201	4,127	2.3	10	-18.5
Egyptian	930	0.7	19	448	120	568	0.3	22	-38.9
Other African	4,567	3.6		5,081	1,997	7,078	3.9		55.0
Subtotal	12863	10		12114	3589	15703	8.7		22.1
AMERICA									
American	3,031	2.4	11	4,241	1,083	5,324	3.0	9	75.7
Canadian	587	0.5	20	1,392	408	1,800	1.0	14	206.6
Other American	613	0.5		1,164	127	1,291	0.7		110.6
Subtotal	4231	3.3		6797	1618	8415	4.7		98.9
OCEANIA									
Australian	285	0.2	23	592	222	814	0.5	21	185.6
New Zealand	48	0	25	73	22	95	0.1	24	97.9
Subtotal	333	0.3		665	244	909	0.5		173.0
Not stated	1,951	1.5		94	14	108	0.1		
TOTAL	128,200	100		167,051	13,107	180,158	100		40.5

Annex 4. 1: Visitors Arrival from Emerging Markets, March 2023, February 2023 and March 2022

Nationality	March 2022	February 2023	March 2023	% Change March 2022 and March 2023	% Change February 2023 and March 2023
Russian	275	1,339	840	205.5	-37.3
Polish	4,583	5,702	2,753	-39.9	-51.7
Ukrainian	155	491	326	110.3	-33.6
Chinese	105	287	311	196.2	8.4
Indian	598	615	546	-8.7	-11.2
Israeli	171	623	134	-21.6	-78.5
Total	5,887	9,057	4,910	-16.6	-45.8

Annex 4. 2: International Visitors by Month, 2019 - 2023

Month	2019	2020	2021	2022	2023
January	46,133	61,461	49,868	42,443	68,813
February	50,387	61,752	51,574	46,995	65,430
March	33,883	33,801	43,821	38,762	45,915
April	20,242	334	13,839	20,540	
May	15,640	197	9,280	20,450	
June	36,605	353	20,416	34,013	
July	55,947	3,079	29,714	58,157	
August	68,163	4,366	34,425	61,388	
September	49,732	5,422	25,817	46,338	
October	53,023	12,157	31,826	57,547	
November	47,824	29,128	35,438	55,150	
December	60,685	48,594	48,167	66,720	
Total	538264	260644	394185	548503	180,158

CHAPTER 5

APRIL TOURISM STATISTICS

Zanzibar recorded **27,666** international visitors in April 2023 which is an increase of **34.7** percent compared with **20,540** visitors recorded in April 2022 and decreased by **39.7** percent compared with **45,915** visitors recorded in the preceding month (March 2023).

Tourists from Europe continued to dominate the market by accounting (**61.1** percent) of the total visitors in April 2023. In country wise, German dominated the Tourism market by accounting **11.8** percent of all visitors entered in April 2023, followed by French (**9.5** percent) while New Zealand recorded less than one percent which is the least. Other performances are as shown in (**Table 1**).

The data shows that **23,598** visitors equivalent to **85.3** percent of the total visitors entered through Airport, whereby **22,246** visitors of them entered by international flights and **1,352** by domestic flights. The remaining **4,068** visitors entered through seaport of whom **268** entered by cruise ship and **3,800** entered by Sea Ferries from Tanzania Mainland as shown in **Figure 1 & Table 2**.

Information on the purpose of visit (**Table 3**) shows that in April 2023, about **27,450** visitors equivalent to **99.2** percent came for holidays, **0.6** percent came for visiting friends and relatives and **0.2** percent came for other purposes.

Table 4 & Figure 2 shows that **14,335** visitors (**51.8** percent) were male and **13,331** (**48.2** percent) were female. Male and Female decreased by **29.0** and **48.2** respectively compared with the preceding month of March 2023.

The ages of the visitors were categorized into three broad groups: those younger than 15 years who are regarded as children, 15 to 64 years who are regarded as working age population, and 65 years and older are regarded as retirees. The overall results show that **2,606** (**9.4** percent) visitors were aged less than 15 years, **23,744** (**85.8** percent) were aged 15 to 64 years and **1,316** (**4.8** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The visitors from emerging markets (Poland, India, Russia, Israel, China and Ukraine) decreased by **44.3** percent compared with previous month. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that more than half of visitors (**55.6** percent) stayed in the country between six to eight days in April 2023. The overall average intended length of stay for visitors in April 2023 was Seven nights (**7.1**).

The total of **678,570** bed-spaces was available in April 2023. Out of these bed-spaces, estimates of **197,608** beds were sold during in April 2023 representing a bed occupancy rate of **29.1** percent (**Table 7**).

For the past four months, Zanzibar has received **207,824** visitors from January- April 2023 which is an increase of **39.7** percent compared with the corresponding months (January-April 2022). About **190,649** visitors entered through airport while **17,175** visitors entered through seaport. Most

of visitors were from Europe (**79.1** percent). In country wise, French (**12.2** percent) was the leading market for the four months in Zanzibar tourism market (**Table 8**).

Table 5. 1: International Visitors by Nationality, April 2023, March 2023 and April 2022

Nationality	April 2022			March 2023			April 2023			% Change, March 2023 and April 2023	% Change, April 2022 and April 2023
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	919	4.5	6	2,300	5.0	6	1,231	4.4	7	-46.5	33.9
British	1,219	5.9	4	1,976	4.3	8	1,553	5.6	4	-21.4	27.4
German	1,519	7.4	3	4,083	8.9	3	3,270	11.8	1	-19.9	115.3
Italian	267	1.3	15	5,929	12.9	1	545	2.0	11	-90.8	104.1
French	2,075	10.1	1	4,559	9.9	2	2,625	9.5	2	-42.4	26.5
Dutch	700	3.4	9	1,278	2.8	10	1,010	3.7	8	-21.0	44.3
Belgium	404	2.0	12	521	1.1	15	328	1.2	18	-37.0	-18.8
Russian	143	0.7	19	840	1.8	12	479	1.7	13	-43.0	235.0
Turkish	167	0.8	18	384	0.8	17	447	1.6	17	16.4	167.7
Polish	434	2.1	11	2,753	6.0	5	467	1.7	14	-83.0	7.6
Ukrainian	91	0.4	20	326	0.7	18	167	0.6	21	-48.8	83.5
Czech Republic	284	1.4	14	3,030	6.6	4	564	2.0	10	-81.4	98.6
Spanish	398	1.9	13	447	1.0	16	502	1.8	12	12.3	26.1
Other											
European	2,392	11.6		7,138	15.5		3,718	13.4		-47.9	55.4
Subtotal	11,012	54		35,564	77.5		16,906	61.1		-52	54
ASIA											
Japanese	18	0.1	23	69	0.2	23	67	0.2	23	-2.9	272.2
Chinese	237	1.2	16	311	0.7	19	457	1.7	15	46.9	92.8
Indian	464	2.3	10	546	1.2	14	716	2.6	9	31.1	54.3
Israeli	870	4.2	7	134	0.3	22	448	1.6	16	234.3	-48.5
Other Asian	412	2.0		1,182	2.6		1,010	3.7		-14.6	145.1
Subtotal	2,001	9.7		2,242	4.9		2,698	9.8		20.3	34.8
AFRICA											
Kenyan	1,091	5.3	5	1,132	2.5	11	1,419	5.1	5	25.4	30.1
South African	1,619	7.9	2	1,554	3.4	9	1,910	6.9	3	22.9	18.0
Egyptian	69	0.3	21	190	0.4	21	159	0.6	22	-16.3	130.4
Other African	3,135	15.3		2,016	4.4		2,424	8.8		20.2	-22.7
Subtotal	5,914	28.8		4,892	10.7		5,912	21.4		20.9	0.0
AMERICA											
American	720	3.5	8	2,017	4.4	7	1,341	4.8	6	-33.5	86.3
Canadian	204	1	17	588	1.3	13	286	1.0	19	-51.4	40.2
Other											
American	183	0.9		336	0.7		268	1.0		-20.2	46.4
Subtotal	1,107	5.4		2,941	6.4		1,895	6.8		-35.6	71.2
OCEANIA											
Australian	59	0.3	22	226	0.5	20	208	0.8	20	-8.0	252.5
New Zealand	11	0.1	24	30	0.1	24	45	0.2	24	50.0	309.1
Subtotal	70	0.3		256	0.6		253	0.9		-1.2	261.4
Not stated	436	2.1		20	0.0		2	0.0			
TOTAL	20,540	100		45,915	100.0		27,666	100.0		-39.7	34.7

Figure 5. 1: International Visitors by Entry Points, April 2023

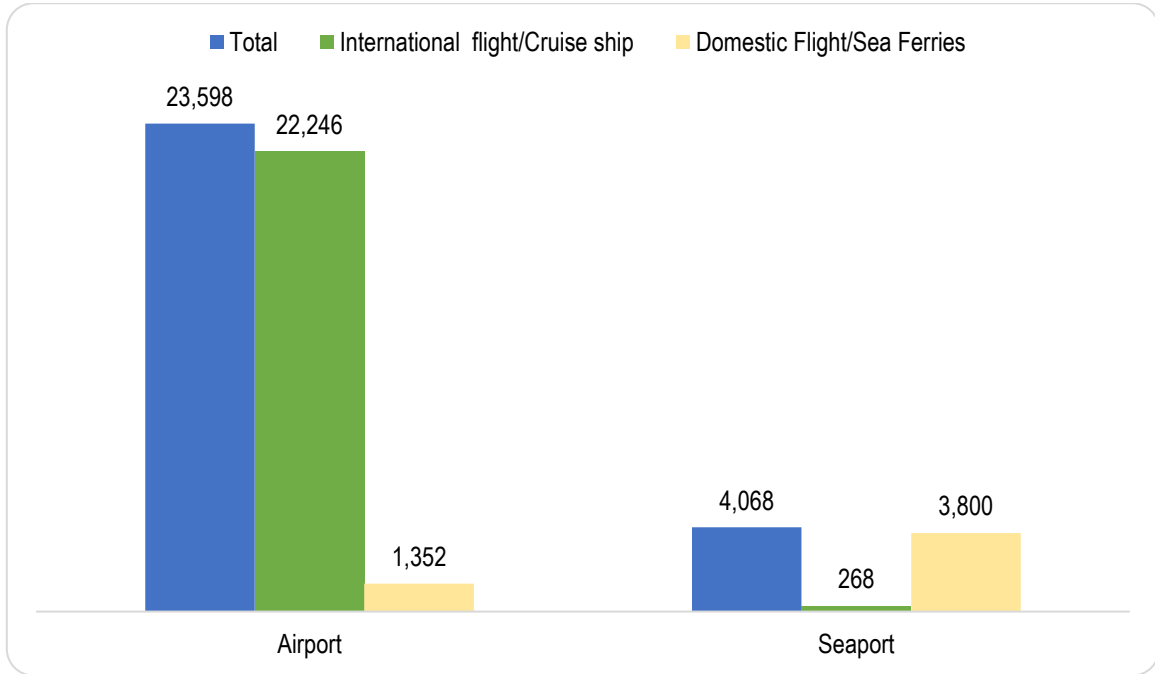


Table 5. 2: International Visitors by Nationality through Entry Points, April 2023

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	976	105	1,081	5	145	150
British	1,261	61	1,322	34	197	231
German	2,917	146	3,063	9	198	207
Italian	445	61	506	2	37	39
French	2,257	139	2,396	4	225	229
Dutch	910	27	937	4	69	73
Belgium	254	24	278	1	49	50
Russian	445	11	456	0	23	23
Turkish	386	4	390	0	57	57
Polish	429	13	442	0	25	25
Ukrainian	159	5	164	0	3	3
Czech Republic	521	25	546	0	18	18
Spanish	433	34	467	7	28	35
Other Europeans	3,268	265	3,533	17	168	185
Subtotal	14,661	920	15,581	83	1,242	1,325
ASIA						
Japanese	35	11	46	2	19	21
Chinese	185	8	193	0	264	264
Indian	429	19	448	0	268	268
Israeli	406	25	431	0	17	17
Other Asians	798	51	849	3	158	161
Subtotal	1,853	114	1,967	5	726	731
AFRICA						
Kenyan	879	59	938	0	481	481
South African	1,810	17	1,827	0	83	83
Egyptian	132	11	143	0	16	16
Other Africans	1,534	87	1,621	0	803	803
Subtotal	4,355	174	4,529	0	1,383	1,383
AMERICA						
American	878	53	931	137	273	410
Canadian	189	29	218	11	57	68
Other Americans	195	22	217	3	48	51
Subtotal	1,262	104	1,366	151	378	529
OCEANIA						
Australian	98	23	121	29	58	87
New Zealand	15	17	32	0	13	13
Subtotal	113	40	153	29	71	100
Not stated	2	0	2	0	0	0
TOTAL	22,246	1,352	23,598	268	3,800	4,068

Table 5. 3: International Visitors by Nationality and Purpose of Visit, April 2023

Nationality	Holidays	Visiting Friends and Relatives	Returning Residences	Prospective Resident	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE										
Scandinavian	1,227	0	0	1	0	3	0	0	0	1,231
British	1,540	11	2	0	0	0	0	0	0	1,553
German	3,251	16	1	1	0	0	0	0	1	3,270
Italian	541	2	0	0	0	0	2	0	0	545
French	2,593	28	2	0	0	0	0	0	2	2,625
Dutch	1,003	3	1	1	0	0	0	0	2	1,010
Belgium	325	3	0	0	0	0	0	0	0	328
Russian	475	2	0	0	0	0	0	0	2	479
Turkish	443	4	0	0	0	0	0	0	0	447
Polish	463	4	0	0	0	0	0	0	0	467
Ukrainian	166	1	0	0	0	0	0	0	0	167
Czech Republic	561	3	0	0	0	0	0	0	0	564
Spanish	499	3	0	0	0	0	0	0	0	502
Other Europeans	3,692	18	0	0	1	0	0	0	7	3,718
Subtotal	16,779	98	6	3	1	3	2	0	14	16,906
ASIA										
Japanese	6	0	0	0	0	0	0	0	0	67
Chinese	452	0	0	4	0	0	0	0	1	457
Indian	711	1	0	4	0	0	0	0	0	716
Israeli	439	9	0	0	0	0	0	0	0	448
Other Asians	1,005	3	0	2	0	0	0	0	0	1,010
Subtotal	2,674	13	0	10	0	0	0	0	1	2,698
AFRICA										
Kenyan	1,405	11	0	0	0	0	0	0	3	1,419
South African	1,883	25	0	0	0	1	0	0	1	1,910
Egyptian	159	0	0	0	0	0	0	0	0	159
Other Africans	2,411	6	0	0	0	3	0	0	4	2,424
Subtotal	5,858	42	0	0	0	4	0	0	8	5,912
AMERICA										
American	1,330	7	0	0	0	2	0	0	2	1,341
Canadian	286	0	0	0	0	0	0	0	0	286
Other Americans	268	0	0	0	0	0	0	0	0	268
Subtotal	1,884	7	0	0	0	2	0	0	2	1,895
OCEANIA										
Australian	208	0	0	0	0	0	0	0	0	208
New Zealand	45	0	0	0	0	0	0	0	0	45
Subtotal	253	0	0	0	0	0	0	0	0	253
Not stated	2	0	0	0	0	0	0	0	0	2
TOTAL	27,450	160	6	13	1	9	2	0	25	27,666
TOTAL PERCENT	99.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.1	100

Table 5. 4: International Visitors by Nationality and Sex, April 2023

Nationality	Male	Female	Total
EUROPE			
Scandinavian	627	604	1,231
British	815	738	1,553
German	1,590	1,680	3,270
Italian	289	256	545
French	1,450	1,175	2,625
Dutch	450	560	1,010
Belgium	148	180	328
Russian	230	249	479
Turkish	274	173	447
Polish	211	256	467
Ukrainian	59	108	167
Czech Republic	282	282	564
Spanish	248	254	502
Other European Country	1,945	1,773	3,718
Subtotal	8,618	8,288	16,906
ASIA			
Japanese	45	22	67
Chinese	295	162	457
Indian	445	271	716
Israeli	224	224	448
Other Asian	598	412	1,010
Subtotal	1,607	1,091	2,698
AFRICA			
Kenyan	710	709	1,419
South African	933	977	1,910
Egyptian	109	50	159
Other African	1,326	1,098	2,424
Subtotal	3,078	2,834	5,912
AMERICA			
American	593	748	1,341
Canadian	161	125	286
Other American	157	111	268
Subtotal	911	984	1,895
OCEANIA			
Australian	100	108	208
New Zealand	19	26	45
Subtotal	119	134	253
Not stated	2	0	2
TOTAL APRIL, 2023	14,335	13,331	27,666
TOTAL MARCH, 2023	20,203	25,712	45,915
TOTAL PERCENT	51.8	48.2	100
% CHANGE, MARCH 2023 AND APRIL 2023	-29.0	-48.2	-39.7

Figure 5. 2: International Visitors by Sex, April 2023

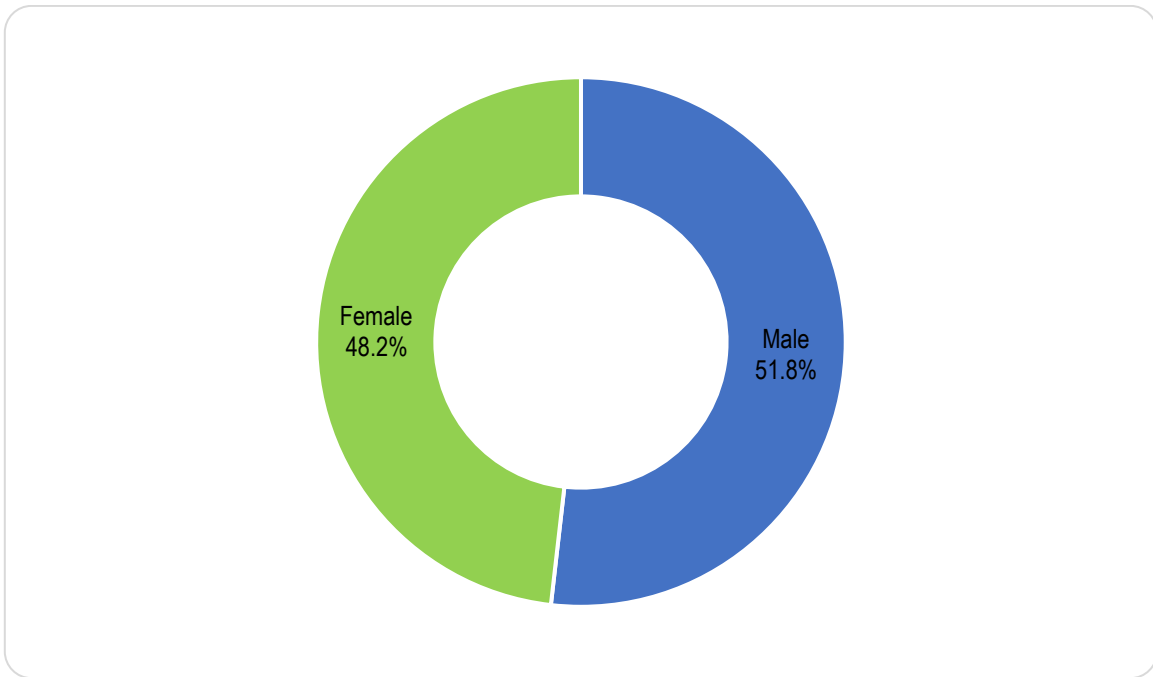


Figure 5. 3: International Visitors by Categorized Age, April 2023

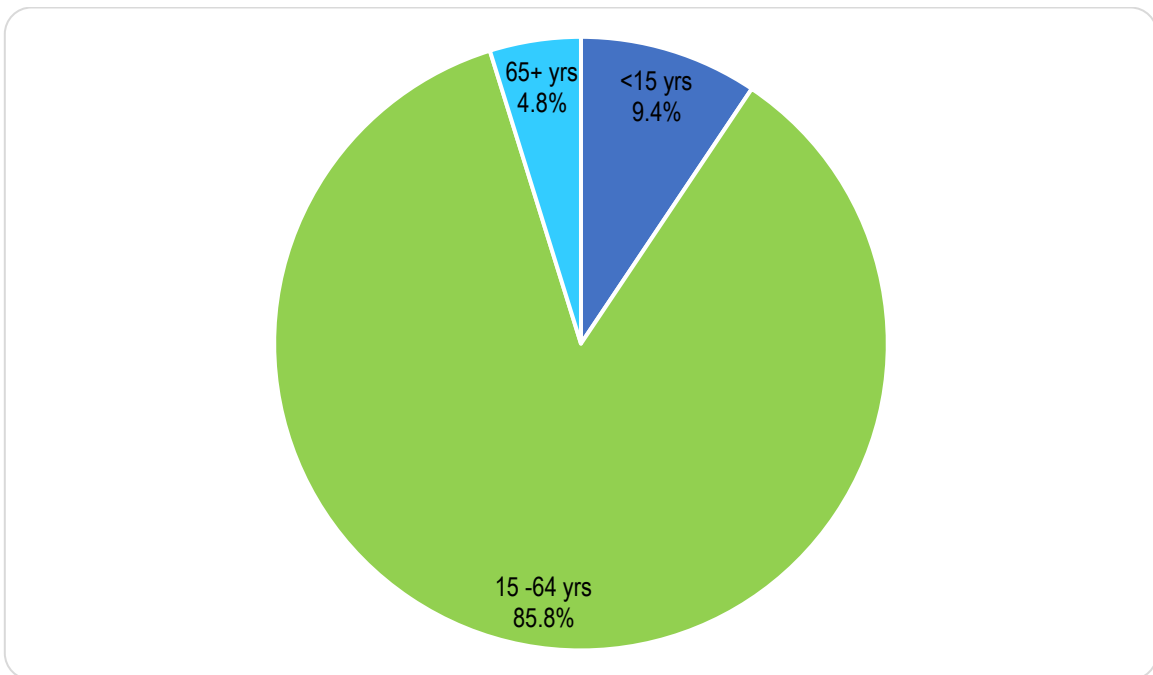


Table 5. 5: International Visitors by Nationality and Categorized Age, April 2023

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	137	1,043	51	1,231
British	158	1,279	116	1,553
German	292	2,824	154	3,270
Italian	46	474	25	545
French	337	2,165	123	2,625
Dutch	98	848	64	1,010
Belgium	39	264	25	328
Russian	54	410	15	479
Turkish	49	392	6	447
Polish	58	397	12	467
Ukrainian	19	148	0	167
Czech Republic	50	455	59	564
Spanish	29	458	15	502
Other European	349	3,189	180	3,718
Subtotal	1,715	14,346	845	16,906
ASIA				
Japanese	2	65	0	67
Chinese	14	430	13	457
Indian	94	592	30	716
Israeli	73	353	22	448
Other Asian	78	896	36	1,010
Subtotal	261	2,336	101	2,698
AFRICA				
Kenyan	111	1,257	51	1,419
South African	204	1,621	85	1,910
Egyptian	16	139	4	159
Other African	131	2,257	36	2,424
Subtotal	462	5,274	176	5,912
AMERICA				
American	114	1,108	119	1,341
Canadian	29	219	38	286
Other American	10	250	8	268
Subtotal	153	1,577	165	1,895
OCEANIA				
Australian	15	169	24	208
New Zealand	0	40	5	45
Subtotal	15	209	29	253
Not stated	0	2	0	2
TOTAL	2,606	23,744	1,316	27,666
TOTAL PERCENT	9.4	85.8	4.8	100

Figure 5. 4: Visitors Arrival from Emerging Markets, April 2022 and April 2023

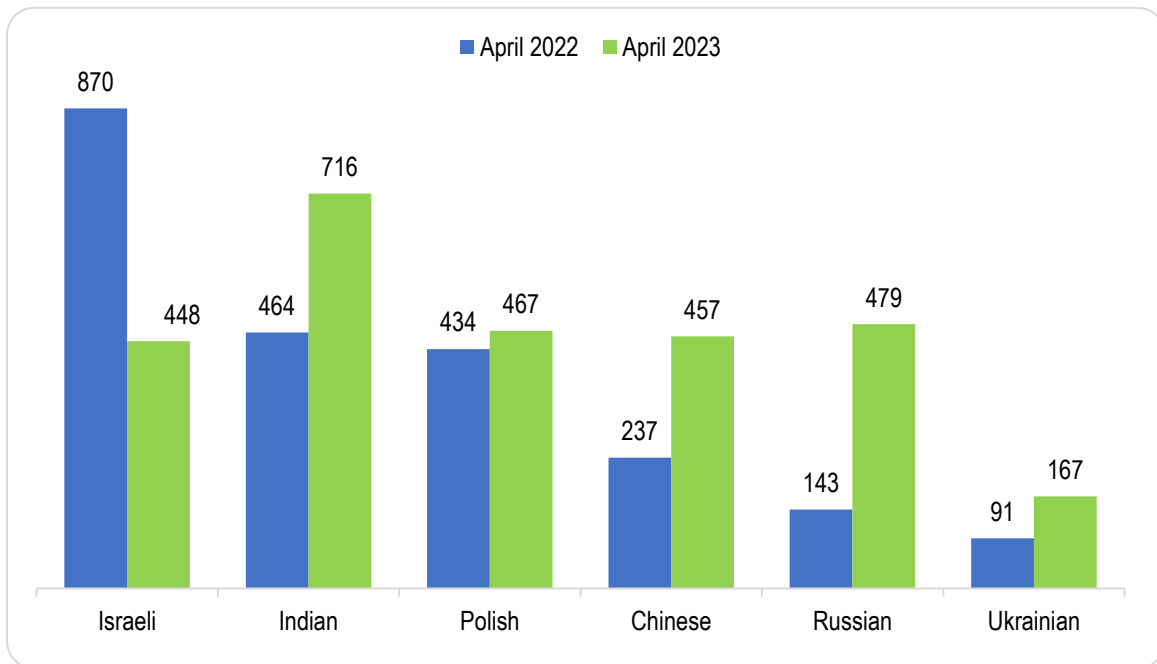


Table 5. 6: Intended Length of Stay and Sex of International Visitors, April 2023

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	438	285	723	2.6	438	285	723
2	467	427	894	3.2	934	854	1,788
3	713	589	1,302	4.7	2,139	1,767	3,906
4	707	690	1,397	5.0	2,828	2,760	5,588
5	1,815	1,306	3,121	11.3	9,075	6,530	15,605
6	1,472	4,426	5,898	21.3	8,832	26,556	35,388
7	4,194	1,123	5,317	19.2	29,358	7,861	37,219
8	1,965	2,222	4,187	15.1	15,720	17,776	33,496
9	733	705	1,438	5.2	6,597	6,345	12,942
10	524	460	984	3.6	5,240	4,600	9,840
11	165	141	306	1.1	1,815	1,551	3,366
12	250	232	482	1.7	3,000	2,784	5,784
13	82	63	145	0.5	1,066	819	1,885
14	276	229	505	1.8	3,864	3,206	7,070
15	98	94	192	0.7	1,470	1,410	2,880
16	20	34	54	0.2	320	544	864
17	24	18	42	0.2	408	306	714
18	11	17	28	0.1	198	306	504
19	7	5	12	0.0	133	95	228
20	41	31	72	0.3	820	620	1,440
21	35	21	56	0.2	735	441	1,176
22	3	5	8	0.0	66	110	176
23	6	8	14	0.1	138	184	322
24	9	-	9	0.0	216	-	216
25	5	5	10	0.0	125	125	250
26	8	3	11	0.0	208	78	286
27	6	3	9	0.0	162	81	243
28	11	11	22	0.1	308	308	616
29	4	7	11	0.0	116	203	319
30	97	56	153	0.6	2,910	1,680	4,590
31+	149	115	264	1.0	4,619	3,565	8,184
Total	14,335	13,331	27,666	100.0	103,858	93,750	197,608
				Intended Average Length of Stay ⁵	7.2	7.0	7.1

⁵ The average intended length of stay is determined by dividing the number of visitor nights by the number of international visitors

Table 5. 7: International Visitors’ nights and Estimated Bed Occupancy Rate, April 2023

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	723	2.6	723
2	894	3.2	1,788
3	1,302	4.7	3,906
4	1,397	5.0	5,588
5	3,121	11.3	15,605
6	5,898	21.3	35,388
7	5,317	19.2	37,219
8	4,187	15.1	33,496
9	1,438	5.2	12,942
10	984	3.6	9,840
11	306	1.1	3,366
12	482	1.7	5,784
13	145	0.5	1,885
14	505	1.8	7,070
15	192	0.7	2,880
16	54	0.2	864
17	42	0.2	714
18	28	0.1	504
19	12	0.0	228
20	72	0.3	1,440
21	56	0.2	1,176
22	8	0.0	176
23	14	0.1	322
24	9	0.0	216
25	10	0.0	250
26	11	0.0	286
27	9	0.0	243
28	22	0.1	616
29	11	0.0	319
30	153	0.6	4,590
31+	264	1.0	8,184
Total	27,666	100.0	197,608
	Number of beds available in April, 2023		678,570
	Bed Occupancy Rate		29.1

Table 5. 8: International Visitors by Nationality through Entry Points, January- April 2022 & 2023

Nationality	January- April 2022			January- April 2023					% Change, Jan- April 2022 and Jan- April 2023
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	5,529	3.7	8	9,731	1,005	10,736	5.2	5	94.2
British	5,205	3.5	9	8,038	1,065	9,103	4.4	6	74.9
German	8,898	6	4	15,675	1,944	17,619	8.5	3	98
Italian	1,974	1.3	14	24,899	291	25,190	12.1	2	1176.1
French	17,940	12.1	2	24,649	763	25,412	12.2	1	41.6
Dutch	3,861	2.6	10	6,267	346	6,613	3.2	9	71.3
Belgium	2,896	1.9	13	2,715	209	2,924	1.4	13	1
Russian	1,442	1	17	3,507	149	3,656	1.8	12	153.5
Turkish	1,257	0.8	18	1,601	197	1,798	0.9	17	43
Polish	21,592	14.5	1	14,886	138	15,024	7.2	4	-30.4
Ukrainian	11,421	7.7	3	1,464	28	1,492	0.7	18	-86.9
Czech Republic	7,934	5.3	5	8,489	80	8,569	4.1	7	8
Spanish	1,682	1.1	15	1,930	133	2,063	1	16	22.7
Other European	24,000	16.1		33,075	1,108	34,183	16.4		42.4
Subtotal	115,631	77.7		156,926	7456	164,382	79.1		42.2
ASIA									
Japanese	68	0	24	181	74	255	0.1	23	275
Chinese	632	0.4	22	868	594	1,462	0.7	19	131.3
Indian	1,459	1	16	1,526	810	2,336	1.1	14	60.1
Israeli	1,235	0.8	19	1,345	55	1,400	0.7	20	13.4
Other Asian	2,810	1.9		4,083	709	4,792	2.3		70.5
Subtotal	6204	4.2		8003	2242	10245	4.9		65.1
AFRICA									
Kenyan	3,392	2.3	12	3,597	1,752	5,349	2.6	11	57.7
South African	6,684	4.5	7	5,753	284	6,037	2.9	10	-9.7
Egyptian	999	0.7	20	591	136	727	0.3	22	-27.2
Other African	7,702	5.2		6,702	2,800	9,502	4.6		23.4
Subtotal	18777	12.6		16643	4972	21615	10.4		15.1
AMERICA									
American	3,751	2.5	11	5,172	1,493	6,665	3.2	8	77.7
Canadian	791	0.5	21	1,610	476	2,086	1	15	163.7
Other American	796	0.5		1,381	178	1,559	0.8		95.9
Subtotal	5338	3.6		8163	2147	10310	5		93.1
OCEANIA									
Australian	344	0.2	23	713	309	1,022	0.5	21	197.1
New Zealand	59	0	25	105	35	140	0.1	24	137.3
Subtotal	403	0.3		818	344	1162	0.6		188.3
Not stated	2,387	1.6		96	14	110	0.1		
TOTAL	148,740	100		190,649	17,175	207,824	100		39.7

Annex 5. 1: Visitors Arrival from Emerging Markets, April 2023, March 2023 and April 2022

Nationality	April 2022	March 2023	April 2023	% Change April 2022 and April 2023	% Change March 2023 and April 2023
Russian	143	840	479	235.0	-43.0
Polish	434	2,753	467	7.6	-83.0
Ukrainian	91	326	167	83.5	-48.8
Chinese	237	311	457	92.8	46.9
Indian	464	546	716	54.3	31.1
Israeli	870	134	448	-48.5	234.3
Total	2,239	4,910	2,734	22.1	-44.3

Annex 5. 2: International Visitors by Month, 2019 - 2023

Month	2019	2020	2021	2022	2023
January	46,133	61,461	49,868	42,443	68,813
February	50,387	61,752	51,574	46,995	65,430
March	33,883	33,801	43,821	38,762	45,915
April	20,242	334	13,839	20,540	27,666
May	15,640	197	9,280	20,450	
June	36,605	353	20,416	34,013	
July	55,947	3,079	29,714	58,157	
August	68,163	4,366	34,425	61,388	
September	49,732	5,422	25,817	46,338	
October	53,023	12,157	31,826	57,547	
November	47,824	29,128	35,438	55,150	
December	60,685	48,594	48,167	66,720	
Total	538,264	260,644	394,185	548,503	207,824

CHAPTER 6

MAY TOURISM STATISTICS

Zanzibar recorded **26,620** international visitors in May 2023 which is an increase of **30.2** percent compared with **20,450** visitors recorded in May 2022 and decreased by **3.8** percent compared with **27,666** visitors recorded in the preceding month (April 2023).

Tourists from Europe continued to dominate the market by accounting (**61.5** percent) of the total visitors in May 2023. In country wise, German dominated the Tourism market by accounting **16.3** percent of all visitors entered in May 2023, followed by French (**12.4** percent) while New Zealand recorded less than one percent which is the least. Other performances are as shown in (**Table 1**).

The data shows that **22,875** visitors equivalent to **85.9** percent of the total visitors entered through Airport, whereby **21,097** visitors of them entered by international flights and **1,778** by domestic flights. The remaining **3,745** visitors entered through seaport by using Sea Ferries from Tanzania Mainland as shown in **Figure 1 & Table 2**.

Information on the purpose of visit (**Table 3**) shows that in May 2023, about **26,462** visitors equivalent to **99.4** percent came for holidays, **0.4** percent came for visiting friends and relatives and **0.2** percent came for other purposes.

Table 4 & Figure 2 shows that **14,214** visitors (**53.4** percent) were male and **12,406** (**46.6** percent) were female. Male and Female decreased by **0.8** and **6.9** respectively compared with the preceding month of April 2023.

The ages of the visitors were categorized into three broad groups: those younger than 15 years who are regarded as children, 15 to 64 years who are regarded as working age population, and 65 years and older are regarded as retirees. The overall results show that **1,394** (**5.2** percent) visitors were aged less than 15 years, **23,712** (**89.1** percent) were aged 15 to 64 years and **1,514** (**5.7** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The visitors from emerging markets (Poland, India, Russia, Israel, China and Ukraine) decreased by **24.7** percent compared with previous month. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that about half of visitors (**49.9** percent) stayed in the country between six to eight days in May 2023. The overall average intended length of stay for visitors in May 2023 was eight nights (**7.5**).

The total of **701,189** bed-spaces was available in May 2023. Out of these bed-spaces, estimates of **200,232** beds were sold during in May 2023 representing a bed occupancy rate of **28.6** percent (**Table 7**).

For the past five months, Zanzibar has received **234,444** visitors from January- May 2023 which is an increase of **38.6** percent compared with the corresponding months (January-May 2022). About **213,524** visitors entered through airport while **20,920** visitors entered through seaport. Most of

visitors were from Europe (77.1 percent). In country wise, French (12.2 percent) was the leading market for the five months in Zanzibar tourism market (Table 8).

Table 6. 1: International Visitors by Nationality, May 2023, April 2023 and May 2022

Nationality	May 2022			April 2023			May 2023			% Change May 2023 and April 2023	% Change, May 2023 and May 2022
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	420	2.1	13	1,231	4.4	7	816	3.1	7	-33.7	94.3
British	1,356	6.6	4	1,553	5.6	4	2,300	8.6	3	48.1	69.6
German	1,970	9.6	3	3,270	11.8	1	4,343	16.3	1	32.8	120.5
Italian	242	1.2	15	545	2.0	11	442	1.7	12	-18.9	82.6
French	2,569	12.6	1	2,625	9.5	2	3,294	12.4	2	25.5	28.2
Dutch	758	3.7	6	1,010	3.7	8	61	0.2	22	-94.0	-92.0
Belgium	428	2.1	12	328	1.2	18	472	1.8	11	43.9	10.3
Russian	183	0.9	16	479	1.7	13	401	1.5	13	-16.3	119.1
Turkish	174	0.9	17	447	1.6	17	379	1.4	14	-15.2	117.8
Polish	540	2.6	8	467	1.7	14	499	1.9	9	6.9	-7.6
Ukrainian	64	0.3	20	167	0.6	21	127	0.5	20	-24.0	98.4
Czech Republic	163	0.8	18	564	2.0	10	147	0.6	19	-73.9	-9.8
Spanish	537	2.6	9	502	1.8	12	473	1.8	10	-5.8	-11.9
Other European	1,679	8.2		3,718	13.4		2,613	9.8		-29.7	55.6
Subtotal	11,083	54.3		16,906	61.1		16,367	61.5		-3	48
ASIA											
Japanese	27	0.1	24	67	0.2	23	59	0.2	23	-11.9	118.5
Chinese	138	0.7	19	457	1.7	15	365	1.4	15	-20.1	164.5
Indian	497	2.4	10	716	2.6	9	580	2.2	8	-19.0	16.7
Israeli	56	0.3	22	448	1.6	16	88	0.3	21	-80.4	57.1
Other Asian	1,512	7.4		1,010	3.7		1,344	5.0		33.1	-11.1
Subtotal	2,230	10.9		2,698	9.8		2,436	9.2		-9.7	9.2
AFRICA											
Kenyan	723	3.5	7	1,419	5.1	5	1,272	4.8	6	-10.4	75.9
South African	2,208	10.8	2	1,910	6.9	3	1,336	5.0	5	-30.1	-39.5
Egyptian	431	2.1	11	159	0.6	22	179	0.7	18	12.6	-58.5
Other African	1,470	7.2		2,424	8.8		2,786	10.5		14.9	89.5
Subtotal	4,832	23.6		5,912	21.4		5,573	20.9		-5.7	15.3
AMERICA											
American	1,103	5.4	5	1,341	4.8	6	1,402	5.3	4	4.5	27.1
Canadian	260	1.3	14	286	1.0	19	302	1.1	16	5.6	16.2
Other American	299	1.5		268	1.0		294	1.1		9.7	-1.7
Subtotal	1,662	8.1		1,895	6.8		1,998	7.5		5.4	20.2
OCEANIA											
Australian	57	0.3	21	208	0.8	20	195	0.7	17	-6.3	242.1
New Zealand	31	0.2	23	45	0.2	24	46	0.2	24	2.2	48.4
Subtotal	88	0.4		253	0.9		241	0.9		-4.7	173.9
Not stated	555	2.7		2	0.0		5	0.0			
TOTAL	20,450	100		27,666	100.0		26,620	100.0		-3.8	30.2

Figure 6. 1: International Visitors by Entry Points, May 2023

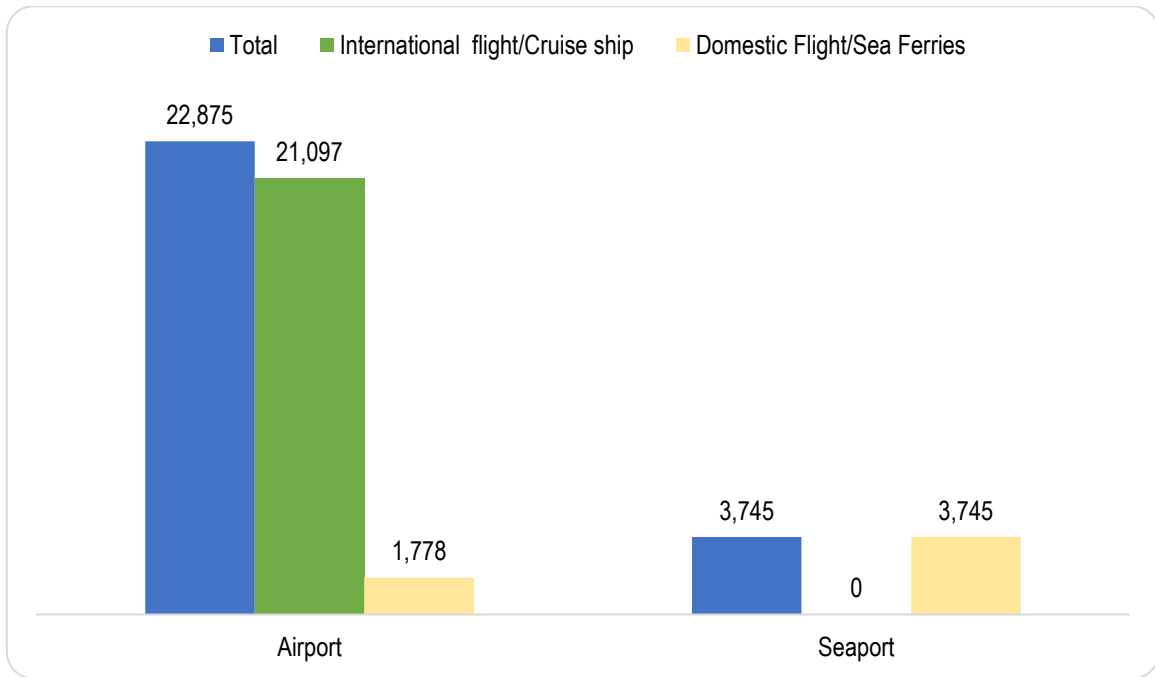


Table 6. 2: International Visitors by Nationality through Entry Points, May 2023

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	585	147	732	0	84	84
British	1,905	94	1,999	0	301	301
German	3,995	155	4,150	0	193	193
Italian	347	56	403	0	39	39
French	3,006	146	3,152	0	142	142
Dutch	0	0	0	0	61	61
Belgium	373	33	406	0	66	66
Russian	368	14	382	0	19	19
Turkish	323	12	335	0	44	44
Polish	458	28	486	0	13	13
Ukrainian	110	16	126	0	1	1
Czech Republic	116	25	141	0	6	6
Spanish	394	34	428	0	45	45
Other Europeans	2,163	347	2,510	0	103	103
Subtotal	14,143	1,107	15,250	0	1,117	1,117
ASIA						
Japanese	23	20	43	0	16	16
Chinese	171	19	190	0	175	175
Indian	320	23	343	0	237	237
Israeli	55	30	85	0	3	3
Other Asians	1,066	107	1,173	0	171	171
Subtotal	1,635	199	1,834	0	602	602
AFRICA						
Kenyan	784	69	853	0	419	419
South African	1,229	39	1,268	0	68	68
Egyptian	120	7	127	0	52	52
Other Africans	1,686	181	1,867	0	919	919
Subtotal	3,819	296	4,115	0	1,458	1,458
AMERICA						
American	1,017	53	1,070	0	332	332
Canadian	191	30	221	0	81	81
Other Americans	209	39	248	0	46	46
Subtotal	1,417	122	1,539	0	459	459
OCEANIA						
Australian	68	37	105	0	90	90
New Zealand	10	17	27	0	19	19
Subtotal	78	54	132	0	109	109
Not stated	5	0	5	0	0	0
TOTAL	21,097	1,778	22,875	0	3,745	3,745

Table 6. 3: International Visitors by Nationality and Purpose of Visit, May 2023

Nationality	Holidays	Visiting Friends and Relatives	Returning Residences	Prospective Resident	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE										
Scandinavian	812	1	1	1	0	0	0	0	1	816
British	2,291	7	0	2	0	0	0	0	0	2,300
German	4,320	17	4	1	1	0	0	0	0	4,343
Italian	439	1	0	0	0	0	1	0	1	442
French	3,279	8	1	1	0	0	0	1	4	3,294
Dutch	61	0	0	0	0	0	0	0	0	61
Belgium	470	2	0	0	0	0	0	0	0	472
Russian	400	1	0	0	0	0	0	0	0	401
Turkish	375	2	0	0	2	0	0	0	0	379
Polish	497	2	0	0	0	0	0	0	0	499
Ukrainian	127	0	0	0	0	0	0	0	0	127
Czech Republic	147	0	0	0	0	0	0	0	0	147
Spanish	471	2	0	0	0	0	0	0	0	473
Other Europeans	2,593	13	1	0	0	0	0	0	6	2,613
Subtotal	16,282	56	7	5	3	0	1	1	12	16,367
ASIA										
Japanese	59	0	0	0	0	0	0	0	0	59
Chinese	364	0	0	1	0	0	0	0	0	365
Indian	572	3	3	1	0	0	1	0	0	580
Israeli	88	0	0	0	0	0	0	0	0	88
Other Asians	1,336	4	1	0	0	0	1	0	2	1,344
Subtotal	2,419	7	4	2	0	0	2	0	2	2,436
AFRICA										
Kenyan	1,253	15	0	0	0	0	4	0	0	1,272
South African	1,328	8	0	0	0	0	0	0	0	1,336
Egyptian	175	1	0	1	0	0	0	0	2	179
Other Africans	2,780	5	1	0	0	0	0	0	0	2,786
Subtotal	5,536	29	1	1	0	0	4	0	2	5,573
AMERICA										
American	1,394	4	2	1	0	0	0	1	0	1,402
Canadian	298	2	0	1	0	0	1	0	0	302
Other Americans	291	3	0	0	0	0	0	0	0	294
Subtotal	1,983	9	2	2	0	0	1	1	0	1,998
OCEANIA										
Australian	193	2	0	0	0	0	0	0	0	195
New Zealand	44	2	0	0	0	0	0	0	0	46
Subtotal	237	4	0	0	0	0	0	0	0	241
Not stated	5	0	0	0	0	0	0	0	0	5
TOTAL	26,462	105	14	10	3	0	8	2	16	26,620
TOTAL PERCENT	99.4	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.1	100

Table 6. 4: International Visitors by Nationality and Sex, May 2023

Nationality	Male	Female	Total
EUROPE			
Scandinavian	372	444	816
British	1,206	1,094	2,300
German	2,288	2,055	4,343
Italian	209	233	442
French	1,717	1,577	3,294
Dutch	28	33	61
Belgium	224	248	472
Russian	185	216	401
Turkish	257	122	379
Polish	232	267	499
Ukrainian	52	75	127
Czech Republic	64	83	147
Spanish	249	224	473
Other European Country	1,377	1,236	2,613
Subtotal	8,460	7,907	16,367
ASIA			
Japanese	36	23	59
Chinese	216	149	365
Indian	384	196	580
Israeli	45	43	88
Other Asian	843	501	1,344
Subtotal	1,524	912	2,436
AFRICA			
Kenyan	688	584	1,272
South African	682	654	1,336
Egyptian	120	59	179
Other African	1,634	1,152	2,786
Subtotal	3,124	2,449	5,573
AMERICA			
American	678	724	1,402
Canadian	162	140	302
Other American	132	162	294
Subtotal	972	1,026	1,998
OCEANIA			
Australian	102	93	195
New Zealand	32	14	46
Subtotal	134	107	241
Not stated	-	5	5
TOTAL MAY, 2023	14,214	12,406	26,620
TOTAL APRIL, 2023	14,335	13,331	27,666
TOTAL PERCENT	53.4	46.6	100
% CHANGE, MAY 2023			
AND APRIL 2023	-0.8	-6.9	-3.8

Figure 6. 2: International Visitors by Sex, May 2023

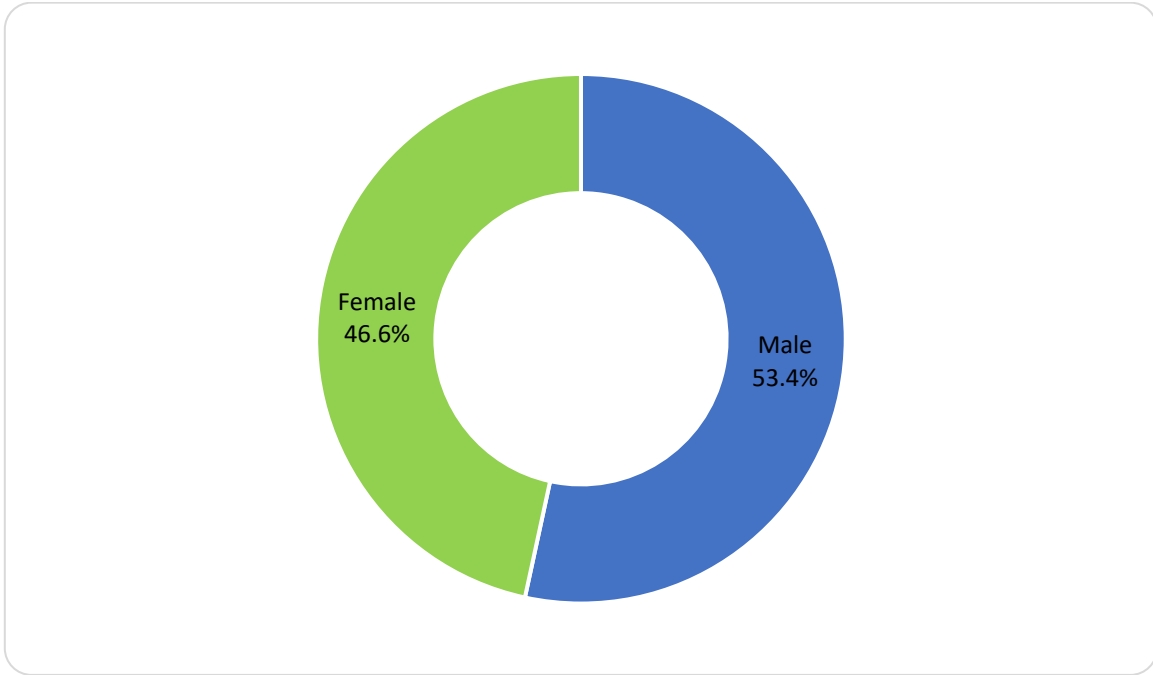


Figure 6. 3: International Visitors by Categorized Age, May 2023

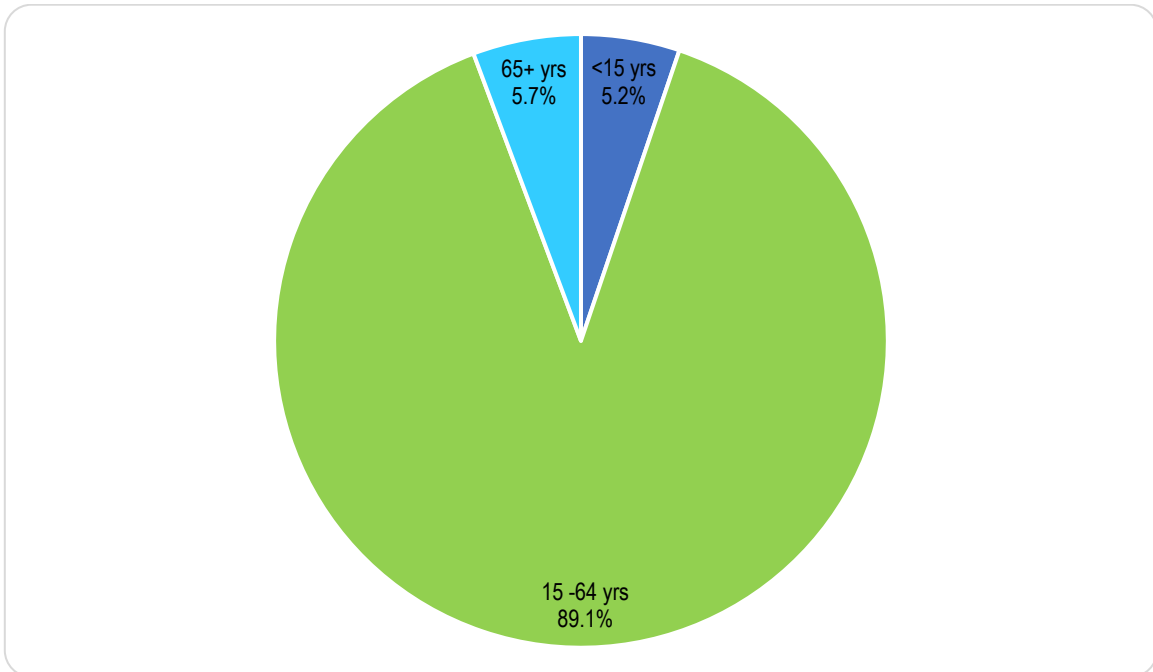


Table 6. 5: International Visitors by Nationality and Categorized Age, May 2023

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	54	719	43	816
British	142	1,910	248	2,300
German	251	3,900	192	4,343
Italian	23	370	49	442
French	134	2,975	185	3,294
Dutch	3	54	4	61
Belgium	31	406	35	472
Russian	37	355	9	401
Turkish	11	357	11	379
Polish	21	459	19	499
Ukrainian	13	109	5	127
Czech Republic	8	127	12	147
Spanish	11	437	25	473
Other European	109	2,366	138	2,613
Subtotal	848	14,544	975	16,367
ASIA				
Japanese	-	46	13	59
Chinese	12	342	11	365
Indian	58	493	29	580
Israeli	2	82	4	88
Other Asian	74	1,178	92	1,344
Subtotal	146	2,141	149	2,436
AFRICA				
Kenyan	62	1,162	48	1,272
South African	82	1,153	101	1,336
Egyptian	15	163	1	179
Other African	119	2,622	45	2,786
Subtotal	278	5,100	195	5,573
AMERICA				
American	87	1,188	127	1,402
Canadian	24	237	41	302
Other American	8	270	16	294
Subtotal	119	1,695	184	1,998
OCEANIA				
Australian	3	181	11	195
New Zealand	-	46	-	46
Subtotal	3	227	11	241
Not stated	-	5	-	5
TOTAL	1,394	23,712	1,514	26,620
TOTAL PERCENT	5.2	89.1	5.7	100

Figure 6. 4: Visitors Arrival from Emerging Markets, May 2023 and May 2022

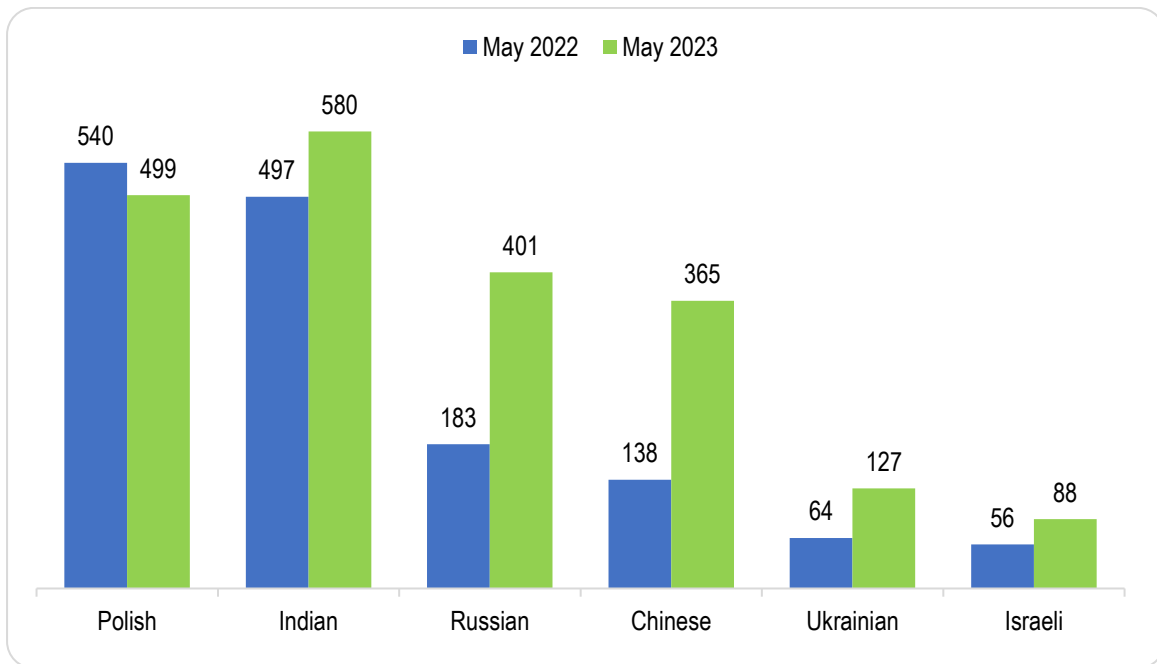


Table 6. 6: Intended Length of Stay and Sex of International Visitors, May 2023

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	452	238	690	2.6	452	238	690
2	389	320	709	2.7	778	640	1,418
3	538	471	1,009	3.8	1,614	1,413	3,027
4	573	445	1,018	3.8	2,292	1,780	4,072
5	2,766	1,375	4,141	15.6	13,830	6,875	20,705
6	1,351	3,706	5,057	19.0	8,106	22,236	30,342
7	3,463	1,611	5,074	19.1	24,241	11,277	35,518
8	1,535	1,597	3,132	11.8	12,280	12,776	25,056
9	706	675	1,381	5.2	6,354	6,075	12,429
10	598	495	1,093	4.1	5,980	4,950	10,930
11	284	229	513	1.9	3,124	2,519	5,643
12	279	222	501	1.9	3,348	2,664	6,012
13	119	117	236	0.9	1,547	1,521	3,068
14	399	296	695	2.6	5,586	4,144	9,730
15	149	108	257	1.0	2,235	1,620	3,855
16	65	52	117	0.4	1,040	832	1,872
17	48	34	82	0.3	816	578	1,394
18	22	25	47	0.2	396	450	846
19	16	20	36	0.1	304	380	684
20	45	33	78	0.3	900	660	1,560
21	72	49	121	0.5	1,512	1,029	2,541
22	11	13	24	0.1	242	286	528
23	6	4	10	0.0	138	92	230
24	6	1	7	0.0	144	24	168
25	15	10	25	0.1	375	250	625
26	2	1	3	0.0	52	26	78
27	2	5	7	0.0	54	135	189
28	8	10	18	0.1	224	280	504
29	1	16	17	0.1	29	464	493
30	100	57	157	0.6	3,000	1,710	4,710
31+	194	171	365	1.4	6,014	5,301	11,315
Total	14,214	12,406	26,620	100.0	107,007	93,225	200,232
				Intended Average Length of Stay ⁶	7.5	7.5	7.5

⁶ The average intended length of stay is determined by dividing the number of visitor nights by the number of international visitors

Table 6. 7: International Visitors’ nights and Estimated Bed Occupancy Rate, May 2023

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	690	2.6	690
2	709	2.7	1,418
3	1,009	3.8	3,027
4	1,018	3.8	4,072
5	4,141	15.6	20,705
6	5,057	19.0	30,342
7	5,074	19.1	35,518
8	3,132	11.8	25,056
9	1,381	5.2	12,429
10	1,093	4.1	10,930
11	513	1.9	5,643
12	501	1.9	6,012
13	236	0.9	3,068
14	695	2.6	9,730
15	257	1.0	3,855
16	117	0.4	1,872
17	82	0.3	1,394
18	47	0.2	846
19	36	0.1	684
20	78	0.3	1,560
21	121	0.5	2,541
22	24	0.1	528
23	10	0.0	230
24	7	0.0	168
25	25	0.1	625
26	3	0.0	78
27	7	0.0	189
28	18	0.1	504
29	17	0.1	493
30	157	0.6	4,710
31+	365	1.4	11,315
Total	26,620	100.0	200,232
	Number of beds available in May, 2023		701,189
	Bed Occupancy Rate		28.6

Table 6. 8: International Visitors by Nationality through Entry Points, January- May 2023 & 2022

Nationality	January- May 2022			January- May 2023				% Change, Jan- May 2023 and Jan- May 2022	
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share Rank		
EUROPE									
Scandinavian	5,949	3.5	9	10,463	1,089	11,552	4.9	5	94.2
British	6,561	3.9	8	10,037	1,366	11,403	4.9	6	73.8
German	10,868	6.4	4	19,825	2,137	21,962	9.4	3	102.1
Italian	2,216	1.3	15	25,302	330	25,632	10.9	2	1056.7
French	20,509	12.1	2	27,801	905	28,706	12.2	1	40.0
Dutch	4,619	2.7	11	6,267	407	6,674	2.8	10	44.5
Belgium	3,324	2	13	3,121	275	3,396	1.4	13	2.2
Russian	1,625	1	17	3,889	168	4,057	1.7	12	149.7
Turkish	1,431	0.8	18	1,936	241	2,177	0.9	17	52.1
Polish	22,132	13.1	1	15,372	151	15,523	6.6	4	-29.9
Ukrainian	11,485	6.8	3	1,590	29	1,619	0.7	19	-85.9
Czech Republic	8,097	4.8	7	8,630	86	8,716	3.7	7	7.6
Spanish	2,219	1.3	14	2,358	178	2,536	1.1	15	14.3
Other European	25,679	15.2		35,585	1,211	36,796	15.7		43.3
Subtotal	126,714	74.9		172,176	8573	180,749	77.1		42.6
ASIA									
Japanese	95	0.1	24	224	90	314	0.1	23	230.5
Chinese	770	0.5	22	1,058	769	1,827	0.8	18	137.3
Indian	1,956	1.2	16	1,869	1,047	2,916	1.2	14	49.1
Israeli	1,291	0.8	20	1,430	58	1,488	0.6	20	15.3
Other Asian	4,322	2.6		5,256	880	6,136	2.6		42.0
Subtotal	8434	5		9837	2844	12681	5.4		50.4
AFRICA									
Kenyan	4,115	2.4	12	4,450	2,171	6,621	2.8	11	60.9
South African	8,892	5.3	6	7,021	352	7,373	3.1	9	-17.1
Egyptian	1,430	0.8	19	718	188	906	0.4	22	-36.6
Other African	9,172	5.4		8,569	3,719	12,288	5.2		34.0
Subtotal	23609	14		20758	6430	27188	11.6		15.2
AMERICA									
American	4,854	2.9	10	6,242	1,825	8,067	3.4	8	66.2
Canadian	1,051	0.6	21	1,831	557	2,388	1.0	16	127.2
Other American	1,095	0.6		1,629	224	1,853	0.8		69.2
Subtotal	7000	4.1		9702	2606	12308	5.2		75.8
OCEANIA									
Australian	401	0.2	23	818	399	1,217	0.5	21	203.5
New Zealand	90	0.1	25	132	54	186	0.1	24	106.7
Subtotal	491	0.3		950	453	1,403	0.6		185.7
Not stated	2,942	1.7		101	14	115	0.0		
TOTAL	169,190	100		213,524	20,920	234,444	100		38.6

Annex 6. 1: Visitors Arrival from Emerging Markets, May 2023, April 2023 and May 2022

Nationality	May 2022	April 2023	May 2023	% Change May 2023 and May 2022	% Change May 2023 and April 2023
Russian	183	479	401	119.1	-16.3
Polish	540	467	499	-7.6	6.9
Ukrainian	64	167	127	98.4	-24.0
Chinese	138	457	365	164.5	-20.1
Indian	497	716	580	16.7	-19.0
Israeli	56	448	88	57.1	-80.4
Total	1,478	2,734	2,060	39.4	-24.7

Annex 6. 2: International Visitors by Month, 2019 - 2023

Month	2019	2020	2021	2022	2023
January	46,133	61,461	49,868	42,443	68,813
February	50,387	61,752	51,574	46,995	65,430
March	33,883	33,801	43,821	38,762	45,915
April	20,242	334	13,839	20,540	27,666
May	15,640	197	9,280	20,450	26,620
June	36,605	353	20,416	34,013	
July	55,947	3,079	29,714	58,157	
August	68,163	4,366	34,425	61,388	
September	49,732	5,422	25,817	46,338	
October	53,023	12,157	31,826	57,547	
November	47,824	29,128	35,438	55,150	
December	60,685	48,594	48,167	66,720	
Total	538,264	260,644	394,185	548,503	234,444

CHAPTER 7

JUNE TOURISM STATISTICS

Zanzibar recorded **47,595** international visitors in June 2023 which is an increase of **39.9** percent compared with **34,013** visitors recorded in June 2022 and increased by **78.8** percent compared with **26,620** visitors recorded in the preceding month (May 2023).

Tourists from Europe continued to dominate the market by accounting (**63.8** percent) of the total visitors in June 2023. In country wise, German dominated the Tourism market by accounting **11.0** percent of all visitors entered in June 2023, followed by French (**9.3** percent) while Japan recorded less than one percent which is the least. Other performances are as shown in (**Table 1**).

The data shows that **42,757** visitors equivalent to **89.8** percent of the total visitors entered through Airport, whereby **39,158** visitors of them entered by international flights and **3,599** by domestic flights. The remaining **4,838** visitors entered through seaport where by **41** visitors of them came by using Cruse ship and **4,797** by Sea Ferries from Tanzania Mainland as shown in **Figure 1 & Table 2**.

Information on the purpose of visit (**Table 3**) shows that in June 2023, about **47,317** visitors equivalent to **99.4** percent came for holidays, **0.4** percent came for visiting friends and relatives and **0.2** percent came for other purposes.

Table 4 & Figure 2 shows that **23,903** visitors (**50.2** percent) were male and **23,692** (**49.1** percent) were female. Male and Female increased by **68.2** and **91.0** respectively compared with the preceding month of May 2023.

The ages of the visitors were categorized into three broad groups: those younger than 15 years who are regarded as children, 15 to 64 years who are regarded as working age population, and 65 years and older are regarded as retirees. The overall results show that **3,240** (**6.8** percent) visitors were aged less than 15 years, **42,133** (**88.5** percent) were aged 15 to 64 years and **2,222** (**4.7** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The visitors from emerging markets (Poland, India, Russia, Israel, China and Ukraine) increased by **59.1** percent compared with the visitors recorded in June 2022. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that about half of visitors (**50.3** percent) stayed in the country between six to eight days in June 2023. The overall average intended length of stay for visitors in June 2023 was eight nights (**7.6**).

The total of **678,570** bed-spaces was available in June 2023. Out of these bed-spaces, estimates of **363,820** beds were sold during in June 2023 representing a bed occupancy rate of **53.6** percent (**Table 7**).

For the past Six months, Zanzibar has received **282,039** visitors from January- June 2023 which is an increase of **38.8** percent compared with the corresponding months (January-June 2022). About **256,281** visitors entered through airport while **25,758** visitors entered through seaport. Most of

visitors were from Europe (74.9 percent). In country wise, French (11.7 percent) was the leading market for the six months in Zanzibar tourism market (Table 8).

Table 7. 1: International Visitors by Nationality, June 2023, May 2023 and June 2022

Nationality	June 2022			May 2023			June 2023			% Change June 2023 and May 2023	% Change, June 2023 and June 2022
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	961	2.8	7	816	3.1	7	1,633	3.4	7	100.1	69.9
British	2,187	6.4	4	2,300	8.6	3	3,505	7.4	4	52.4	60.3
German	4,332	12.7	1	4,343	16.3	1	5,240	11.0	1	20.7	21.0
Italian	877	2.6	10	442	1.7	12	1,601	3.4	8	262.2	82.6
French	4,133	12.2	2	3,294	12.4	2	4,431	9.3	2	34.5	7.2
Dutch	921	2.7	9	61	0.2	22	1,219	2.6	11	1898.4	32.4
Belgium	806	2.4	11	472	1.8	11	751	1.6	13	59.1	-6.8
Russian	334	1	17	401	1.5	13	702	1.5	15	75.1	110.2
Turkish	303	0.9	18	379	1.4	14	735	1.5	14	93.9	142.6
Polish	2,743	8.1	3	499	1.9	9	3,561	7.5	3	613.6	29.8
Ukrainian	101	0.3	21	127	0.5	20	166	0.3	22	30.7	64.4
Czech Republic	569	1.7	14	147	0.6	19	547	1.1	18	272.1	-3.9
Spanish	945	2.8	8	473	1.8	10	1,092	2.3	12	130.9	15.6
Other											
European	3,752	11		2,613	9.8		5,194	10.9		98.8	38.4
Subtotal	22,964	68		16,367	61.5		30,377	63.8		86	32
ASIA											
Japanese	27	0.1	24	59	0.2	23	88	0.2	24	49.2	225.9
Chinese	185	0.5	20	365	1.4	15	398	0.8	21	9.0	115.1
Indian	577	1.7	13	580	2.2	8	1,233	2.6	10	112.6	113.7
Israeli	254	0.7	19	88	0.3	21	611	1.3	17	594.3	140.6
Other Asian	1,538	4.5		1,344	5.0		2,986	6.3		122.2	94.1
Subtotal	2,581	7.6		2,436	9.2		5,316	11.2		118.2	106.0
AFRICA											
Kenyan	789	2.3	12	1,272	4.8	6	1,542	3.2	9	21.2	95.4
South African	2,039	6	5	1,336	5.0	5	2,268	4.8	6	69.8	11.2
Egyptian	421	1.2	15	179	0.7	18	434	0.9	19	142.5	3.1
Other African	1,702	5		2,786	10.5		2,763	5.8		-0.8	62.3
Subtotal	4,951	14.6		5,573	20.9		7,007	14.7		25.7	41.5
AMERICA											
American	2,021	5.9	6	1,402	5.3	4	3,219	6.8	5	129.6	59.3
Canadian	380	1.1	16	302	1.1	16	641	1.3	16	112.3	68.7
Other American	417	1.2		294	1.1		481	1.0		63.6	15.3
Subtotal	2,818	8.3		1,998	7.5		4,341	9.1		117.3	54.0
OCEANIA											
Australian	59	0.2	22	195	0.7	17	407	0.9	20	108.7	589.8
New Zealand	42	0.1	23	46	0.2	24	112	0.2	23	143.5	166.7
Subtotal	101	0.3		241	0.9		519	1.1		115.4	413.9
Not stated	598	1.8		5	0.0		35	0.1			
TOTAL	34,013	100		26,620	100.0		47,595	100.0		78.8	39.9

Figure 7. 1: International Visitors by Entry Points, June 2023

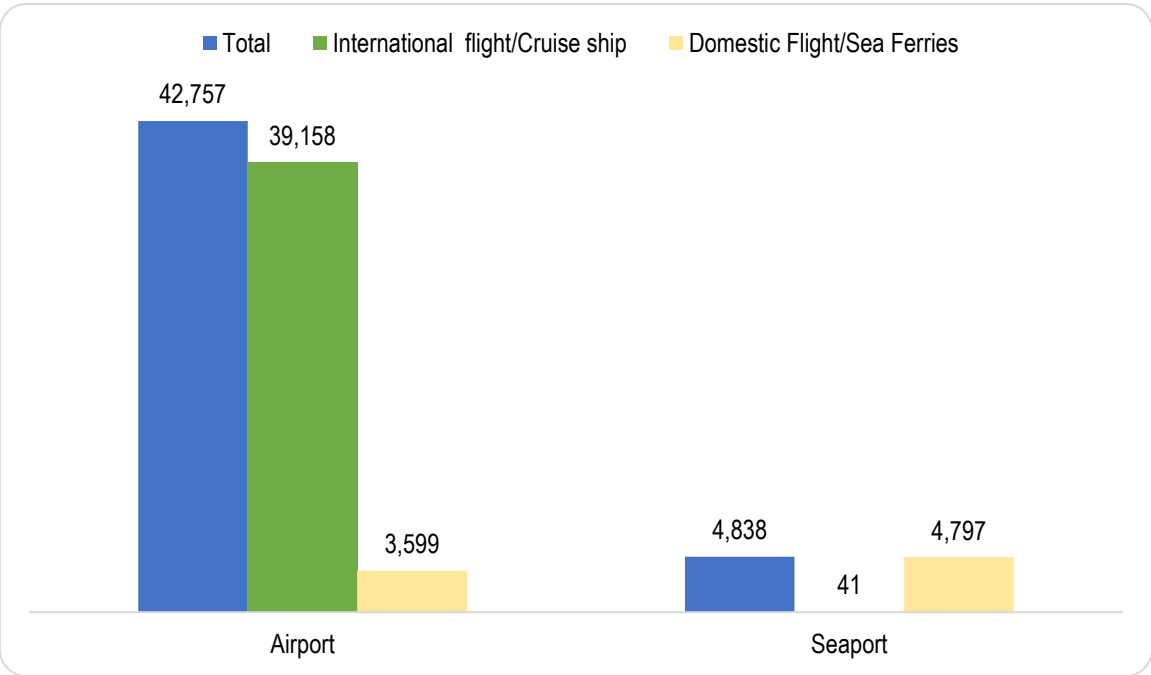


Table 7. 2: International Visitors by Nationality through Entry Points, June 2023

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	1,022	449	1,471	0	162	162
British	2,972	167	3,139	0	366	366
German	4,617	300	4,917	3	320	323
Italian	1,398	138	1,536	0	65	65
French	3,978	273	4,251	0	180	180
Dutch	973	140	1,113	1	105	106
Belgium	559	135	694	0	57	57
Russian	650	15	665	3	34	37
Turkish	626	16	642	0	93	93
Polish	3,427	74	3,501	1	59	60
Ukrainian	135	19	154	7	5	12
Czech Republic	434	96	530	0	17	17
Spanish	883	175	1,058	0	34	34
Other Europeans	4,309	659	4,968	4	222	226
Subtotal	25,983	2,656	28,639	19	1,719	1,738
ASIA						
Japanese	48	16	64	0	24	24
Chinese	192	10	202	1	195	196
Indian	829	62	891	10	332	342
Israeli	568	28	596	0	15	15
Other Asians	2,658	93	2,751	10	225	235
Subtotal	4,295	209	4,504	21	791	812
AFRICA						
Kenyan	1,027	77	1,104	1	437	438
South African	2,078	91	2,169	0	99	99
Egyptian	359	11	370	0	64	64
Other Africans	1,918	110	2,028	0	735	735
Subtotal	5,382	289	5,671	1	1,335	1,336
AMERICA						
American	2,464	152	2,616	0	603	603
Canadian	372	132	504	0	137	137
Other Americans	376	41	417	0	64	64
Subtotal	3,212	325	3,537	0	804	804
OCEANIA						
Australian	207	71	278	0	129	129
New Zealand	44	49	93	0	19	19
Subtotal	251	120	371	0	148	148
Not stated	35	0	35	0	0	0
TOTAL	39,158	3,599	42,757	41	4,797	4,838

Source: OCGS, ZCT & Immigration Department, Zanzibar

Table 7. 3: International Visitors by Nationality and Purpose of Visit, June 2023

Nationality	Holidays	Visiting Friends and Relatives	Returning Residences	Prospective Resident	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE										
Scandinavian	1,627	2	2	0	0	0	0	0	2	1,633
British	3,492	12	0	0	1	0	0	0	0	3,505
German	5,193	38	7	2	0	0	0	0	0	5,240
Italian	1,596	4	0	0	0	0	0	1	0	1,601
French	4,400	24	2	1	1	0	0	1	2	4,431
Dutch	1,210	6	2	0	0	0	0	0	1	1,219
Belgium	747	2	0	0	1	0	1	0	0	751
Russian	699	2	0	0	0	0	0	0	1	702
Turkish	726	1	3	0	1	0	0	0	4	735
Polish	3,538	11	4	0	1	0	0	1	6	3,561
Ukrainian	166	0	0	0	0	0	0	0	0	166
Czech Republic	547	0	0	0	0	0	0	0	0	547
Spanish	1,082	10	0	0	0	0	0	0	0	1,092
Other Europeans	5,182	5	2	0	0	0	1	1	3	5,194
Subtotal	30,205	117	22	3	5	0	2	4	19	30,377
ASIA										
Japanese	88	0	0	0	0	0	0	0	0	88
Chinese	397	1	0	0	0	0	0	0	0	398
Indian	1,226	5	1	0	1	0	0	0	0	1,233
Israeli	606	4	0	0	0	0	0	0	1	611
Other Asians	2,973	12	1	0	0	0	0	0	0	2,986
Subtotal	5,290	22	2	0	1	0	0	0	1	5,316
AFRICA										
Kenyan	1,536	5	0	0	0	0	0	1	0	1,542
South African	2,254	10	2	1	0	0	0	0	1	2,268
Egyptian	432	1	0	1	0	0	0	0	0	434
Other Africans	2,753	7	0	2	0	0	0	0	1	2,763
Subtotal	6,975	23	2	4	0	0	0	1	2	7,007
AMERICA										
American	3,193	19	1	0	1	1	0	0	4	3,219
Canadian	638	3	0	0	0	0	0	0	0	641
Other Americans	479	2	0	0	0	0	0	0	0	481
Subtotal	4,310	24	1	0	1	1	0	0	4	4,341
OCEANIA										
Australian	406	1	0	0	0	0	0	0	0	407
New Zealand	112	0	0	0	0	0	0	0	0	112
Subtotal	518	1	0	0	0	0	0	0	0	519
Not stated	19	5	0	2	2	0	0	1	6	35
TOTAL	47,317	192	27	9	9	1	2	6	32	47,595
TOTAL PERCENT	99.4	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.1	100

Table 7. 4: International Visitors by Nationality and Sex, June 2023

Nationality	Male	Female	Total
EUROPE			
Scandinavian	794	839	1,633
British	1,692	1,813	3,505
German	2,663	2,577	5,240
Italian	814	787	1,601
French	2,118	2,313	4,431
Dutch	666	553	1,219
Belgium	315	436	751
Russian	313	389	702
Turkish	454	281	735
Polish	1,560	2,001	3,561
Ukrainian	66	100	166
Czech Republic	248	299	547
Spanish	548	544	1,092
Other European Country	2,582	2,612	5,194
Subtotal	14,833	15,544	30,377
ASIA			
Japanese	56	32	88
Chinese	236	162	398
Indian	731	502	1,233
Israeli	297	314	611
Other Asian	1,694	1,292	2,986
Subtotal	3,014	2,302	5,316
AFRICA			
Kenyan	787	755	1,542
South African	1,098	1,170	2,268
Egyptian	266	168	434
Other African	1,486	1,277	2,763
Subtotal	3,637	3,370	7,007
AMERICA			
American	1,575	1,644	3,219
Canadian	310	331	641
Other American	233	248	481
Subtotal	2,118	2,223	4,341
OCEANIA			
Australian	222	185	407
New Zealand	60	52	112
Subtotal	282	237	519
Not stated	19	16	35
TOTAL JUNE, 2023	23,903	23,692	47,595
TOTAL MAY, 2023	14,214	12,406	26,620
TOTAL PERCENT	50.2	49.8	100
% CHANGE, JUNE 2023 AND MAY 2023	68.2	91.0	78.8

Figure 7. 2: International Visitors by Sex, June 2023

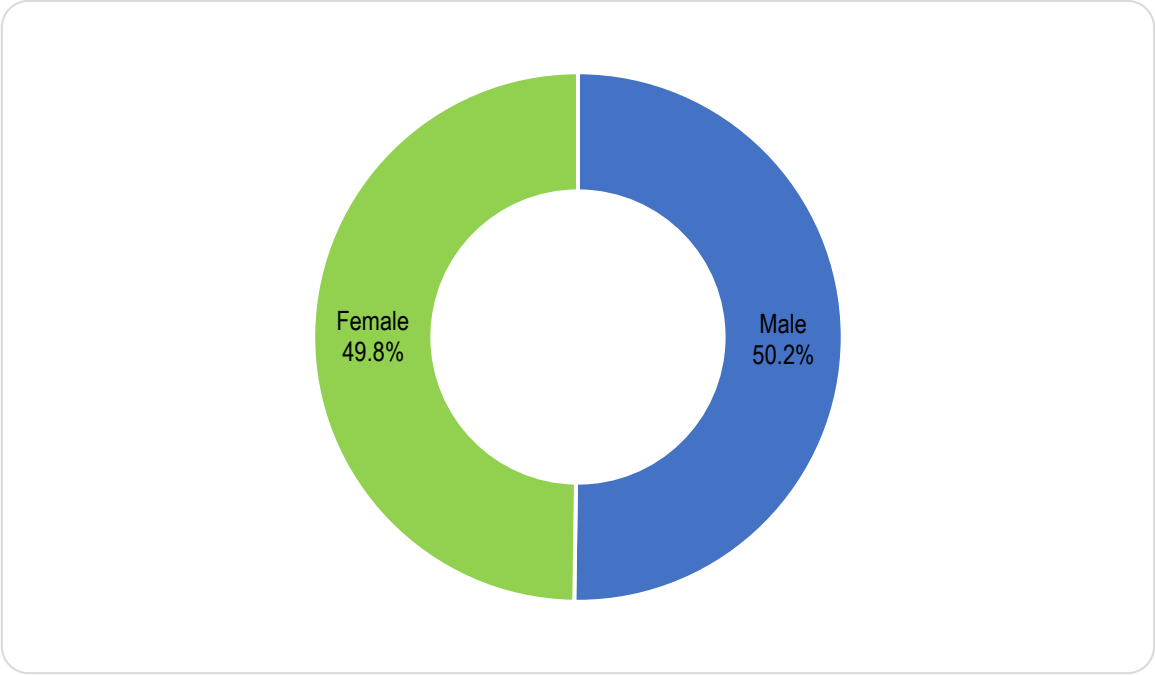


Figure 7. 3: International Visitors by Categorized Age, June 2023

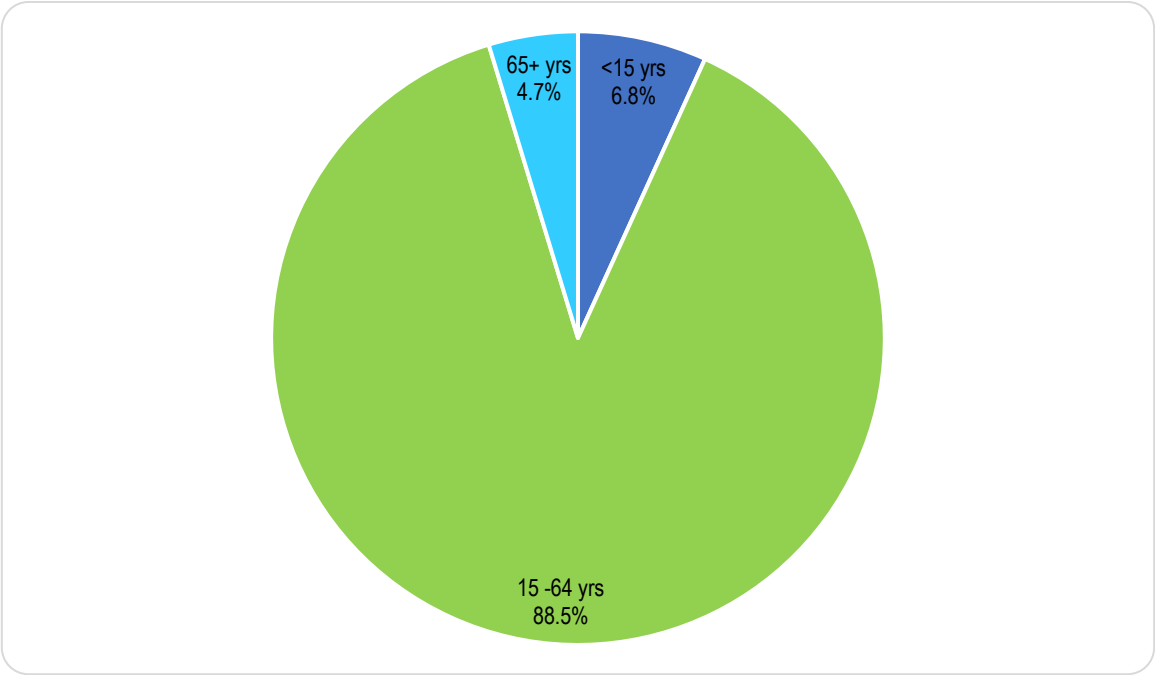


Table 7. 5: International Visitors by Nationality and Categorized Age, June 2023

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	187	1,363	83	1,633
British	169	3,107	229	3,505
German	234	4,769	237	5,240
Italian	117	1,399	85	1,601
French	259	3,962	210	4,431
Dutch	47	1,103	69	1,219
Belgium	19	710	22	751
Russian	67	618	17	702
Turkish	42	683	10	735
Polish	338	3,104	119	3,561
Ukrainian	12	149	5	166
Czech Republic	62	463	22	547
Spanish	35	1,028	29	1,092
Other European	355	4,663	176	5,194
Subtotal	1,943	27,121	1,313	30,377
ASIA				
Japanese	5	70	13	88
Chinese	16	375	7	398
Indian	142	1,016	75	1,233
Israeli	46	542	23	611
Other Asian	256	2,590	140	2,986
Subtotal	465	4,593	258	5,316
AFRICA				
Kenyan	71	1,417	54	1,542
South African	203	1,946	119	2,268
Egyptian	24	406	4	434
Other African	153	2,553	57	2,763
Subtotal	451	6,322	234	7,007
AMERICA				
American	281	2,678	260	3,219
Canadian	65	509	67	641
Other American	15	441	25	481
Subtotal	361	3,628	352	4,341
OCEANIA				
Australian	20	340	47	407
New Zealand	-	94	18	112
Subtotal	20	434	65	519
Not stated	-	35	-	35
TOTAL	3,240	42,133	2,222	47,595
TOTAL PERCENT	6.8	88.5	4.7	100

Figure 7. 4: Visitors Arrival from Emerging Markets, June 2023 and June 2022

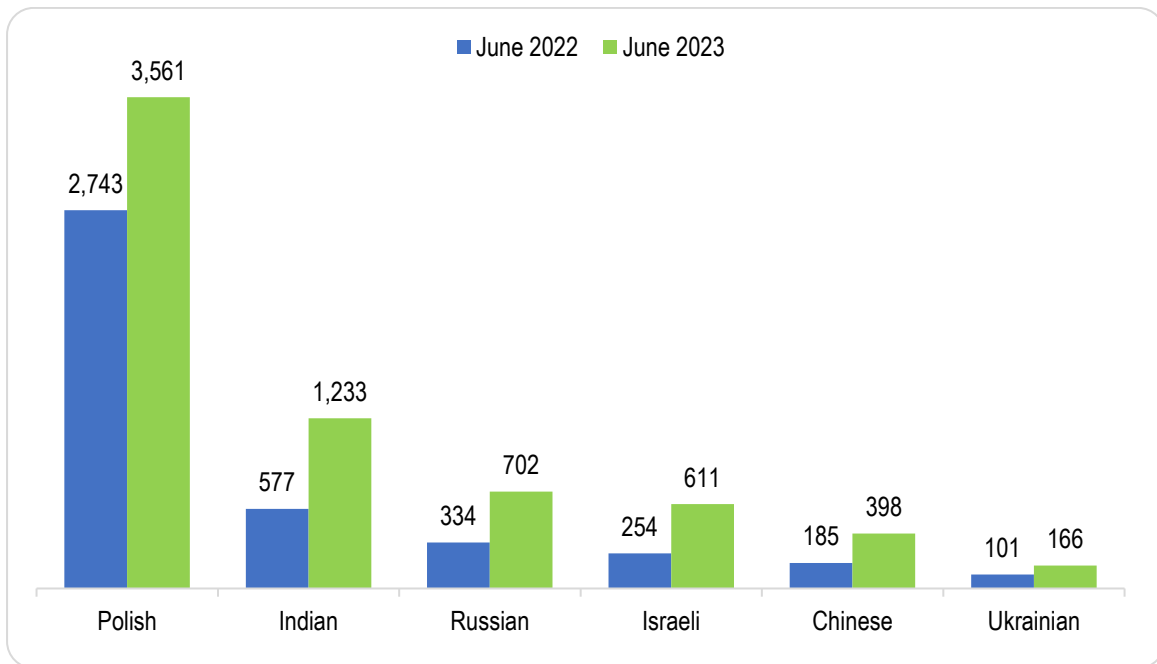


Table 7. 6: Intended Length of Stay and Sex of International Visitors, June 2023

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	380	258	638	1.3	380	258	638
2	462	349	811	1.7	924	698	1,622
3	736	681	1,417	3.0	2,208	2,043	4,251
4	852	825	1,677	3.5	3,408	3,300	6,708
5	6,583	2,704	9,287	19.5	32,915	13,520	46,435
6	2,154	6,539	8,693	18.3	12,924	39,234	52,158
7	3,500	3,146	6,646	14.0	24,500	22,022	46,522
8	4,104	4,442	8,546	18.0	32,832	35,536	68,368
9	1,108	1,185	2,293	4.8	9,972	10,665	20,637
10	929	803	1,732	3.6	9,290	8,030	17,320
11	326	314	640	1.3	3,586	3,454	7,040
12	428	453	881	1.9	5,136	5,436	10,572
13	206	187	393	0.8	2,678	2,431	5,109
14	743	615	1,358	2.9	10,402	8,610	19,012
15	370	312	682	1.4	5,550	4,680	10,230
16	131	100	231	0.5	2,096	1,600	3,696
17	42	55	97	0.2	714	935	1,649
18	54	40	94	0.2	972	720	1,692
19	56	41	97	0.2	1,064	779	1,843
20	53	49	102	0.2	1,060	980	2,040
21	90	104	194	0.4	1,890	2,184	4,074
22	20	18	38	0.1	440	396	836
23	14	12	26	0.1	322	276	598
24	12	6	18	0.0	288	144	432
25	25	16	41	0.1	625	400	1,025
26	14	8	22	0.0	364	208	572
27	1	3	4	0.0	27	81	108
28	23	10	33	0.1	644	280	924
29	8	10	18	0.0	232	290	522
30	167	112	279	0.6	5,010	3,360	8,370
31+	312	295	607	1.3	9,672	9,145	18,817
Total	23,903	23,692	47,595	100.0	182,125	181,695	363,820
				Intended Average Length of Stay ⁷	7.6	7.7	7.6

⁷ The average intended length of stay is determined by dividing the number of visitor nights by the number of international visitors

Table 7. 7: International Visitors' nights and Estimated Bed Occupancy Rate, June 2023

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	638	1.3	638
2	811	1.7	1,622
3	1,417	3.0	4,251
4	1,677	3.5	6,708
5	9,287	19.5	46,435
6	8,693	18.3	52,158
7	6,646	14.0	46,522
8	8,546	18.0	68,368
9	2,293	4.8	20,637
10	1,732	3.6	17,320
11	640	1.3	7,040
12	881	1.9	10,572
13	393	0.8	5,109
14	1,358	2.9	19,012
15	682	1.4	10,230
16	231	0.5	3,696
17	97	0.2	1,649
18	94	0.2	1,692
19	97	0.2	1,843
20	102	0.2	2,040
21	194	0.4	4,074
22	38	0.1	836
23	26	0.1	598
24	18	0.0	432
25	41	0.1	1,025
26	22	0.0	572
27	4	0.0	108
28	33	0.1	924
29	18	0.0	522
30	279	0.6	8,370
31+	607	1.3	18,817
Total	47,595	100.0	363,820
	Number of beds available in June, 2023		678,570
	Bed Occupancy Rate		53.6

Table 7. 8: International Visitors by Nationality through Entry Points, January- June 2023 & 2022

Nationality	January- June 2022			January- June 2023					% Change, Jan- June 2023 and Jan- June 2022
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	6,910	3.4	9	11,934	1,251	13,185	4.7	6	90.8
British	8,748	4.3	7	13,176	1,732	14,908	5.3	5	70.4
German	15,200	7.5	3	24,742	2,460	27,202	9.6	3	79.0
Italian	3,093	1.5	15	26,838	395	27,233	9.7	2	780.5
French	24,642	12.1	2	32,052	1,085	33,137	11.7	1	34.5
Dutch	5,540	2.7	11	7,380	513	7,893	2.8	11	42.5
Belgium	4,130	2	13	3,815	332	4,147	1.5	14	0.4
Russian	1,959	1	17	4,554	205	4,759	1.7	12	142.9
Turkish	1,734	0.9	19	2,578	334	2,912	1.0	17	67.9
Polish	24,875	12.2	1	18,873	211	19,084	6.8	4	-23.3
Ukrainian	11,586	5.7	4	1,744	41	1,785	0.6	20	-84.6
Czech Republic	8,666	4.3	8	9,160	103	9,263	3.3	9	6.9
Spanish	3,164	1.6	14	3,416	212	3,628	1.3	15	14.7
Other European	29,431	14.5		40,553	1,437	41,990	14.9		42.7
Subtotal	149,678	73.7		200,815	10311	211,126	74.9		41.1
ASIA									
Japanese	122	0.1	25	288	114	402	0.1	23	229.5
Chinese	955	0.5	22	1,260	965	2,225	0.8	18	133.0
Indian	2,533	1.2	16	2,760	1,389	4,149	1.5	13	63.8
Israeli	1,545	0.8	20	2,026	73	2,099	0.7	19	35.9
Other Asian	5,860	2.9		8,007	1,115	9,122	3.2		55.7
Subtotal	11,015	5.4		14341	3656	17997	6.4		63.4
AFRICA									
Kenyan	4,904	2.4	12	5,554	2,609	8,163	2.9	10	66.5
South African	10,931	5.4	5	9,190	451	9,641	3.4	8	-11.8
Egyptian	1,851	0.9	18	1,088	252	1,340	0.5	22	-27.6
Other African	10,874	5.4		10,597	4,454	15,051	5.3		38.4
Subtotal	28,560	14.1		26429	7766	34195	12.1		19.7
AMERICA									
American	6,875	3.4	10	8,858	2,428	11,286	4.0	7	64.2
Canadian	1,431	0.7	21	2,335	694	3,029	1.1	16	111.7
Other American	1,512	0.7		2,046	288	2,334	0.8		54.4
Subtotal	9,818	4.8		13239	3410	16649	5.9		69.6
OCEANIA									
Australian	460	0.2	23	1,096	528	1,624	0.6	21	253.0
New Zealand	132	0.1	24	225	73	298	0.1	24	125.8
Subtotal	592	0.3		1321	601	1922	0.7		224.7
Not stated	3,540	1.7		136	14	150	0.1		
TOTAL	203,203	100		256,281	25,758	282,039	100		38.8

Annex 7. 1: Visitors Arrival from Emerging Markets, June 2023, May 2023 and June 2022

Nationality	June 2022	May 2023	June 2023	% Change June 2023 and June 2022	% Change June 2023 and May 2023
Russian	334	401	702	110.2	75.1
Polish	2,743	499	3,561	29.8	613.6
Ukrainian	101	127	166	64.4	30.7
Chinese	185	365	398	115.1	9.0
Indian	577	580	1,233	113.7	112.6
Israeli	254	88	611	140.6	594.3
Total	4,194	2,060	6,671	59.1	223.8

Annex 7. 2: International Visitors by Month, 2019 - 2023

Month	2019	2020	2021	2022	2023
January	46,133	61,461	49,868	42,443	68,813
February	50,387	61,752	51,574	46,995	65,430
March	33,883	33,801	43,821	38,762	45,915
April	20,242	334	13,839	20,540	27,666
May	15,640	197	9,280	20,450	26,620
June	36,605	353	20,416	34,013	47,595
July	55,947	3,079	29,714	58,157	
August	68,163	4,366	34,425	61,388	
September	49,732	5,422	25,817	46,338	
October	53,023	12,157	31,826	57,547	
November	47,824	29,128	35,438	55,150	
December	60,685	48,594	48,167	66,720	
Total	538,264	260,644	394,185	548,503	282,039

CHAPTER 8

JULY TOURISM STATISTICS

Zanzibar recorded **58,711** international visitors in July 2023 which is an increase of **1.0** percent compared with **58,157** visitors recorded in July 2022 and increased by **23.4** percent compared with **47,595** visitors recorded in the preceding month (June 2023).

Tourists from Europe continued to dominate the market by accounting (**65.9** percent) of the total visitors in July 2023. In country wise, French dominated the Tourism market by accounting **10.1** percent of all visitors entered in July 2023, followed by British (**8.0** percent) while New Zealand recorded less than one percent which is the least. Other performances are as shown in (**Table 1**).

The data shows that **51,834** visitors equivalent to **88.3** percent of the total visitors entered through Airport, where by **49,275** visitors of them entered by international flights and **2,559** by domestic flights. The remaining **6,877** visitors entered through seaport where by **6** visitors of them came by using Cruise ship and **6,871** by Sea Ferries from Tanzania Mainland as shown in **Figure 1 & Table 2**.

Information on the purpose of visit (**Table 3**) shows that in July 2023, about **58,362** visitors equivalent to **99.4** percent came for holidays, **0.4** percent came for visiting friends and relatives and **0.2** percent came for other purposes.

Table 4 & Figure 2 shows that **27,807** visitors (**47.4** percent) were male and **30,904** (**52.6** percent) were female. Male and Female increased by **16.3** and **30.4** respectively compared with the preceding month of June 2023.

The ages of the visitors were categorized into three broad groups: those younger than 15 years who are regarded as children, 15 to 64 years who are regarded as working age population, and 65 years and older are regarded as retirees. The overall results show that **6,246** (**10.6** percent) visitors were aged less than 15 years, **50,330** (**85.7** percent) were aged 15 to 64 years and **2,135** (**3.6** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The visitors from emerging markets (Poland, India, Russia, Israel, China and Ukraine) increased by **27.7** percent compared with the visitors recorded in July 2022. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that **21.9** percent of visitors stayed in the country for seven days in July 2023. The overall average intended length of stay for visitors in July 2023 was eight nights (**8.2**).

The total of **701,189** bed-spaces was available in July 2023. Out of these bed-spaces, estimates of **479,742** beds were sold during July 2023 representing a bed occupancy rate of **68.4** percent (**Table 7**).

For the past Seven months, Zanzibar has received **340,750** visitors from January- July 2023 which is an increase of **30.4** percent compared with the corresponding months (January-July 2022). About **308,115** visitors entered through airport while **32,635** visitors entered through

seaport. Most of visitors were from Europe (73.3 percent). In country wise, French (11.5 percent) was the leading market for the seven months in Zanzibar tourism market (Table 8).

Table 8. 1: International Visitors by Nationality, July 2023, June 2023 and July 2022

Nationality	July 2022			June 2023			July 2023			% Change July 2023 and June 2023	% Change, July 2023 and July 2022
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	1,906	3.3	8	1,633	3.4	7	2,080	3.5	8	27.4	9.1
British	4,189	7.2	2	3,505	7.4	4	4,710	8.0	2	34.4	12.4
German	3,635	6.3	3	5,240	11.0	1	4,610	7.9	3	-12.0	26.8
Italian	3,262	5.6	6	1,601	3.4	8	4,311	7.3	4	169.3	32.2
French	6,823	11.7	1	4,431	9.3	2	5,955	10.1	1	34.4	-12.7
Dutch	1,892	3.3	9	1,219	2.6	11	1,901	3.2	9	55.9	0.5
Belgium	1,595	2.7	11	751	1.6	13	1,220	2.7	14	62.5	-23.5
Russian	556	1	18	702	1.5	15	763	1.3	16	8.7	37.2
Turkish	509	0.9	19	735	1.5	14	432	0.7	19	-41.2	-15.1
Polish	3,392	5.8	4	3,561	7.5	3	4,003	6.8	5	12.4	18.0
Ukrainian	167	0.3	22	166	0.3	22	159	0.3	22	-4.2	-4.8
Czech Republic	1,857	3.2	10	547	1.1	18	692	1.2	18	26.5	-62.7
Spanish	1,387	2.4	14	1,092	2.3	12	1,357	2.3	12	24.3	-2.2
Other European	6,205	10.7		5,194	10.9		6,497	11.1		25.1	4.7
Subtotal	37,375	64		30,377	63.8		38,690	65.9		27	4
ASIA											
Japanese	40	0.1	24	88	0.2	24	101	0.2	23	14.8	152.5
Chinese	255	0.4	20	398	0.8	21	1,265	2.2	13	217.8	396.1
Indian	1,433	2.5	13	1,233	2.6	10	1,080	1.8	15	-12.4	-24.6
Israeli	1,085	1.9	15	611	1.3	17	1,527	2.6	11	149.9	40.7
Other Asian	4,368	7.5		2,986	6.3		3,106	5.3		4.0	-28.9
Subtotal	7,181	12.3		5,316	11.2		7,079	12.1		33.2	-1.4
AFRICA											
Kenyan	1,470	2.5	12	1,542	3.2	9	1,541	2.6	10	-0.1	4.8
South African	2,621	4.5	7	2,268	4.8	6	2,469	4.2	7	8.9	-5.8
Egyptian	862	1.5	16	434	0.9	19	361	0.6	21	-16.8	-58.1
Other African	2,648	4.6		2,763	5.8		3,154	5.4		14.2	19.1
Subtotal	7,601	13.1		7,007	14.7		7,525	12.8		7.4	-1.0
AMERICA											
American	3,303	5.7	5	3,219	6.8	5	3,743	6.4	6	16.3	13.3
Canadian	692	1.2	17	641	1.3	16	695	1.2	17	8.4	0.4
Other American	428	0.7		481	1.0		503	0.9		4.6	17.5
Subtotal	4,423	7.6		4,341	9.1		4,941	8.4		13.8	11.7
OCEANIA											
Australian	184	0.3	21	407	0.9	20	378	0.6	20	-7.1	105.4
New Zealand	96	0.2	23	112	0.2	23	90	0.2	24	-19.6	-6.3
Subtotal	280	0.5		519	1.1		468	0.8		-9.8	67.1
Not stated	1,297	2.2		35	0.1		8	0.0			
TOTAL	58,157	100		47,595	100.0		58,711	100.0		23.4	1.0

Figure 8. 1: International Visitors by Entry Points, July 2023

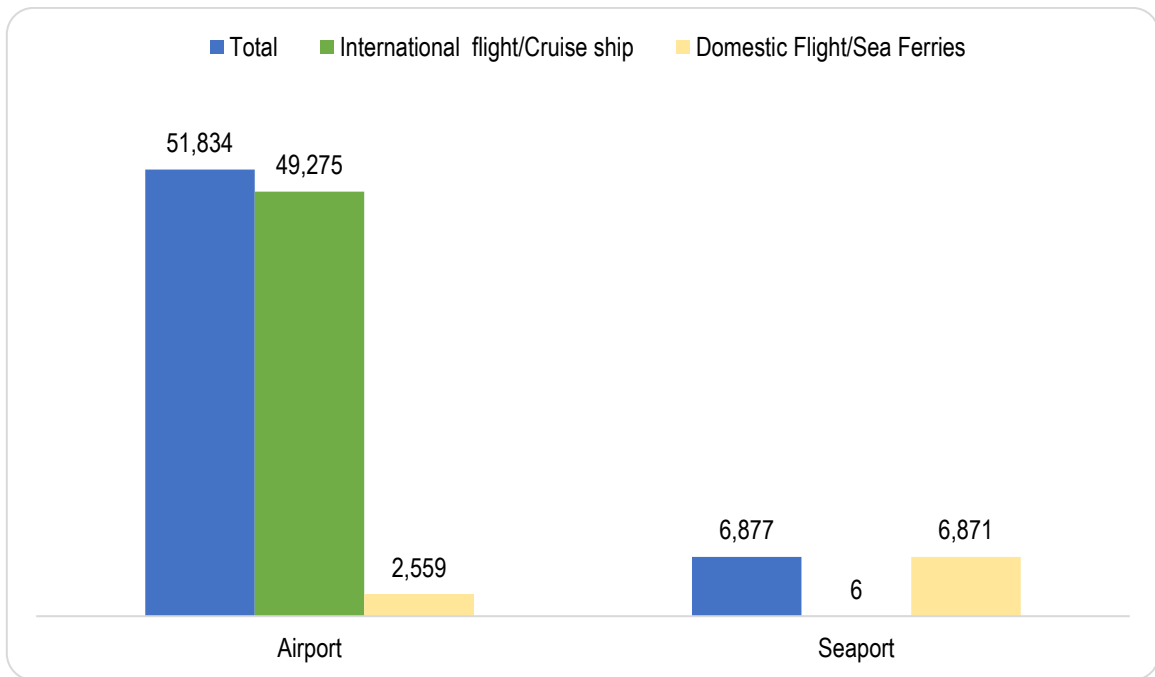


Table 8. 2: International Visitors by Nationality through Entry Points, July 2023

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	1,697	162	1,859	0	221	221
British	3,889	222	4,111	0	599	599
German	3,939	250	4,189	0	421	421
Italian	4,069	113	4,182	0	129	129
French	5,245	391	5,636	2	317	319
Dutch	1,554	138	1,692	0	209	209
Belgium	962	117	1,079	0	141	141
Russian	717	6	723	0	40	40
Turkish	331	13	344	0	88	88
Polish	3,945	24	3,969	0	34	34
Ukrainian	149	8	157	0	2	2
Czech Republic	663	8	671	0	21	21
Spanish	1,128	122	1,250	0	107	107
Other Europeans	5,892	284	6,176	0	321	321
Subtotal	34,180	1,858	36,038	2	2,650	2,652
ASIA						
Japanese	66	19	85	0	16	16
Chinese	802	29	831	1	433	434
Indian	683	44	727	0	353	353
Israeli	1,498	18	1,516	0	11	11
Other Asians	2,736	45	2,781	0	325	325
Subtotal	5,785	155	5,940	1	1,138	1,139
AFRICA						
Kenyan	960	23	983	3	555	558
South African	2,311	16	2,327	0	142	142
Egyptian	311	7	318	0	43	43
Other Africans	1,981	53	2,034	0	1120	1,120
Subtotal	5,563	99	5,662	3	1,860	1,863
AMERICA						
American	2,600	330	2,930	0	813	813
Canadian	476	42	518	0	177	177
Other Americans	406	26	432	0	71	71
Subtotal	3,482	398	3,880	0	1,061	1,061
OCEANIA						
Australian	212	41	253	0	125	125
New Zealand	46	8	54	0	36	36
Subtotal	258	49	307	0	161	161
Not stated	7	0	7	0	1	1
TOTAL	49,275	2,559	51,834	6	6,871	6,877

Table 8. 3: International Visitors by Nationality and Purpose of Visit, July 2023

Nationality	Holidays	Visiting Friends and Relatives	Returning Residences	Prospective Resident	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE										
Scandinavian	2	0	0	0	10	2,068	0	0	0	2,080
British	2	0	1	0	16	4,689	1	0	1	4,710
German	5	1	1	0	14	4,589	0	0	0	4,610
Italian	6	2	1	0	21	4,280	0	0	1	4,311
French	7	0	4	0	18	5,920	1	1	4	5,955
Dutch	0	0	0	0	5	1,894	0	0	2	1,901
Belgium	0	1	0	0	6	1,211	0	0	2	1,220
Russian	1	0	0	0	3	757	0	1	1	763
Turkish	0	0	1	0	0	431	0	0	0	432
Polish	2	0	1	0	15	3,982	0	0	3	4,003
Ukrainian	0	0	0	0	0	158	0	0	1	159
Czech Republic	0	0	0	0	3	689	0	0	0	692
Spanish	3	1	0	0	4	1,349	0	0	0	1,357
Other Europeans	2	0	1	0	19	6,455	1	2	17	6,497
Subtotal	30	5	10	0	134	38,472	3	4	32	38,690
ASIA										
Japanese		0	0	0	0	101	0	0	0	101
Chinese	0	0	0	1	3	1,257	0	0	4	1,265
Indian	1	2	0	0	3	1,068	4	0	2	1,080
Israeli	1	0	1	0	12	1,512	0	0	1	1,527
Other Asians	1	2	1	0	11	3,090	0	0	1	3,106
Subtotal	3	4	2	1	29	7,028	4	0	8	7,079
AFRICA										
Kenyan	1	1	1	1	5	1,532	0	0	0	1,541
South African	1	0	0	0	2	2,466	0	0	0	2,469
Egyptian	0	0	0	0	1	360	0	0	0	361
Other Africans	8	1	15	2	9	3,117	0	0	2	3,154
Subtotal	10	2	16	3	17	7,475	0	0	2	7,525
AMERICA										
American	4	0	0	1	20	3,717	1	0	0	3,743
Canadian	0	0	0	0	2	693	0	0	0	695
Other Americans	0	0	0	0	2	501	0	0	0	503
Subtotal	4	0	0	1	24	4,911	1	0	0	4,941
OCEANIA										
Australian	0	0	0	0	0	378	0	0	0	378
New Zealand	0	0	0	0	0	90	0	0	0	90
Subtotal	0	0	0	0	0	468	0	0	0	468
Not stated	0	0	0	0	0	8	0	0	0	8
TOTAL	47	11	28	5	204	58,362	8	4	42	58,711
TOTAL PERCENT	0.1	0.0	0.0	0.0	0.3	99.4	0.0	0.0	0.1	100

Table 8. 4: International Visitors by Nationality and Sex, July 2023

Nationality	Male	Female	Total
EUROPE			
Scandinavian	955	1,125	2,080
British	2,094	2,616	4,710
German	2,224	2,386	4,610
Italian	2,024	2,287	4,311
French	2,855	3,100	5,955
Dutch	922	979	1,901
Belgium	569	651	1,220
Russian	329	434	763
Turkish	261	171	432
Polish	1,613	2,390	4,003
Ukrainian	72	87	159
Czech Republic	317	375	692
Spanish	629	728	1,357
Other European Country	3,061	3,436	6,497
Subtotal	17,925	20,765	38,690
ASIA			
Japanese	53	48	101
Chinese	690	575	1,265
Indian	646	434	1,080
Israeli	778	749	1,527
Other Asian	1,598	1,508	3,106
Subtotal	3,765	3,314	7,079
AFRICA			
Kenyan	745	796	1,541
South African	1,080	1,389	2,469
Egyptian	209	152	361
Other African	1,610	1,544	3,154
Subtotal	3,644	3,881	7,525
AMERICA			
American	1,676	2,067	3,743
Canadian	326	369	695
Other American	248	255	503
Subtotal	2,250	2,691	4,941
OCEANIA			
Australian	182	196	378
New Zealand	38	52	90
Subtotal	220	248	468
Not stated	3	5	8
TOTAL JULY, 2023	27,807	30,904	58,711
TOTAL JUNE, 2023	23,903	23,692	47,595
TOTAL PERCENT	47.4	52.6	100
% CHANGE, JULY 2023 AND JUNE 2023	16.3	30.4	23.4

Figure 8. 2: International Visitors by Sex, July 2023

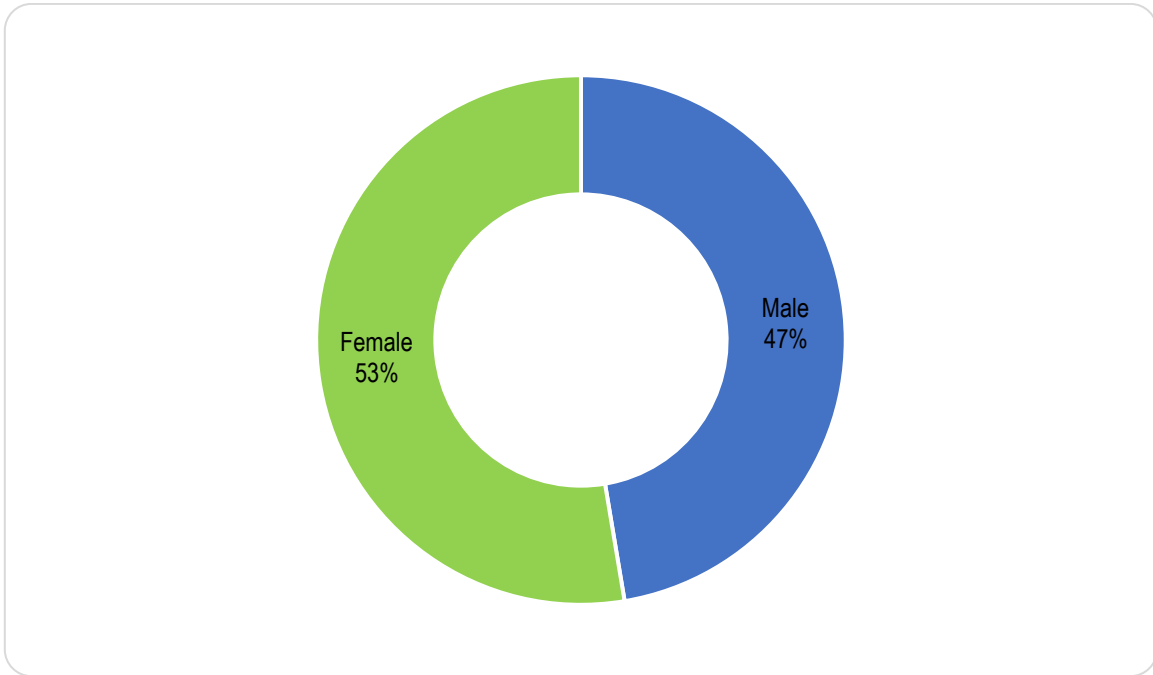


Figure 8. 3: International Visitors by Categorized Age, July 2023

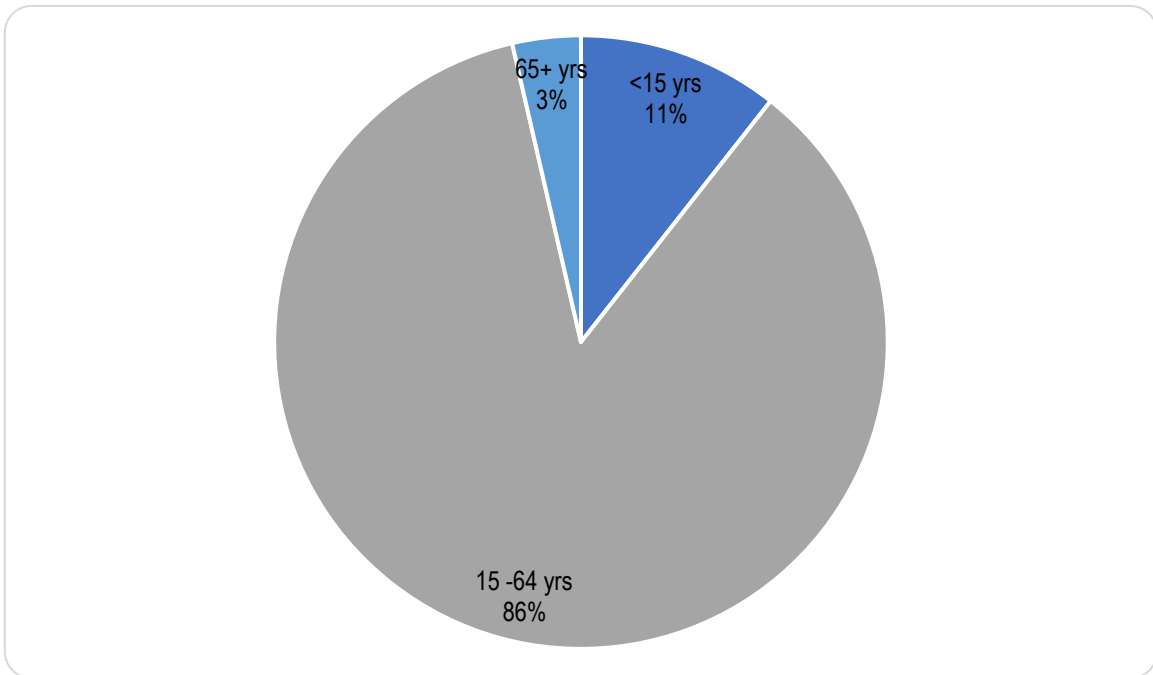


Table 8. 5: International Visitors by Nationality and Categorized Age, July 2023

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	231	1,791	58	2,080
British	662	3,868	180	4,710
German	450	4,027	133	4,610
Italian	328	3,845	138	4,311
French	892	4,910	153	5,955
Dutch	198	1,636	67	1,901
Belgium	146	1,041	33	1,220
Russian	81	671	11	763
Turkish	28	397	7	432
Polish	446	3,490	67	4,003
Ukrainian	22	136	1	159
Czech Republic	79	584	29	692
Spanish	84	1,250	23	1,357
Other European	637	5,658	202	6,497
Subtotal	4,284	33,304	1,102	38,690
ASIA				
Japanese	11	70	20	101
Chinese	146	1,087	32	1,265
Indian	70	958	52	1,080
Israeli	183	1,274	70	1,527
Other Asian	330	2,576	200	3,106
Subtotal	740	5,965	374	7,079
AFRICA				
Kenyan	120	1,381	40	1,541
South African	251	2,104	114	2,469
Egyptian	43	317	1	361
Other African	252	2,827	75	3,154
Subtotal	666	6,629	230	7,525
AMERICA				
American	418	3,033	292	3,743
Canadian	76	568	51	695
Other American	33	442	28	503
Subtotal	527	4,043	371	4,941
OCEANIA				
Australian	24	309	45	378
New Zealand	5	72	13	90
Subtotal	29	381	58	468
Not stated	0	8	0	8
TOTAL	6,246	50,330	2,135	58,711
TOTAL PERCENT	10.6	85.7	3.6	100

Figure 8. 4: Visitors Arrival from Emerging Markets, July 2023 and July 2022

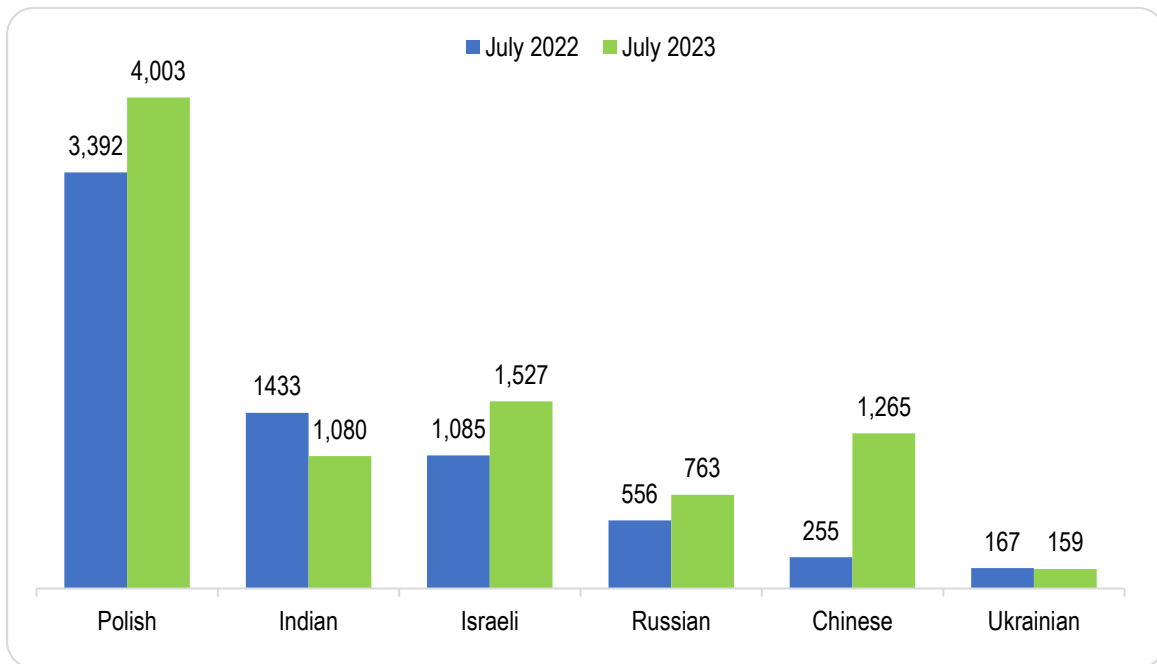


Table 8. 6: Intended Length of Stay and Sex of International Visitors, July 2023

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	492	321	813	1.4	492	321	813
2	572	407	979	1.7	1,144	814	1,958
3	877	816	1,693	2.9	2,631	2,448	5,079
4	978	961	1,939	3.3	3,912	3,844	7,756
5	4,555	4,184	8,739	14.9	22,775	20,920	43,695
6	1,943	4,276	6,219	10.6	11,658	25,656	37,314
7	5,750	7,107	12,857	21.9	40,250	49,749	89,999
8	5,159	5,825	10,984	18.7	41,272	46,600	87,872
9	1,999	1,985	3,984	6.8	17,991	17,865	35,856
10	959	906	1,865	3.2	9,590	9,060	18,650
11	357	385	742	1.3	3,927	4,235	8,162
12	505	466	971	1.7	6,060	5,592	11,652
13	239	243	482	0.8	3,107	3,159	6,266
14	1,104	958	2,062	3.5	15,456	13,412	28,868
15	545	494	1,039	1.8	8,175	7,410	15,585
16	193	191	384	0.7	3,088	3,056	6,144
17	169	122	291	0.5	2,873	2,074	4,947
18	109	94	203	0.3	1,962	1,692	3,654
19	84	89	173	0.3	1,596	1,691	3,287
20	133	139	272	0.5	2,660	2,780	5,440
21	150	175	325	0.6	3,150	3,675	6,825
22	38	28	66	0.1	836	616	1,452
23	24	19	43	0.1	552	437	989
24	14	23	37	0.1	336	552	888
25	34	25	59	0.1	850	625	1,475
26	17	18	35	0.1	442	468	910
27	14	14	28	0.0	378	378	756
28	35	52	87	0.1	980	1,456	2,436
29	7	4	11	0.0	203	116	319
30	304	200	504	0.9	9,120	6,000	15,120
31+	448	377	825	1.4	13,888	11,687	25,575
Total	27,807	30,904	58,711	100.0	231,354	248,388	479,742
	Intended Average Length of Stay ⁸				8.3	8.0	8.2

⁸ The average intended length of stay is determined by dividing the number of visitor nights by the number of international visitors

Table 8. 7: International Visitors’ nights and Estimated Bed Occupancy Rate, July 2023

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	813	1.4	813
2	979	1.7	1,958
3	1,693	2.9	5,079
4	1,939	3.3	7,756
5	8,739	14.9	43,695
6	6,219	10.6	37,314
7	12,857	21.9	89,999
8	10,984	18.7	87,872
9	3,984	6.8	35,856
10	1,865	3.2	18,650
11	742	1.3	8,162
12	971	1.7	11,652
13	482	0.8	6,266
14	2,062	3.5	28,868
15	1,039	1.8	15,585
16	384	0.7	6,144
17	291	0.5	4,947
18	203	0.3	3,654
19	173	0.3	3,287
20	272	0.5	5,440
21	325	0.6	6,825
22	66	0.1	1,452
23	43	0.1	989
24	37	0.1	888
25	59	0.1	1,475
26	35	0.1	910
27	28	0.0	756
28	87	0.1	2,436
29	11	0.0	319
30	504	0.9	15,120
31+	825	1.4	25,575
Total	58,711	100.0	479,742
	Number of beds available in July, 2023		701,189
	Bed Occupancy Rate		68.4

Table 8. 8: International Visitors by Nationality through Entry Points, January- July 2023 & 2022

Nationality	January- July 2022			January- July 2023					% Change, Jan- July 2023 and Jan- July 2022
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	8,816	3.4	10	13,793	1,472	15,265	4.5	6	73.2
British	12,937	4.9	6	17,287	2,331	19,618	5.8	5	51.6
German	18,835	7.2	3	28,931	2,881	31,812	9.3	2	68.9
Italian	6,355	2.4	13	31,020	524	31,544	9.3	3	396.4
French	31,465	12	1	37,688	1,404	39,092	11.5	1	24.2
Dutch	7,432	2.8	11	9,072	722	9,794	2.9	10	31.8
Belgium	5,725	2.2	14	4,894	473	5,367	1.6	13	-6.3
Russian	2,515	1	20	5,277	245	5,522	1.6	12	119.6
Turkish	2,243	0.9	21	2,922	422	3,344	1.0	19	49.1
Polish	28,267	10.8	2	22,842	245	23,087	6.8	4	-18.3
Ukrainian	11,753	4.5	7	1,901	43	1,944	0.6	21	-83.5
Czech Republic	10,523	4	8	9,831	124	9,955	2.9	9	-5.4
Spanish	4,551	1.7	16	4,666	319	4,985	1.5	15	9.5
Other European	35,636	13.6		46,729	1,758	48,487	14.2		36.1
Subtotal	187,053	71.6		236,853	12,963	249,816	73.3		33.6
ASIA									
Japanese	162	0.1	27	373	130	503	0.1	23	210.5
Chinese	1,210	0.5	23	2,091	1,399	3,490	1.0	18	188.4
Indian	3,966	1.5	17	3,487	1,742	5,229	1.5	14	31.8
Israeli	2,630	1	19	3,542	84	3,626	1.1	17	37.9
Other Asian	10,228	3.9		10,788	1,440	12,228	3.6		19.6
Subtotal	18,196	7		20,281	4,795	25,076	7.4		37.8
AFRICA									
Kenyan	6,374	2.4	12	6,537	3,167	9,704	2.8	11	52.2
South African	13,552	5.2	4	11,517	593	12,110	3.6	8	-10.6
Egyptian	2,713	1	18	1,406	295	1,701	0.5	22	-37.3
Other African	13,522	5.2		12,631	5,574	18,205	5.3		34.6
Subtotal	36,161	13.8		32,091	9,629	41,720	12.2		15.4
AMERICA									
American	10,178	3.9	9	11,788	3,241	15,029	4.4	7	47.7
Canadian	2,123	0.8	22	2,853	871	3,724	1.1	16	75.4
Other American	1,940	0.7		2,478	359	2,837	0.8		46.2
Subtotal	14,241	5.4		17,119	4,471	21,590	6.3		51.6
OCEANIA									
Australian	644	0.2	25	1,349	653	2,002	0.6	20	210.9
New Zealand	228	0.1	26	279	109	388	0.1	24	70.2
Subtotal	872	0.3		1,628	762	2,390	0.7		174.1
Not stated	4,837	1.9		143	15	158	0.0		
TOTAL	261,360	100		308,115	32,635	340,750	100		30.4

Annex 8. 1: Visitors Arrival from Emerging Markets, July 2023, June 2023 and July 2022

Nationality	July 2022	June 2023	July 2023	% Change July 2023 and July 2022	% Change July 2023 and June 2023
Russian	556	702	763	37.2	8.7
Polish	3,392	3,561	4,003	18.0	12.4
Ukrainian	167	166	159	-4.8	-4.2
Chinese	255	398	1,265	396.1	217.8
Indian	1433	1233	1,080	-24.6	-12.4
Israeli	1,085	611	1,527	40.7	149.9
Total	6,888	6,671	8,797	27.7	31.9

Annex 8. 2: International Visitors by Month, 2019 - 2023

Month	2019	2020	2021	2022	2023
January	46,133	61,461	49,868	42,443	68,813
February	50,387	61,752	51,574	46,995	65,430
March	33,883	33,801	43,821	38,762	45,915
April	20,242	334	13,839	20,540	27,666
May	15,640	197	9,280	20,450	26,620
June	36,605	353	20,416	34,013	47,595
July	55,947	3,079	29,714	58,157	58,711
August	68,163	4,366	34,425	61,388	
September	49,732	5,422	25,817	46,338	
October	53,023	12,157	31,826	57,547	
November	47,824	29,128	35,438	55,150	
December	60,685	48,594	48,167	66,720	
Total	538,264	260,644	394,185	548,503	340,750

CHAPTER 9

AUGUST TOURISM STATISTICS

Zanzibar recorded **61,466** international visitors in August 2023 which is an increase of **0.1** percent compared with **61,388** visitors recorded in August 2022 and increased by **4.7** percent compared with **58,711** visitors recorded in the preceding month (July 2023).

Tourists from Europe continued to dominate the market by accounting (**68.3** percent) of the total visitors in August 2023. In country wise, Italy dominated the Tourism market by accounting **16.6** percent of all visitors entered in August 2023, followed by French (**10.2** percent) while New Zealand recorded less than one percent which is the least. Other performances are as shown in (**Table 1**).

The data shows that **53,031** visitors equivalent to **86.3** percent of the total visitors entered through Airport, where by **50,687** visitors of them entered by international flights and **2,344** by domestic flights. The remaining **8,435** visitors entered through seaport by using Sea Ferries from Tanzania Mainland as shown in **Figure 1 & Table 2**.

Information on the purpose of visit (**Table 3**) shows that in August, about **61,134** visitors equivalent to **99.5** percent came for holidays, **0.3** percent came for visiting friends and relatives and **0.3** percent came for other purposes.

Table 4 & Figure 2 shows that **30,251** visitors (**49.2** percent) were male and **31,215** (**50.8** percent) were female. Male and Female increased by **8.8** and **1.0** respectively compared with the preceding month of July 2023.

The ages of the visitors were categorized into three broad groups: those younger than 15 years who are regarded as children, 15 to 64 years who are regarded as working age population, and 65 years and older are regarded as retirees. The overall results show that **5,496** (**8.9** percent) visitors were aged less than 15 years, **53,683** (**87.3** percent) were aged 15 to 64 years and **2,287** (**3.7** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The visitors from emerging markets (Poland, India, Russia, Israel, China and Ukraine) increased by **32.7** percent compared with the visitors recorded in August 2022. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that **20.8** percent of visitors stayed in the country for seven days in August 2023. The overall average intended length of stay for visitors in August 2023 was eight nights (**7.9**).

The total of **701,189** bed-spaces was available in August 2023. Out of these bed-spaces, estimates of **484,070** beds were sold during August 2023 representing a bed occupancy rate of **69.0** percent (**Table 7**).

For the past Eight months, Zanzibar has received **402,216** visitors from January- August 2023 which is an increase of **24.6** percent compared with the corresponding months (January-August 2022). About **361,146** visitors entered through airport while **41,070** visitors entered through

seaport. Most of visitors were from Europe (72.5 percent). In country wise, French (11.3 percent) was the leading market for the eight months in Zanzibar tourism market (Table 8).

Table 9. 1: International Visitors by Nationality, August 2023, July 2023 and August 2022

Nationality	Aug 2022			July 2023			Aug 2023			% Change Aug 2023 and July 2023	%Change, Aug 2023 and Aug 2022
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	1,246	2	14	2,080	3.5	8	951	1.5	13	-54.3	-23.7
British	4,319	7	3	4,710	8.0	2	4,534	7.4	4	-3.7	5.0
German	4,061	6.6	4	4,610	7.9	3	4,541	7.4	3	-1.5	11.8
Italian	8,443	13.8	1	4,311	7.3	4	10,216	16.6	1	137.0	21.0
French	8,391	13.7	2	5,955	10.1	1	6,246	10.2	2	4.9	-25.6
Dutch	1,828	3	8	1,901	3.2	9	1,589	2.6	10	-16.4	-13.1
Belgium	1,330	2.2	12	1,220	2.1	14	732	1.2	15	-40.0	-45.0
Russian	583	0.9	16	763	1.3	16	672	1.1	16	-11.9	15.3
Turkish	538	0.9	18	432	0.7	19	477	0.8	19	10.4	-11.3
Polish	2,816	4.6	5	4,003	6.8	5	3,556	5.8	5	-11.2	26.3
Ukrainian	154	0.3	22	159	0.3	22	163	0.3	22	2.5	5.8
Czech Republic	1,663	2.7	10	692	1.2	18	515	0.8	18	-25.6	-69.0
Spanish	2,065	3.4	7	1,357	2.3	12	1,963	3.2	7	44.7	-4.9
Other											
European	5,573	9.1		6,497	11.1		5,824	9.5		-10.4	4.5
Subtotal	43,010	70		38,690	65.9		41,979	68.3		9	-2
ASIA											
Japanese	83	0.1	23	101	0.2	23	136	0.2	23	34.7	63.9
Chinese	320	0.5	20	1265	2.2	13	877	1.4	14	-30.7	174.1
Indian	1,052	1.7	15	1080	1.8	15	1,066	1.7	12	-1.3	1.3
Israeli	1,290	2.1	13	1527	2.6	11	1,916	3.1	8	25.5	48.5
Other Asian	2,812	4.6		3,106	5.3		2,735	4.4		-11.9	-2.7
Subtotal	5,557	9.1		7,079	12.1		6,730	10.9		-4.9	21.1
AFRICA											
Kenyan	1,718	2.8	9	1,541	2.6	10	1,913	3.1	9	24.1	11.4
South African	1,581	2.6	11	2,469	4.2	7	1,344	2.2	11	-45.6	-15.0
Egyptian	456	0.7	19	361	0.6	21	360	0.6	21	-0.3	-21.1
Other African	4,050	6.6		3,154	5.4		4,628	7.5		46.7	14.3
Subtotal	7,805	12.7		7,525	12.8		8,245	13.4		9.6	5.6
AMERICA											
American	2,526	4.1	6	3,743	6.4	6	2,843	4.6	6	-24.0	12.5
Canadian	541	0.9	17	695	1.2	17	639	1.0	17	-8.1	18.1
Other American	388	0.6		503	0.9		515	0.8		2.4	32.7
Subtotal	3,455	5.6		4,941	8.4		3,997	6.5		-19.1	15.7
OCEANIA											
Australian	230	0.4	21	378	0.6	20	420	0.7	20	11.1	82.6
New Zealand	63	0.1	24	90	0.2	24	86	0.1	24	-4.4	36.5
Subtotal	293	0.5		468	0.8		506	0.8		8.1	72.7
Not stated	1268	2.1		8	0.0		9	0.0			
TOTAL	61,388	100		58,711	100.0		61,466	100.0		4.7	0.1

Figure 9. 1: International Visitors by Entry Points, August 2023

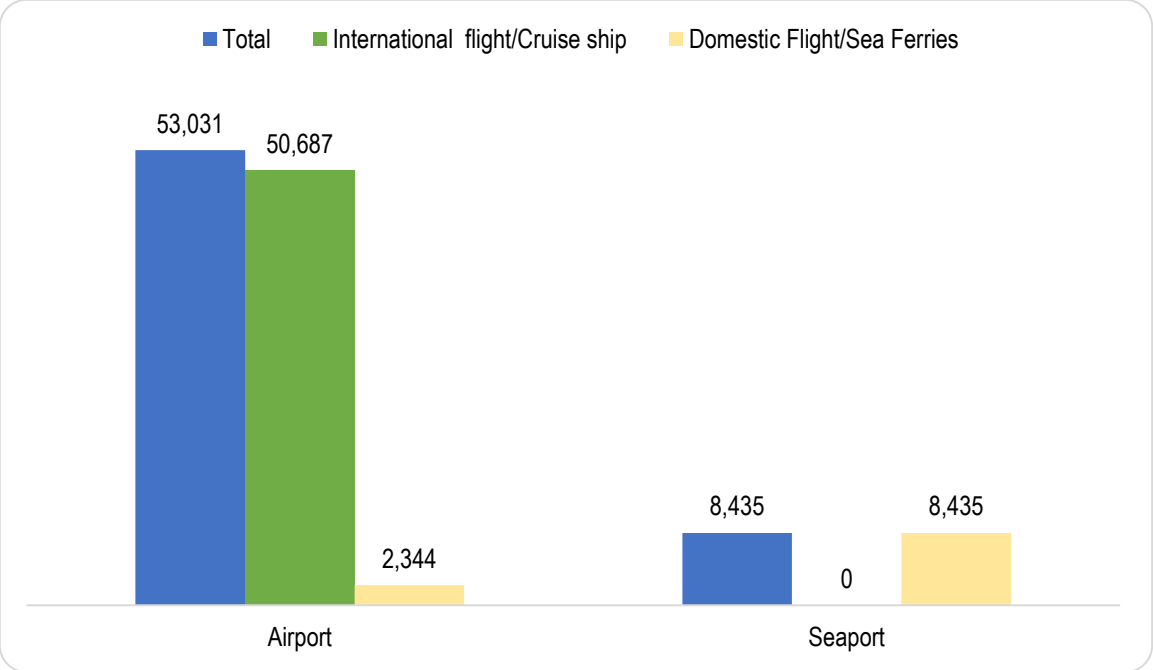


Table 9. 2: International Visitors by Nationality through Entry Points, August 2023

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	759	67	826	0	125	125
British	3,514	173	3,687	0	847	847
German	3,945	205	4,150	0	391	391
Italian	9,845	18	9,863	0	353	353
French	5,526	307	5,833	0	413	413
Dutch	1,196	141	1,337	0	252	252
Belgium	630	8	638	0	94	94
Russian	574	26	600	0	72	72
Turkish	378	32	410	0	67	67
Polish	3,502	30	3,532	0	24	24
Ukrainian	118	38	156	0	7	7
Czech Republic	444	53	497	0	18	18
Spanish	1,656	127	1,783	0	180	180
Other Europeans	5,147	351	5,498	0	326	326
Subtotal	37,234	1,576	38,810	0	3,169	3,169
ASIA						
Japanese	77	7	84	0	52	52
Chinese	549	3	552	0	325	325
Indian	650	9	659	0	407	407
Israeli	1,877	14	1,891	0	25	25
Other Asians	2,299	101	2,400	0	335	335
Subtotal	5,452	134	5,586	0	1,144	1,144
AFRICA						
Kenyan	1,072	62	1,134	0	779	779
South African	1,236	20	1,256	0	88	88
Egyptian	261	42	303	0	57	57
Other Africans	2,330	178	2,508	0	2120	2,120
Subtotal	4,899	302	5,201	0	3,044	3,044
AMERICA						
American	2,124	159	2,283	0	560	560
Canadian	418	42	460	0	179	179
Other Americans	317	100	417	0	98	98
Subtotal	2,859	301	3,160	0	837	837
OCEANIA						
Australian	187	28	215	0	205	205
New Zealand	47	3	50	0	36	36
Subtotal	234	31	265	0	241	241
Not stated	9	0	9	0	0	0
TOTAL	50,687	2,344	53,031	0	8,435	8,435

Table 9. 3: International Visitors by Nationality and Purpose of Visit, August 2023

Nationality	Holidays	Visiting Friends and Relatives	Returning Residences	Prospective Resident	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE										
Scandinavian	944	3	1	1	1	0	0	0	1	951
British	4,509	16	1	1	1	0	1	0	5	4,534
German	4,522	8	3	0	0	0	3	0	5	4,541
Italian	10,162	40	3	2	1	0	3	0	5	10,216
French	6,219	19	2	1	2	0	1	1	1	6,246
Dutch	1,584	3	0	1	0	0	0	0	1	1,589
Belgium	730	1	1	0	0	0	0	0	0	732
Russian	667	4	0	1	0	0	0	0	0	672
Turkish	468	6	0	0	0	0	2	0	1	477
Polish	3,538	16	0	0	0	0	1	0	1	3,556
Ukrainian	163	0	0	0	0	0	0	0	0	163
Czech Republic	514	1	0	0	0	0	0	0	0	515
Spanish	1,949	10	0	0	0	0	0	0	4	1,963
Other Europeans	5,789	10	4	0	0	0	2	1	18	5,824
Subtotal	41,758	137	15	7	5	0	13	2	42	41,979
ASIA										
Japanese	135	1	0	0	0	0	0	0	0	136
Chinese	872	5	0	0	0	0	0	0	0	877
Indian	1,061	4	1	0	0	0	0	0	0	1,066
Israeli	1,906	5	2	0	0	0	0	0	3	1,916
Other Asians	2,720	12	0	0	0	0	2	0	1	2,735
Subtotal	6,694	27	3	0	0	0	2	0	4	6,730
AFRICA										
Kenyan	1,900	9	3	0	0	0	0	0	1	1,913
South African	1,339	1	1	0	0	0	0	0	3	1,344
Egyptian	360	0	0	0	0	0	0	0	0	360
Other Africans	4,604	13	5	1	2	0	2	0	1	4,628
Subtotal	8,203	23	9	1	2	0	2	0	5	8,245
AMERICA										
American	2,826	11	1	1	0	0	0	0	4	2,843
Canadian	632	7	0	0	0	0	0	0	0	639
Other Americans	513	1	0	0	0	0	1	0	0	515
Subtotal	3,971	19	1	1	0	0	1	0	4	3,997
OCEANIA										
Australian	419	1	0	0	0	0	0	0	0	420
New Zealand	86	0	0	0	0	0	0	0	0	86
Subtotal	505	1	0	0	0	0	0	0	0	506
Not stated	3	5	0	0	0	0	1	0	0	9
TOTAL	61,134	212	28	9	7	0	19	2	55	61,466
TOTAL PERCENT	99.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.1	100

Table 9. 4: International Visitors by Nationality and Sex, August 2023

Nationality	Male	Female	Total
EUROPE			
Scandinavian	403	548	951
British	2,230	2,304	4,534
German	2,256	2,285	4,541
Italian	5,047	5,169	10,216
French	2,998	3,248	6,246
Dutch	807	782	1,589
Belgium	304	428	732
Russian	341	331	672
Turkish	223	254	477
Polish	1,546	2,010	3,556
Ukrainian	71	92	163
Czech Republic	208	307	515
Spanish	950	1,013	1,963
Other European Country	2,897	2,927	5,824
Subtotal	20,281	21,698	41,979
ASIA			
Japanese	82	54	136
Chinese	496	381	877
Indian	661	405	1,066
Israeli	841	1,075	1,916
Other Asian	1,455	1,280	2,735
Subtotal	3,535	3,195	6,730
AFRICA			
Kenyan	974	939	1,913
South African	614	730	1,344
Egyptian	222	138	360
Other African	2,439	2,189	4,628
Subtotal	4,249	3,996	8,245
AMERICA			
American	1,351	1,492	2,843
Canadian	318	321	639
Other American	283	232	515
Subtotal	1,952	2,045	3,997
OCEANIA			
Australian	187	233	420
New Zealand	43	43	86
Subtotal	230	276	506
Not stated	4	5	9
TOTAL AUGUST, 2023	30,251	31,215	61,466
TOTAL JULY, 2023	27,807	30,904	58,711
TOTAL PERCENT	49.2	50.8	100
% CHANGE, AUGUST 2023 AND JULY 2023	8.8	1.0	4.7

Figure 9. 2: International Visitors by Sex, August 2023

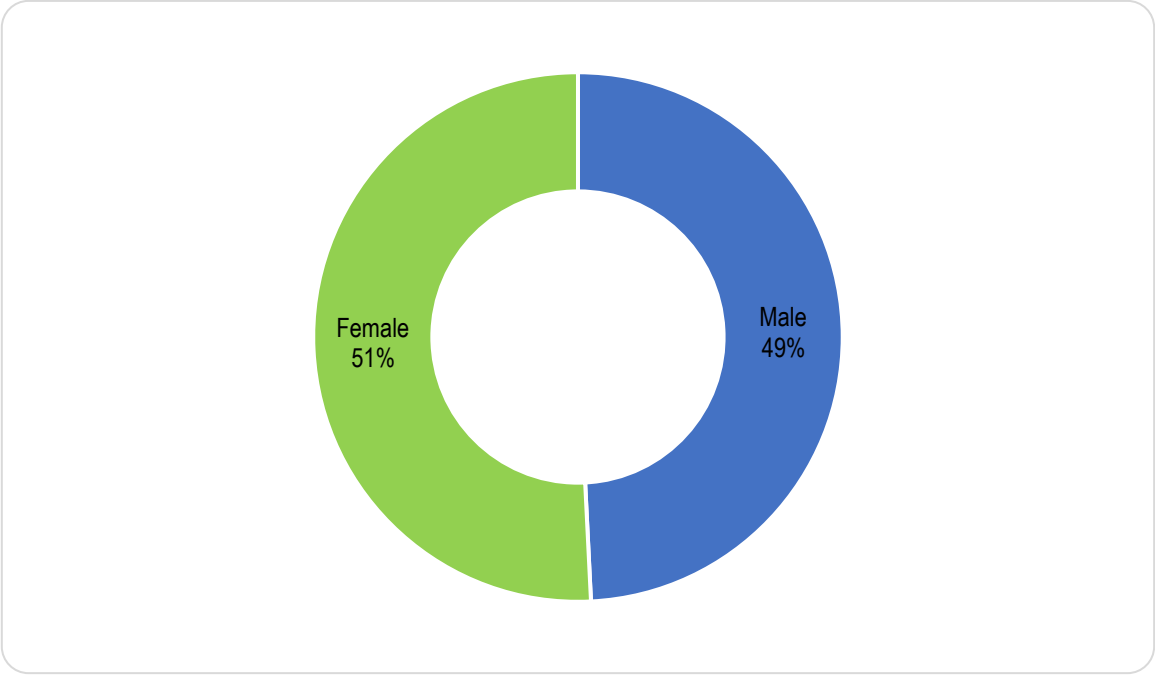


Figure 9. 3: International Visitors by Categorized Age, August 2023

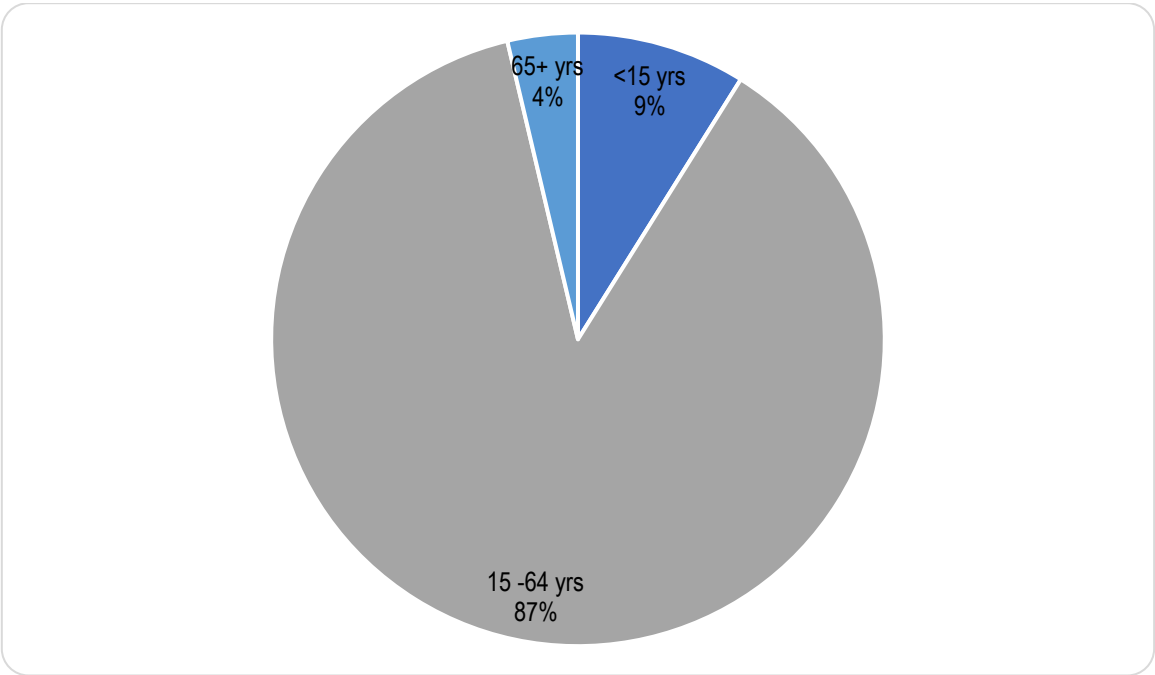


Table 9. 5: International Visitors by Nationality and Categorized Age, August 2023

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	50	864	37	951
British	588	3,763	183	4,534
German	340	4,046	155	4,541
Italian	642	9,305	269	10,216
French	636	5,453	157	6,246
Dutch	132	1,422	35	1,589
Belgium	78	643	11	732
Russian	85	571	16	672
Turkish	40	431	6	477
Polish	352	3,113	91	3,556
Ukrainian	16	145	2	163
Czech Republic	43	464	8	515
Spanish	131	1,765	67	1,963
Other European	428	5,205	191	5,824
Subtotal	3,561	37,190	1,228	41,979
ASIA				
Japanese	12	120	4	136
Chinese	108	732	37	877
Indian	121	895	50	1,066
Israeli	260	1,578	78	1,916
Other Asian	239	2,312	184	2,735
Subtotal	740	5,637	353	6,730
AFRICA				
Kenyan	169	1,689	55	1,913
South African	145	1,124	75	1,344
Egyptian	25	331	4	360
Other African	522	4,008	98	4,628
Subtotal	861	7,152	232	8,245
AMERICA				
American	243	2,296	304	2,843
Canadian	62	509	68	639
Other American	15	462	38	515
Subtotal	320	3,267	410	3,997
OCEANIA				
Australian	13	360	47	420
New Zealand	1	68	17	86
Subtotal	14	428	64	506
Not stated	0	9	0	9
TOTAL	5,496	53,683	2,287	61,466
TOTAL (%)	8.9	87.3	3.7	100

Figure 9. 4: Visitors Arrival from Emerging Markets, August 2023 and August 2022

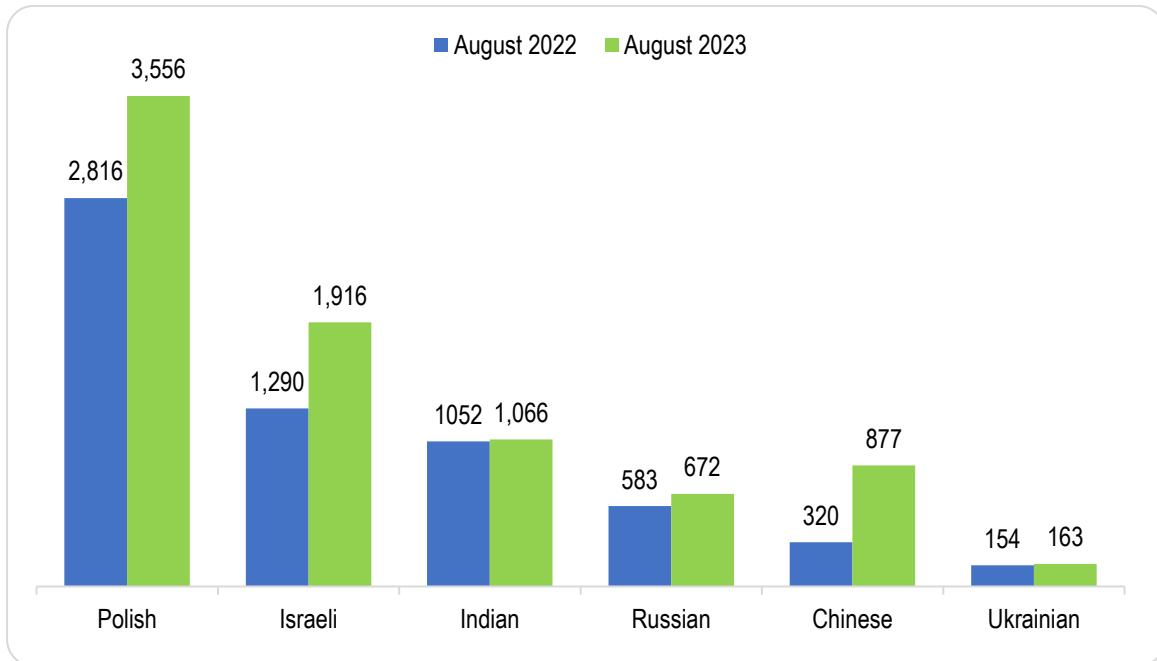


Table 9. 6: Intended Length of Stay and Sex of International Visitors, August 2023

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	475	296	771	1.3	475	296	771
2	566	484	1,050	1.7	1,132	968	2,100
3	934	867	1,801	2.9	2,802	2,601	5,403
4	983	1,064	2,047	3.3	3,932	4,256	8,188
5	5,029	2,975	8,004	13.0	25,145	14,875	40,020
6	2,056	7,875	9,931	16.2	12,336	47,250	59,586
7	8,038	4,756	12,794	20.8	56,266	33,292	89,558
8	5,230	5,995	11,225	18.3	41,840	47,960	89,800
9	1,655	1,752	3,407	5.5	14,895	15,768	30,663
10	1,067	1,010	2,077	3.4	10,670	10,100	20,770
11	384	342	726	1.2	4,224	3,762	7,986
12	612	683	1,295	2.1	7,344	8,196	15,540
13	243	261	504	0.8	3,159	3,393	6,552
14	914	855	1,769	2.9	12,796	11,970	24,766
15	815	757	1,572	2.6	12,225	11,355	23,580
16	177	154	331	0.5	2,832	2,464	5,296
17	94	92	186	0.3	1,598	1,564	3,162
18	97	97	194	0.3	1,746	1,746	3,492
19	68	57	125	0.2	1,292	1,083	2,375
20	118	95	213	0.3	2,360	1,900	4,260
21	138	103	241	0.4	2,898	2,163	5,061
22	31	28	59	0.1	682	616	1,298
23	16	22	38	0.1	368	506	874
24	17	16	33	0.1	408	384	792
25	40	42	82	0.1	1,000	1,050	2,050
26	8	8	16	0.0	208	208	416
27	6	9	15	0.0	162	243	405
28	8	20	28	0.0	224	560	784
29	6	16	22	0.0	174	464	638
30	188	138	326	0.5	5,640	4,140	9,780
31+	238	346	584	1.0	7,378	10,726	18,104
Total	30,251	31,215	61,466	100.0	238,211	245,859	484,070
				Intended Average Length of Stay ⁹	7.9	7.9	7.9

⁹ The average intended length of stay is determined by dividing the number of visitor nights by the number of international visitors

Table 9. 7: International Visitors ‘nights and Estimated Bed Occupancy Rate, August 2023

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	771	1.3	771
2	1,050	1.7	2,100
3	1,801	2.9	5,403
4	2,047	3.3	8,188
5	8,004	13.0	40,020
6	9,931	16.2	59,586
7	12,794	20.8	89,558
8	11,225	18.3	89,800
9	3,407	5.5	30,663
10	2,077	3.4	20,770
11	726	1.2	7,986
12	1,295	2.1	15,540
13	504	0.8	6,552
14	1,769	2.9	24,766
15	1,572	2.6	23,580
16	331	0.5	5,296
17	186	0.3	3,162
18	194	0.3	3,492
19	125	0.2	2,375
20	213	0.3	4,260
21	241	0.4	5,061
22	59	0.1	1,298
23	38	0.1	874
24	33	0.1	792
25	82	0.1	2,050
26	16	0.0	416
27	15	0.0	405
28	28	0.0	784
29	22	0.0	638
30	326	0.5	9,780
31+	584	1.0	18,104
Total	61,466	100.0	484,070
	Number of beds available in August, 2023		701,189
	Bed Occupancy Rate		69.0

Table 9. 8: International Visitors by Nationality through Entry Points, January- August 2023 & 2022

Nationality	January- August 2022			January- August 2023				% Change, Jan- Aug 2023 and Jan- Aug 2022	
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share Rank		
EUROPE									
Scandinavian	10,062	3.1	11	14,619	1,597	16,216	4.0	7	61.2
British	17,256	5.3	5	20,974	3,178	24,152	6.0	5	40.0
German	22,896	7.1	3	33,081	3,272	36,353	9.0	3	58.8
Italian	14,798	4.6	7	40,883	877	41,760	10.4	2	182.2
French	39,856	12.3	1	43,521	1,817	45,338	11.3	1	13.8
Dutch	9,260	2.9	12	10,409	974	11,383	2.8	10	22.9
Belgium	7,055	2.2	14	5,532	567	6,099	1.5	15	-13.6
Russian	3,098	1	20	5,877	317	6,194	1.5	14	99.9
Turkish	2,781	0.9	21	3,332	489	3,821	0.9	19	37.4
Polish	31,083	9.6	2	26,374	269	26,643	6.6	4	-14.3
Ukrainian	11,907	3.7	10	2,057	50	2,107	0.5	21	-82.3
Czech Republic	12,186	3.8	9	10,328	142	10,470	2.6	11	-14.1
Spanish	6,616	2	15	6,449	499	6,948	1.7	12	5.0
Other European	41,209	12.8		52,227	2,084	54,311	13.5		31.8
Subtotal	230,063	71.3		275,663	16,132	291,795	72.5		26.8
ASIA									
Japanese	245	0.1	27	457	182	639	0.2	23	160.8
Chinese	1,530	0.5	23	2,643	1,724	4,367	1.1	17	185.4
Indian	5,018	1.6	17	4,146	2,149	6,295	1.6	13	25.4
Israeli	3,920	1.2	18	5,433	109	5,542	1.4	16	41.4
Other Asian	13,040	4		13,188	1,775	14,963	3.7		14.7
Subtotal	23,753	7.4		25,867	5,939	31,806	7.9		33.9
AFRICA									
Kenyan	8,092	2.5	13	7,671	3,946	11,617	2.9	9	43.6
South African	15,133	4.7	6	12,773	681	13,454	3.3	8	-11.1
Egyptian	3,169	1	19	1,709	352	2,061	0.5	22	-35.0
Other African	17,572	5.4		15,139	7,694	22,833	5.7		29.9
Subtotal	43,966	13.6		37,292	12,673	49,965	12.4		13.6
AMERICA									
American	12,704	3.9	8	14,071	3,801	17,872	4.4	6	40.7
Canadian	2,664	0.8	22	3,313	1,050	4,363	1.1	18	63.8
Other American	2,328	0.7		2,895	457	3,352	0.8		44.0
Subtotal	17,696	5.5		20,279	5,308	25,587	6.4		44.6
OCEANIA									
Australian	874	0.3	25	1,564	858	2,422	0.6	20	177.1
New Zealand	291	0.1	26	329	145	474	0.1	24	62.9
Subtotal	1,165	0.4		1,893	1,003	2,896	0.7		148.6
Not stated	6,105	1.9		152	15	167	0.0		
TOTAL	322,748	100		361,146	41,070	402,216	100		24.6

Annex 9. 1: Visitors Arrival from Emerging Markets, August 2023, July 2023 and August 2022

Nationality	August 2022	July 2023	August 2023	% Change Aug 2023 and Aug 2022	% Change August 2023 and July 2023
Russian	583	763	672	15.3	-11.9
Polish	2,816	4,003	3,556	26.3	-11.2
Ukrainian	154	159	163	5.8	2.5
Chinese	320	1265	877	174.1	-30.7
Indian	1052	1080	1,066	1.3	-1.3
Israeli	1,290	1,527	1,916	48.5	25.5
Total	6,215	8,797	8,250	32.7	-6.2

Annex 9. 2: International Visitors by Month, 2019 - 2023

Month	2019	2020	2021	2022	2023
January	46,133	61,461	49,868	42,443	68,813
February	50,387	61,752	51,574	46,995	65,430
March	33,883	33,801	43,821	38,762	45,915
April	20,242	334	13,839	20,540	27,666
May	15,640	197	9,280	20,450	26,620
June	36,605	353	20,416	34,013	47,595
July	55,947	3,079	29,714	58,157	58,711
August	68,163	4,366	34,425	61,388	61,466
September	49,732	5,422	25,817	46,338	
October	53,023	12,157	31,826	57,547	
November	47,824	29,128	35,438	55,150	
December	60,685	48,594	48,167	66,720	
Total	538,264	260,644	394,185	548,503	402,216

CHAPTER 10

SEPTEMBER TOIURISM STATISTICS

Zanzibar recorded **53,839** international visitors in September 2023 which is an increase of **16.2** percent compared with **46,338** visitors recorded in September 2022 and decreased by 12.4 percent compared with **61,466** visitors recorded in the preceding month (August 2023).

Tourists from Europe continued to dominate the market by accounting (**68.4** percent) of the total visitors in September 2023. In country wise, German dominated the Tourism market by accounting **11.1** percent of all visitors entered in September 2023, followed by Italy (**10.4** percent) while New Zealand recorded less than one percent which is the least. Other performances are as shown in (**Table 1**).

The data shows that **46,601** visitors equivalent to **86.6** percent of the total visitors entered through Airport, where by **45,491** visitors of them entered by international flights and **1,110** by domestic flights. The remaining **7,238** visitors entered through seaport by using Sea Ferries from Tanzania Mainland as shown in **Figure 1 & Table 2**.

Information on the purpose of visit (**Table 3**) shows that in September 2023, about **53,689** visitors equivalent to **99.7** percent came for holidays, **0.1** percent came for visiting friends and relatives and **0.2** percent came for other purposes.

Table 4 & Figure 2 shows that **28,645** visitors (**53.2** percent) were male and **25,194** (**46.8** percent) were female. Male and Female decreased by **5.3** and **19.3** respectively compared with the preceding month of September 2023.

The ages of the visitors were categorized into three broad groups: those younger than 15 years who are regarded as children, 15 to 64 years who are regarded as working age population, and 65 years and older are regarded as retirees. The overall results show that **1,745** (**3.2** percent) visitors were aged less than 15 years, **49,140** (**91.3** percent) were aged 15 to 64 years and **2,954** (**5.5** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The visitors from emerging markets (Poland, India, Russia, Israel, China and Ukraine) increased by **40.6** percent compared with the visitors recorded in September 2022. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that **21.6** percent of visitors stayed in the country for seven days in September 2023. The overall average intended length of stay for visitors in September 2023 was eight nights (**8.2**).

The total of **678,570** bed-spaces was available in September 2023. Out of these bed-spaces, estimates of **442,392** beds were sold during September 2023 representing a bed occupancy rate of **64.2** percent (**Table 7**).

For the past nine months, Zanzibar has received **456,055** visitors from January- September 2023 which is an increase of **23.6** percent compared with the corresponding months (January-September 2022). About **407,747** visitors entered through airport while **48,308** visitors entered through seaport. Most of visitors were from Europe (**72.1** percent). In country wise, French

(11.1 percent) was the leading market for the nine months in Zanzibar tourism market (Table 8).

Table 10. 1: International Visitors by Nationality, September 2023, August 2023 and September 2022

Nationality	Sept 2022			Aug 2023			Sept 2023			% Change Sept 2023 and Aug 2023	%Change, Sept 2023 and Sept 2022
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	1,033	2.2	12	951	1.5	13	1,220	2.3	12	28.3	18.1
British	3,993	8.6	3	4,534	7.4	4	4,124	7.7	4	-9.0	3.3
German	5,371	11.6	2	4,541	7.4	3	5,988	11.1	1	31.9	11.5
Italian	3,598	7.8	4	10,216	16.6	1	5,617	10.4	2	-45.0	56.1
French	5,989	12.9	1	6,246	10.2	2	5,386	10.0	3	-13.8	-10.1
Dutch	1,583	3.4	9	1,589	2.6	10	1,255	2.3	11	-21.0	-20.7
Belgium	1,212	2.6	11	732	1.2	15	807	1.5	15	10.2	-33.4
Russian	711	1.5	15	672	1.1	16	583	1.1	17	-13.2	-18.0
Turkish	287	0.6	19	477	0.8	19	387	0.7	19	-18.9	34.8
Polish	2,902	6.3	5	3,556	5.8	5	3,700	6.9	5	4.0	27.5
Ukrainian	156	0.3	21	163	0.3	22	150	0.3	22	-8.0	-3.8
Czech Republic	1,339	2.9	10	515	0.8	18	670	1.2	16	30.1	-50.0
Spanish	1,623	3.5	8	1,963	3.2	7	1,334	2.5	10	-32.0	-17.8
Other											
European	5,168	11.2		5,824	9.5		5,601	10.4		-3.8	8.4
Subtotal	34,965	75.5		41,979	68.3		36,822	68.4		-12	5
ASIA											
Japanese	41	0.1	23	136	0.2	23	125	0.2	23	-8.1	204.9
Chinese	123	0.3	22	877	1.4	14	915	1.7	13	4.3	643.9
Indian	662	1.4	16	1066	1.7	12	869	1.6	14	-18.5	31.3
Israeli	880	1.9	14	1916	3.1	8	1,424	2.6	9	-25.7	61.8
Other Asian	1,140	2.5		2,735	4.4		1,838	3.4		-32.8	61.2
Subtotal	2,846	6.1		6,730	10.9		5,171	9.6		-23.2	81.7
AFRICA											
Kenyan	1,001	2.2	13	1,913	3.1	9	1,546	2.9	8	-19.2	54.4
South African	1,757	3.8	7	1,344	2.2	11	2,107	3.9	7	56.8	19.9
Egyptian	331	0.7	18	360	0.6	21	265	0.5	21	-26.4	-19.9
Other African	1,885	4.1		4,628	7.5		4,130	7.7		-10.8	119.1
Subtotal	4,974	10.7		8,245	13.4		8,048	14.9		-2.4	61.8
AMERICA											
American	1,927	4.2	6	2,843	4.6	6	2,296	4.3	6	-19.2	19.1
Canadian	588	1.3	17	639	1.0	17	498	0.9	18	-22.1	-15.3
Other American	345	0.7		515	0.8		558	1.0		8.3	61.7
Subtotal	2,860	6.2		3,997	6.5		3,352	6.2		-16.1	17.2
OCEANIA											
Australian	182	0.4	20	420	0.7	20	357	0.7	20	-15.0	96.2
New Zealand	37	0.1	24	86	0.1	24	79	0.1	24	-8.1	113.5
Subtotal	219	0.5		506	0.8		436	0.8		-13.8	99.1
Not stated	474	1.0		9	0.0		10	0.0			
TOTAL	46,338	100		61,466	100.0		53,839	100.0		-12.4	16.2

Figure 10. 1: International Visitors by Entry Points, September 2023

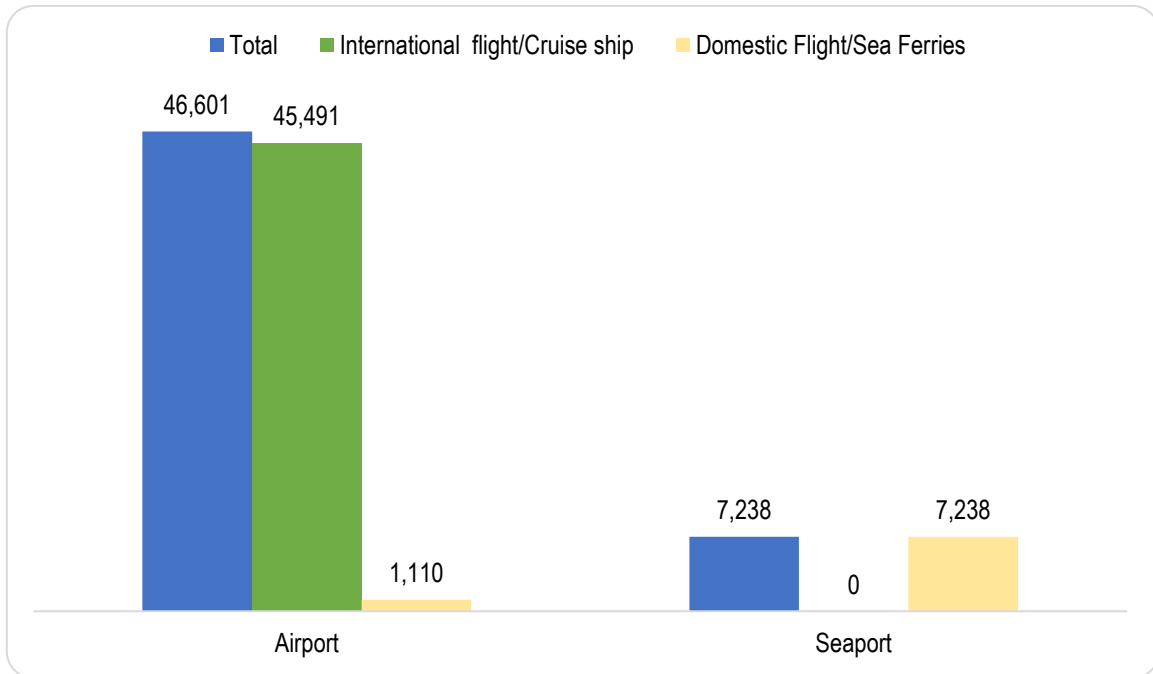


Table 10. 2: International Visitors by Nationality through Entry Points, September 2023

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	1,041	25	1,066	0	154	154
British	3,394	111	3,505	0	619	619
German	5,391	132	5,523	0	465	465
Italian	5,345	69	5,414	0	203	203
French	4,932	151	5,083	0	303	303
Dutch	1,083	35	1,118	0	137	137
Belgium	678	24	702	0	105	105
Russian	531	3	534	0	49	49
Turkish	330	4	334	0	53	53
Polish	3,644	9	3,653	0	47	47
Ukrainian	141	5	146	0	4	4
Czech Republic	656	0	656	0	14	14
Spanish	1,200	47	1,247	0	87	87
Other Europeans	5,147	111	5,258	0	343	343
Subtotal	33,513	726	34,239	0	2,583	2,583
ASIA						
Japanese	63	3	66	0	59	59
Chinese	539	50	589	0	326	326
Indian	480	9	489	0	380	380
Israeli	1,329	36	1,365	0	59	59
Other Asians	1,462	46	1,508	0	330	330
Subtotal	3,873	144	4,017	0	1,154	1,154
AFRICA						
Kenyan	786	18	804	0	742	742
South African	1,992	4	1,996	0	111	111
Egyptian	192	8	200	0	65	65
Other Africans	2,442	34	2,476	0	1654	1,654
Subtotal	5,412	64	5,476	0	2,572	2,572
AMERICA						
American	1,666	106	1,772	0	524	524
Canadian	316	38	354	0	144	144
Other Americans	456	21	477	0	81	81
Subtotal	2,438	165	2,603	0	749	749
OCEANIA						
Australian	201	10	211	0	146	146
New Zealand	44	1	45	0	34	34
Subtotal	245	11	256	0	180	180
Not stated	10	0	10	0	0	0
TOTAL	45,491	1,110	46,601	0	7,238	7,238

Table 10. 3: International Visitors by Nationality and Purpose of Visit, September 2023

Nationality	Holidays	Visiting Friends and Relatives	Returning Residences	Prospective Resident	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE										
Scandinavian	1,215	2	0	2	0	0	0	0	1	1,220
British	4,114	8	1	0	0	0	0	0	1	4,124
German	5,974	7	2	1	0	0	0	0	4	5,988
Italian	5,609	5	0	0	0	1	0	0	2	5,617
French	5,373	5	1	0	1	0	0	1	5	5,386
Dutch	1,254	1	0	0	0	0	0	0	0	1,255
Belgium	801	3	1	0	0	0	2	0	0	807
Russian	576	3	3	0	0	0	0	0	1	583
Turkish	386	0	0	0	0	0	0	0	1	387
Polish	3,694	3	1	1	0	0	0	0	1	3,700
Ukrainian	150	0	0	0	0	0	0	0	0	150
Czech Republic	670	0	0	0	0	0	0	0	0	670
Spanish	1,333	1	0	0	0	0	0	0	0	1,334
Other Europeans	5,582	12	3	0	2	0	0	0	2	5,601
Subtotal	36,731	50	12	4	3	1	2	1	18	36,822
ASIA										
Japanese	125	0	0	0	0	0	0	0	0	125
Chinese	912	2	0	0	0	0	0	0	1	915
Indian	866	1	1	0	0	0	0	1	0	869
Israeli	1,421	1	0	0	0	1	0	0	1	1,424
Other Asians	1,832	1	2	1	0	0	0	0	2	1,838
Subtotal	5,156	5	3	1	0	1	0	1	4	5,171
AFRICA										
Kenyan	1,538	4	1	1	0	2	0	0	0	1,546
South African	2,096	8	1	0	0	0	0	1	1	2,107
Egyptian	265	0	0	0	0	0	0	0	0	265
Other Africans	4,118	3	2	2	2	0	0	0	3	4,130
Subtotal	8,017	15	4	3	2	2	0	1	4	8,048
AMERICA										
American	2,289	5	1	0	0	0	0	0	1	2,296
Canadian	495	1	0	1	0	0	0	1	0	498
Other Americans	556	0	0	0	0	0	0	0	2	558
Subtotal	3,340	6	1	1	0	0	0	1	3	3,352
OCEANIA										
Australian	356	1	0	0	0	0	0	0	0	357
New Zealand	79	0	0	0	0	0	0	0	0	79
Subtotal	435	1	0	0	0	0	0	0	0	436
Not stated	10	0	0	0	0	0	0	0	0	10
TOTAL	53,689	77	20	9	5	4	2	4	29	53,839
TOTAL PERCENT	99.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	100

Table 10. 4: International Visitors by Nationality and Sex, September 2023

Nationality	Male	Female	Total
EUROPE			
Scandinavian	581	639	1,220
British	2,164	1,960	4,124
German	3,064	2,924	5,988
Italian	3,136	2,481	5,617
French	2,762	2,624	5,386
Dutch	685	570	1,255
Belgium	388	419	807
Russian	293	290	583
Turkish	245	142	387
Polish	1,944	1,756	3,700
Ukrainian	55	95	150
Czech Republic	363	307	670
Spanish	730	604	1,334
Other European Country	2,813	2,788	5,601
Subtotal	19,223	17,599	36,822
ASIA			
Japanese	83	42	125
Chinese	546	369	915
Indian	570	299	869
Israeli	737	687	1,424
Other Asian	1,201	637	1,838
Subtotal	3,137	2,034	5,171
AFRICA			
Kenyan	831	715	1,546
South African	1,072	1,035	2,107
Egyptian	189	76	265
Other African	2,263	1,867	4,130
Subtotal	4,355	3,693	8,048
AMERICA			
American	1,161	1,135	2,296
Canadian	267	231	498
Other American	282	276	558
Subtotal	1,710	1,642	3,352
OCEANIA			
Australian	173	184	357
New Zealand	37	42	79
Subtotal	210	226	436
Not stated	10	-	10
TOTAL SEPTEMBER, 2023	28,645	25,194	53,839
TOTAL AUGUST, 2023	30,251	31,215	61,466
TOTAL PERCENT % CHANGE, SEPTEMBER 2023 AND AUGUST 2023	-5.3	-19.3	-12.4

Figure 10. 2: International Visitors by Sex, September 2023

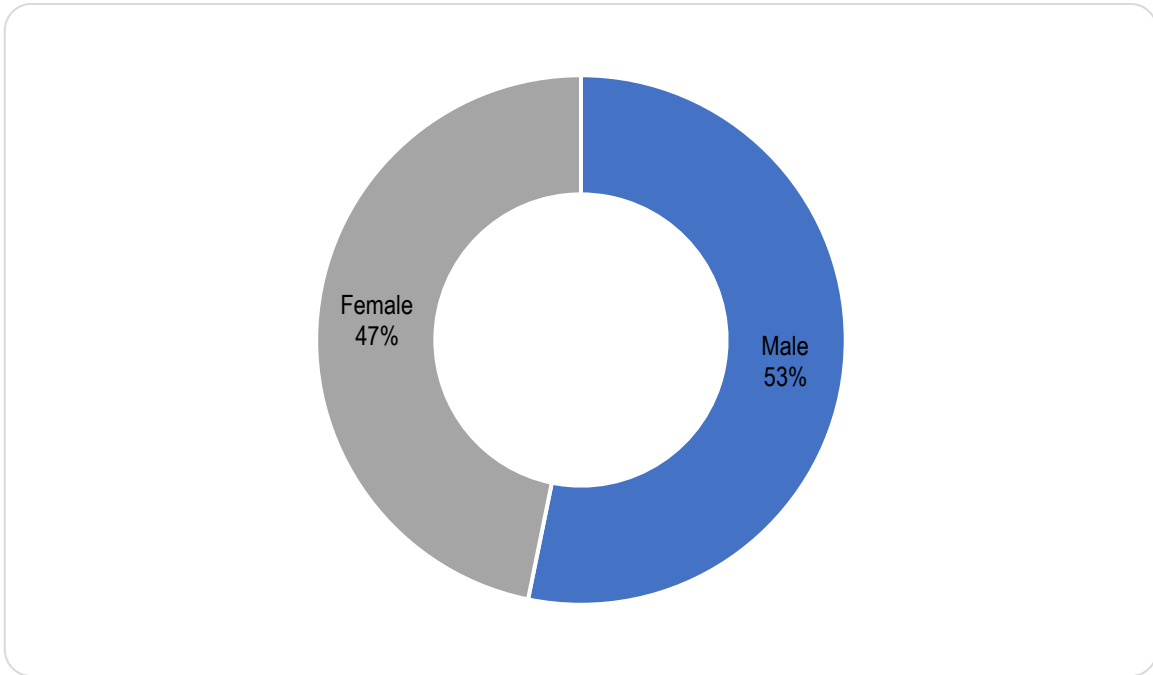


Figure 10. 3: International Visitors by Categorized Age, September 2023

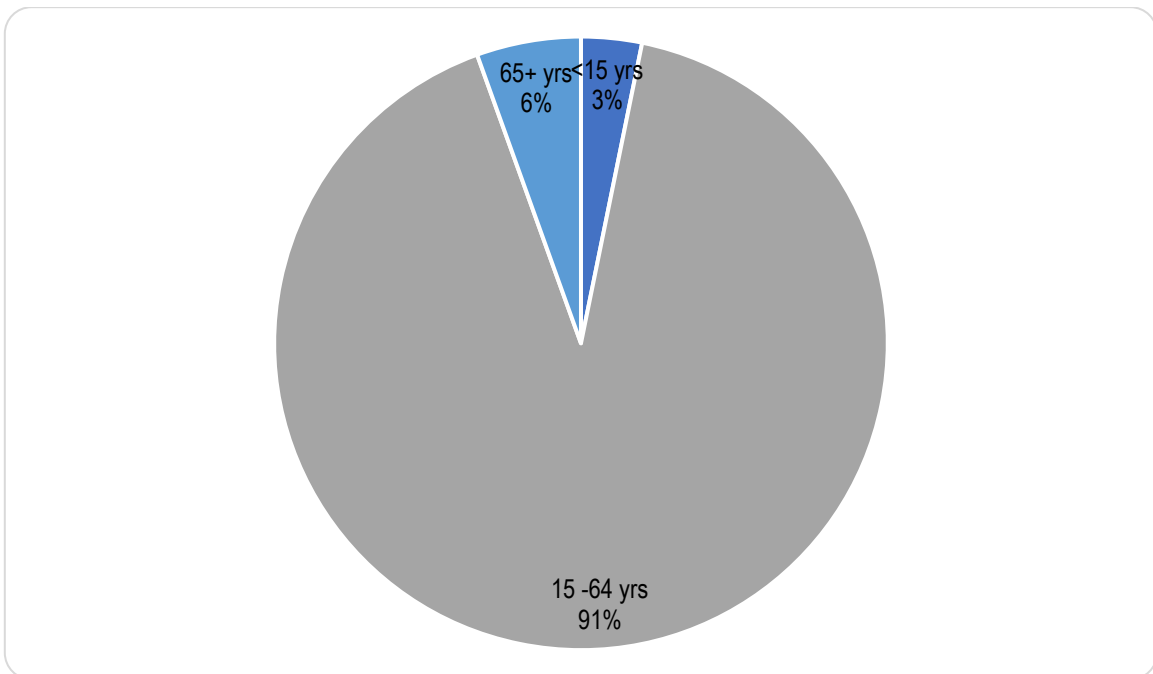


Table 10. 5: International Visitors by Nationality and Categorized Age, September 2023

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	79	1,068	73	1,220
British	139	3,601	384	4,124
German	81	5,586	321	5,988
Italian	171	5,176	270	5,617
French	98	4,963	325	5,386
Dutch	19	1,163	73	1,255
Belgium	23	761	23	807
Russian	21	531	31	583
Turkish	17	365	5	387
Polish	118	3,470	112	3,700
Ukrainian	7	139	4	150
Czech Republic	25	615	30	670
Spanish	25	1,282	27	1,334
Other European	158	5,238	205	5,601
Subtotal	981	33,958	1,883	36,822
ASIA				
Japanese	4	117	4	125
Chinese	30	856	29	915
Indian	37	790	42	869
Israeli	142	1,210	72	1,424
Other Asian	58	1,620	160	1,838
Subtotal	271	4,593	307	5,171
AFRICA				
Kenyan	49	1,416	81	1,546
South African	144	1,859	104	2,107
Egyptian	7	255	3	265
Other African	196	3,837	97	4,130
Subtotal	396	7,367	285	8,048
AMERICA				
American	55	1,953	288	2,296
Canadian	19	378	101	498
Other American	10	504	44	558
Subtotal	84	2,835	433	3,352
OCEANIA				
Australian	11	306	40	357
New Zealand	2	71	6	79
Subtotal	13	377	46	436
Not stated	-	10	-	10
TOTAL	1,745	49,140	2,954	53,839
TOTAL (%)	3.2	91.3	5.5	100

Figure 10. 4: Visitors Arrival from Emerging Markets, September 2023 and September 2022

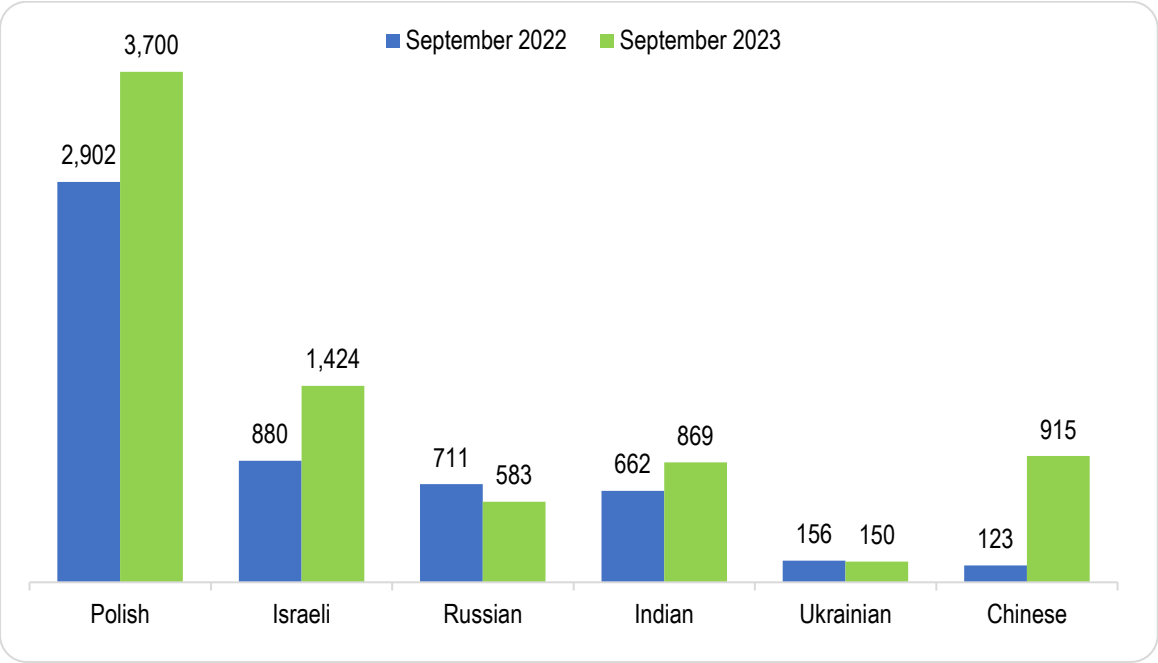


Table 10. 6: Intended Length of Stay and Sex of International Visitors, September 2023

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	632	475	1,107	2.1	632	475	1,107
2	645	506	1,151	2.1	1,290	1,012	2,302
3	769	793	1,562	2.9	2,307	2,379	4,686
4	950	968	1,918	3.6	3,800	3,872	7,672
5	5,401	3,040	8,441	15.7	27,005	15,200	42,205
6	1,714	2,023	3,737	6.9	10,284	12,138	22,422
7	6,612	4,992	11,604	21.6	46,284	34,944	81,228
8	4,360	4,649	9,009	16.7	34,880	37,192	72,072
9	1,496	1,419	2,915	5.4	13,464	12,771	26,235
10	1,310	1,435	2,745	5.1	13,100	14,350	27,450
11	543	545	1,088	2.0	5,973	5,995	11,968
12	656	749	1,405	2.6	7,872	8,988	16,860
13	303	322	625	1.2	3,939	4,186	8,125
14	1,185	1,186	2,371	4.4	16,590	16,604	33,194
15	810	816	1,626	3.0	12,150	12,240	24,390
16	178	235	413	0.8	2,848	3,760	6,608
17	86	93	179	0.3	1,462	1,581	3,043
18	74	91	165	0.3	1,332	1,638	2,970
19	58	69	127	0.2	1,102	1,311	2,413
20	76	66	142	0.3	1,520	1,320	2,840
21	119	127	246	0.5	2,499	2,667	5,166
22	26	21	47	0.1	572	462	1,034
23	17	13	30	0.1	391	299	690
24	23	12	35	0.1	552	288	840
25	11	22	33	0.1	275	550	825
26	5	8	13	0.0	130	208	338
27	6	8	14	0.0	162	216	378
28	20	24	44	0.1	560	672	1,232
29	16	8	24	0.0	464	232	696
30	176	134	310	0.6	5,280	4,020	9,300
31+	368	345	713	1.3	11,408	10,695	22,103
Total	28,645	25,194	53,839	100.0	230,127	212,265	442,392
			Intended Average Length of Stay ¹⁰		8.0	8.4	8.2

¹⁰ The average intended length of stay is determined by dividing the number of visitor nights by the number of international visitors

Table 10. 7: International Visitors ‘nights and Estimated Bed Occupancy Rate, September 2023

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	1,107	2.1	1,107
2	1,151	2.1	2,302
3	1,562	2.9	4,686
4	1,918	3.6	7,672
5	8,441	15.7	42,205
6	3,737	6.9	22,422
7	11,604	21.6	81,228
8	9,009	16.7	72,072
9	2,915	5.4	26,235
10	2,745	5.1	27,450
11	1,088	2.0	11,968
12	1,405	2.6	16,860
13	625	1.2	8,125
14	2,371	4.4	33,194
15	1,626	3.0	24,390
16	413	0.8	6,608
17	179	0.3	3,043
18	165	0.3	2,970
19	127	0.2	2,413
20	142	0.3	2,840
21	246	0.5	5,166
22	47	0.1	1,034
23	30	0.1	690
24	35	0.1	840
25	33	0.1	825
26	13	0.0	338
27	14	0.0	378
28	44	0.1	1,232
29	24	0.0	696
30	310	0.6	9,300
31+	713	1.3	22,103
Total	53,839	100.0	442,392
Number of beds available in September, 2023			678,570
Bed Occupancy Rate			65.2

Table 10. 8: International Visitors by Nationality through Entry Points, January-September 2023 & 2022

Nationality	January- September 2022			January- September 2023				% Change, Jan- Sept 2023 and Jan- Sept 2022	
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share Rank		
EUROPE									
Scandinavian	11,095	3	11	15,685	1,751	17,436	3.8	7	57.2
British	21,249	5.8	4	24,479	3,797	28,276	6.2	5	33.1
German	28,267	7.7	3	38,604	3,737	42,341	9.3	3	49.8
Italian	18,396	5	6	46,297	1,080	47,377	10.4	2	157.5
French	45,845	12.4	1	48,604	2,120	50,724	11.1	1	10.6
Dutch	10,843	2.9	12	11,527	1,111	12,638	2.8	10	16.6
Belgium	8,267	2.2	14	6,234	672	6,906	1.5	15	-16.5
Russian	3,809	1	19	6,411	366	6,777	1.5	16	77.9
Turkish	3,068	0.8	22	3,666	542	4,208	0.9	19	37.2
Polish	33,985	9.2	2	30,027	316	30,343	6.7	4	-10.7
Ukrainian	12,063	3.3	10	2,203	54	2,257	0.5	22	-81.3
Czech Republic	13,525	3.7	9	10,984	156	11,140	2.4	11	-17.6
Spanish	8,239	2.2	15	7,696	586	8,282	1.8	12	0.5
Other European	46,377	12.6		57,485	2,427	59,912	13.1		29.2
Subtotal	265,028	71.8		309,902	18715	328,617	72.1		24.0
ASIA									
Japanese	286	0.1	27	523	241	764	0.2	23	167.1
Chinese	1,653	0.4	23	3,232	2,050	5,282	1.2	17	219.5
Indian	5,680	1.5	17	4,635	2,529	7,164	1.6	13	26.1
Israeli	4,800	1.3	18	6,798	168	6,966	1.5	14	45.1
Other Asian	14,180	3.8		14,696	2,105	16,801	3.7		18.5
Subtotal	26,599	7.2		29,884	7,093	36,977	8.1		39.0
AFRICA									
Kenyan	9,093	2.5	13	8,475	4,688	13,163	2.9	9	44.8
South African	16,890	4.6	7	14,769	792	15,561	3.4	8	-7.9
Egyptian	3,500	0.9	20	1,909	417	2,326	0.5	21	-33.5
Other African	19,457	5.3		17,615	9,348	26,963	5.9		38.6
Subtotal	48,940	13.3		42,768	15,245	58,013	12.7		18.5
AMERICA									
American	14,631	4	8	15,843	4,325	20,168	4.4	6	37.8
Canadian	3,252	0.9	21	3,667	1,194	4,861	1.1	18	49.5
Other American	2,673	0.7		3,372	538	3,910	0.9		46.3
Subtotal	20,556	5.6		22,882	6,057	28,939	6.3		40.8
OCEANIA									
Australian	1,056	0.3	25	1,775	1,004	2,779	0.6	20	163.2
New Zealand	328	0.1	26	374	179	553	0.1	24	68.6
Subtotal	1,384	0.4		2,149	1,183	3,332	0.7		140.8
Not stated	6,579	1.8		162	15	177	0.0		
TOTAL	369,086	100		407,747	48,308	456,055	100		23.6

**Annex 10. 1: Visitors Arrival from Emerging Markets, September 2023, August 2023
and September 2022**

Nationality	September 2022	August 2023	September 2023	% Change Sept 2023 and Sept 2022	% Change Sept 2023 and Aug 2023
Russian	711	672	583	-18.0	-13.2
Polish	2,902	3,556	3,700	27.5	4.0
Ukrainian	156	163	150	-3.8	-8.0
Chinese	123	877	915	643.9	4.3
Indian	662	1066	869	31.3	-18.5
Israeli	880	1,916	1,424	61.8	-25.7
Total	5,434	8,250	7,641	40.6	-7.4

Annex 10. 2: International Visitors by Month, 2019 - 2023

Month	2019	2020	2021	2022	2023
January	46,133	61,461	49,868	42,443	68,813
February	50,387	61,752	51,574	46,995	65,430
March	33,883	33,801	43,821	38,762	45,915
April	20,242	334	13,839	20,540	27,666
May	15,640	197	9,280	20,450	26,620
June	36,605	353	20,416	34,013	47,595
July	55,947	3,079	29,714	58,157	58,711
August	68,163	4,366	34,425	61,388	61,466
September	49,732	5,422	25,817	46,338	53,839
October	53,023	12,157	31,826	57,547	
November	47,824	29,128	35,438	55,150	
December	60,685	48,594	48,167	66,720	
Total	538,264	260,644	394,185	548,503	456,055

CHAPTER 11

OCTOBER TOURISM STATISTICS

Zanzibar recorded **54,961** international visitors in October 2023 which is a decrease of **4.5** percent compared with **57,547** visitors recorded in October 2022 and increased by **2.1** percent compared with **53,839** visitors recorded in the preceding month (September 2023).

Tourists from Europe continued to dominate the market by accounting (**73.3** percent) of the total visitors in October 2023. In country wise, French dominated the Tourism market by accounting **11.5** percent of all visitors entered in October 2023, followed by German (**10.7** percent) while Japan recorded less than one percent which is the least. Other performances are as shown in (**Table 1**).

The data shows that **49,327** visitors equivalent to **89.7** percent of the total visitors entered through Airport, where by **47,982** visitors of them entered by international flights and **1,345** by domestic flights. The remaining **5,634** visitors entered through seaport by using Sea Ferries from Tanzania Mainland as shown in **Figure 1 & Table 2**.

Information on the purpose of visit (**Table 3**) shows that in October 2023, about **54,738** visitors equivalent to **99.6** percent came for holidays, **0.2** percent came for visiting friends and relatives and **0.2** percent came for other purposes.

Table 4 & Figure 2 shows that **29,132** visitors (**53.0** percent) were male and **25,829** (**47.0** percent) were female. Male and Female increased by **2.5** and **1.7** respectively compared with the preceding month of September 2023.

The ages of the visitors were categorized into three broad groups: those younger than 15 years who are regarded as children, 15 to 64 years who are regarded as working age population, and 65 years and older are regarded as retirees. The overall results show that **3,585** (**6.5** percent) visitors were aged less than 15 years, **48,065** (**87.5** percent) were aged 15 to 64 years and **3,311** (**6.0** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The visitors from emerging markets (Poland, India, Russia, Israel, China and Ukraine) increased by **8.2** percent compared with the visitors recorded in October 2022. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that **19.2** percent of visitors stayed in the country for seven days in October 2023. The overall average intended length of stay for visitors in October 2023 was eight nights (**8.2**).

The total of **701,189** bed-spaces was available in October 2023. Out of these bed-spaces, estimates of **451,378** beds were sold during October 2023 representing a bed occupancy rate of **64.4** percent (**Table 7**).

For the past ten months, Zanzibar has received **511,016** visitors from January- October 2023 which is an increase of **19.8** percent compared with the corresponding months (January-October 2022). About **457,074** visitors entered through airport while **53,942** visitors entered through seaport. Most of visitors were from Europe (**72.2** percent). In country wise, French

(11.2 percent) was the leading market for the ten months in Zanzibar tourism market (Table 8).

Table 11. 1: International Visitors by Nationality, October 2023, September 2023 and October 2022

Nationality	October 2022			September 2023			October 2023			% Change Oct 2023 and Sept 2023	%Change, Oct 2023 and Sept 2022
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	3,024	5.3	5	1,220	2.3	12	2,578	4.7	6	111.3	-14.7
British	3,355	5.8	4	4,124	7.7	4	3,673	6.7	5	-10.9	9.5
German	6,418	11.2	2	5,988	11.1	1	5,883	10.7	2	-1.8	-8.3
Italian	4,615	8	3	5,617	10.4	2	5,015	9.1	3	-10.7	8.7
French	9,074	15.8	1	5,386	10.0	3	6,345	11.5	1	17.8	-30.1
Dutch	2,065	3.6	8	1,255	2.3	11	1,373	2.5	10	9.4	-33.5
Belgium	1,039	1.8	14	807	1.5	15	906	1.6	13	12.3	-12.8
Russian	770	1.3	15	583	1.1	17	663	1.2	15	13.7	-13.9
Turkish	272	0.5	20	387	0.7	19	393	0.7	19	1.6	44.5
Polish	2,911	5.1	6	3,700	6.9	5	4,071	7.4	4	10.0	39.8
Ukrainian	162	0.3	22	150	0.3	22	200	0.4	22	33.3	23.5
Czech Republic	1,424	2.5	11	670	1.2	16	1,207	2.2	11	80.1	-15.2
Spanish	1,486	2.6	10	1,334	2.5	10	1,043	1.9	12	-21.8	-29.8
Other European	6,933	12		5,601	10.4		7,149	13.0		27.6	3.1
Subtotal	43,548	75.7		36,822	68.4		40,499	73.7		10	-7
ASIA											
Japanese	50	0.1	24	125	0.2	23	60	0.1	24	-52.0	20.0
Chinese	220	0.4	21	915	1.7	13	555	1.0	17	-39.3	152.3
Indian	719	1.2	16	869	1.6	14	730	1.3	14	-16.0	1.5
Israeli	1,350	2.3	12	1424	2.6	9	416	0.8	18	-70.8	-69.2
Other Asian	1,474	2.6		1,838	3.4		1,391	2.5		-24.3	-5.6
Subtotal	3,813	6.6		5,171	9.6		3,152	5.7		-39.0	-17.3
AFRICA											
Kenyan	1,136	2	13	1,546	2.9	8	1,566	2.8	9	1.3	37.9
South African	1,939	3.4	9	2,107	3.9	7	2,441	4.4	7	15.9	25.9
Egyptian	334	0.6	18	265	0.5	21	270	0.5	21	1.9	-19.2
Other African	2,235	3.9		4,130	7.7		3,635	6.6		-12.0	62.6
Subtotal	5,644	9.8		8,048	14.9		7,912	14.4		-1.7	40.2
AMERICA											
American	2,110	3.7	7	2,296	4.3	6	1,875	3.4	8	-18.3	-11.1
Canadian	605	1.1	17	498	0.9	18	601	1.1	16	20.7	-0.7
Other American	457	0.8		558	1.0		493	0.9		-11.6	7.9
Subtotal	3,172	5.5		3,352	6.2		2,969	5.4		-11.4	-6.4
OCEANIA											
Australian	315	0.5	19	357	0.7	20	334	0.6	20	-6.4	6.0
New Zealand	123	0.2	23	79	0.1	24	89	0.2	23	12.7	-27.6
Subtotal	438	0.8		436	0.8		423	0.8		-3.0	-3.4
Not stated	932	1.6		10	0.0		6	0.0			
TOTAL	57,547	100		53,839	100.0		54,961	100.0		2.1	-4.5

Figure 11. 1: International Visitors by Entry Points, October 2023

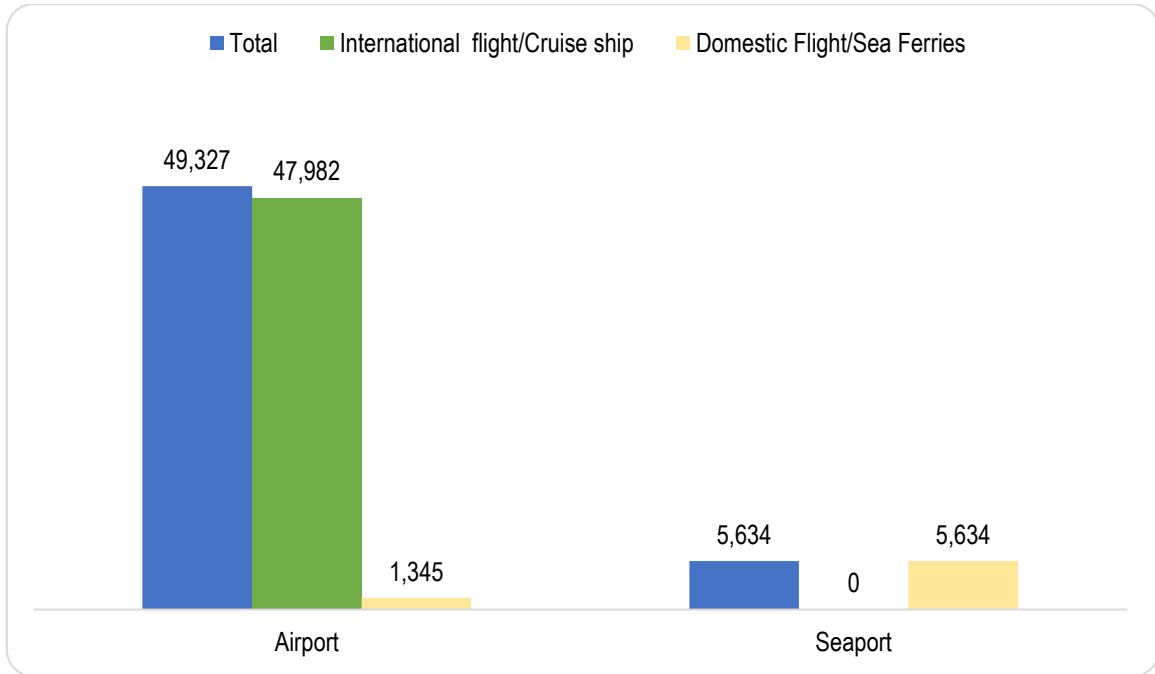


Table 11. 2: International Visitors by Nationality through Entry Points, October 2023

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	2,259	111	2,370	0	208	208
British	3,202	50	3,252	0	421	421
German	5,425	74	5,499	0	384	384
Italian	4,884	30	4,914	0	101	101
French	5,961	85	6,046	0	299	299
Dutch	1,253	9	1,262	0	111	111
Belgium	745	32	777	0	129	129
Russian	612	14	626	0	37	37
Turkish	320	36	356	0	37	37
Polish	3,945	60	4,005	0	66	66
Ukrainian	183	11	194	0	6	6
Czech Republic	1,189	0	1,189	0	18	18
Spanish	938	51	989	0	54	54
Other Europeans	6,709	182	6,891	0	258	258
Subtotal	37,625	745	38,370	0	2,129	2,129
ASIA						
Japanese	28	5	33	0	27	27
Chinese	285	37	322	0	233	233
Indian	394	27	421	0	309	309
Israeli	398	5	403	0	13	13
Other Asians	1,127	45	1,172	0	219	219
Subtotal	2,232	119	2,351	0	801	801
AFRICA						
Kenyan	944	55	999	0	567	567
South African	2,286	44	2,330	0	111	111
Egyptian	199	27	226	0	44	44
Other Africans	2,247	173	2,420	0	1215	1,215
Subtotal	5,676	299	5,975	0	1,937	1,937
AMERICA						
American	1,452	57	1,509	0	366	366
Canadian	378	49	427	0	174	174
Other Americans	379	45	424	0	69	69
Subtotal	2,209	151	2,360	0	609	609
OCEANIA						
Australian	203	23	226	0	108	108
New Zealand	31	8	39	0	50	50
Subtotal	234	31	265	0	158	158
Not stated	6	0	6	0	0	0
TOTAL	47,982	1,345	49,327	0	5,634	5,634

Table 11. 3: International Visitors by Nationality and Purpose of Visit, October 2023

Nationality	Holidays	Visiting Friends and Relatives	Returning Residences	Prospective Resident	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE										
Scandinavian	2,569	8	1	0	0	0	0	0	0	2,578
British	3,653	15	1	0	3	0	0	0	1	3,673
German	5,855	13	2	1	0	0	1	0	11	5,883
Italian	5,002	6	4	0	0	0	0	1	2	5,015
French	6,314	19	4	0	1	0	1	0	6	6,345
Dutch	1,369	2	0	0	0	0	0	0	2	1,373
Belgium	903	2	0	1	0	0	0	0	0	906
Russian	659	4	0	0	0	0	0	0	0	663
Turkish	392	0	0	0	0	0	0	0	1	393
Polish	4,054	9	1	0	2	0	0	0	5	4,071
Ukrainian	199	1	0	0	0	0	0	0	0	200
Czech Republic	1,205	1	0	0	0	0	1	0	0	1,207
Spanish	1,040	2	0	0	1	0	0	0	0	1,043
Other Europeans	7,128	7	2	0	1	0	0	0	11	7,149
Subtotal	40,342	89	15	2	8	0	3	1	39	40,499
ASIA										
Japanese	60	0	0	0	0	0	0	0	0	60
Chinese	553	0	0	1	0	0	0	0	1	555
Indian	726	3	0	1	0	0	0	0	0	730
Israeli	416	0	0	0	0	0	0	0	0	416
Other Asians	1,376	10	4	1	0	0	0	0	0	1,391
Subtotal	3,131	13	4	3	0	0	0	0	1	3,152
AFRICA										
Kenyan	1,558	3	1	0	2	0	2	0	0	1,566
South African	2,432	7	0	1	0	0	0	0	1	2,441
Egyptian	268	0	0	0	2	0	0	0	0	270
Other Africans	3,622	7	1	0	1	0	1	0	3	3,635
Subtotal	7,880	17	2	1	5	0	3	0	4	7,912
AMERICA										
American	1,866	7	1	0	0	0	0	0	1	1,875
Canadian	601	0	0	0	0	0	0	0	0	601
Other Americans	491	2	0	0	0	0	0	0	0	493
Subtotal	2,958	9	1	0	0	0	0	0	1	2,969
OCEANIA										
Australian	334	0	0	0	0	0	0	0	0	334
New Zealand	89	0	0	0	0	0	0	0	0	89
Subtotal	423	0	0	0	0	0	0	0	0	423
Not stated	4	0	0	0	0	0	2	0	0	6
TOTAL	54,738	128	22	6	13	0	8	1	45	54,961
TOTAL PERCENT	99.6	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	100

Table 11. 4: International Visitors by Nationality and Sex, October 2023

Nationality	Male	Female	Total
EUROPE			
Scandinavian	1,257	1,321	2,578
British	1,831	1,842	3,673
German	3,120	2,763	5,883
Italian	2,688	2,327	5,015
French	3,401	2,944	6,345
Dutch	749	624	1,373
Belgium	458	448	906
Russian	333	330	663
Turkish	253	140	393
Polish	2,191	1,880	4,071
Ukrainian	84	116	200
Czech Republic	661	546	1,207
Spanish	525	518	1,043
Other European Country	3,711	3,438	7,149
Subtotal	21,262	19,237	40,499
ASIA			
Japanese	37	23	60
Chinese	313	242	555
Indian	493	237	730
Israeli	218	198	416
Other Asian	837	554	1,391
Subtotal	1,898	1,254	3,152
AFRICA			
Kenyan	839	727	1,566
South African	1,223	1,218	2,441
Egyptian	185	85	270
Other African	2,011	1,624	3,635
Subtotal	4,258	3,654	7,912
AMERICA			
American	896	979	1,875
Canadian	330	271	601
Other American	274	219	493
Subtotal	1,500	1,469	2,969
OCEANIA			
Australian	173	161	334
New Zealand	36	53	89
Subtotal	209	214	423
Not stated	5	1	6
TOTAL OCTOBER, 2023	29,132	25,829	54,961
TOTAL SEPTEMBER, 2023	28,645	25,194	53,839
TOTAL PERCENT	53.0	47.0	100
% CHANGE, OCTOBER 2023 AND SEPTEMBER 2023	1.7	2.5	2.1

Figure 11. 2: International Visitors by Sex, October 2023

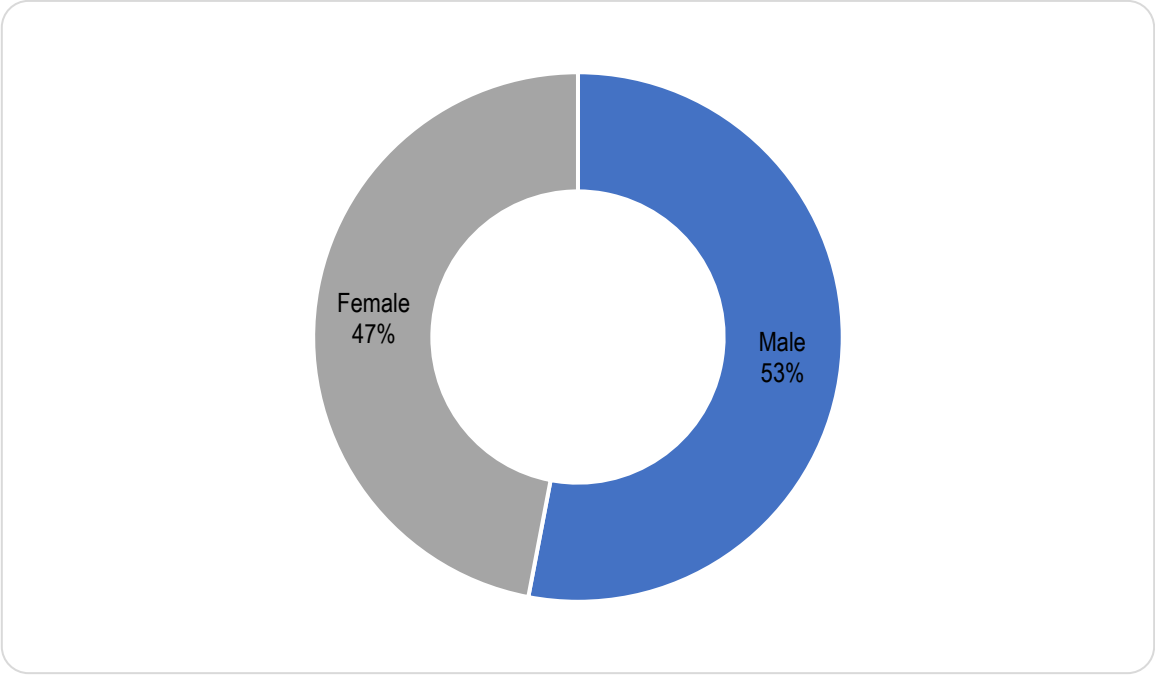


Figure 11. 3: International Visitors by Categorized Age, October 2023

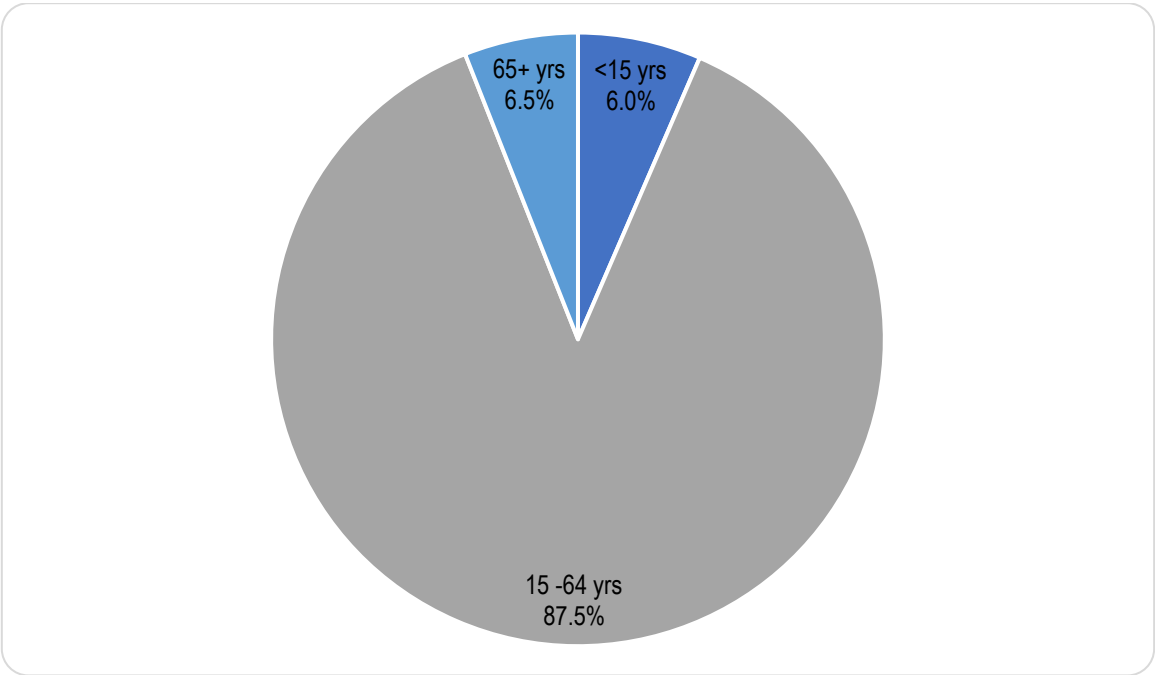


Table 11. 5: International Visitors by Nationality and Categorized Age, October 2023

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	290	2,111	177	2,578
British	259	3,114	300	3,673
German	328	5,117	438	5,883
Italian	242	4,454	319	5,015
French	672	5,366	307	6,345
Dutch	89	1,188	96	1,373
Belgium	69	787	50	906
Russian	58	580	25	663
Turkish	25	368	0	393
Polish	160	3,758	153	4,071
Ukrainian	14	178	8	200
Czech Republic	105	996	106	1,207
Spanish	10	1,005	28	1,043
Other European	626	6,179	344	7,149
Subtotal	2,947	35,201	2,351	40,499
ASIA				
Japanese	0	52	8	60
Chinese	28	514	13	555
Indian	28	657	45	730
Israeli	50	350	16	416
Other Asian	50	1,235	106	1,391
Subtotal	156	2,808	188	3,152
AFRICA				
Kenyan	80	1,409	77	1,566
South African	128	2,146	167	2,441
Egyptian	14	253	3	270
Other African	133	3,417	85	3,635
Subtotal	355	7,225	332	7,912
AMERICA				
American	63	1,563	249	1,875
Canadian	24	479	98	601
Other American	23	427	43	493
Subtotal	110	2,469	390	2,969
OCEANIA				
Australian	12	279	43	334
New Zealand	5	77	7	89
Subtotal	17	356	50	423
Not stated	0	6	0	6
TOTAL	3,585	48,065	3,311	54,961
TOTAL (%)	6.5	87.5	6.0	100

Figure 11. 4: Visitors Arrival from Emerging Markets, October 2023 and October 2022

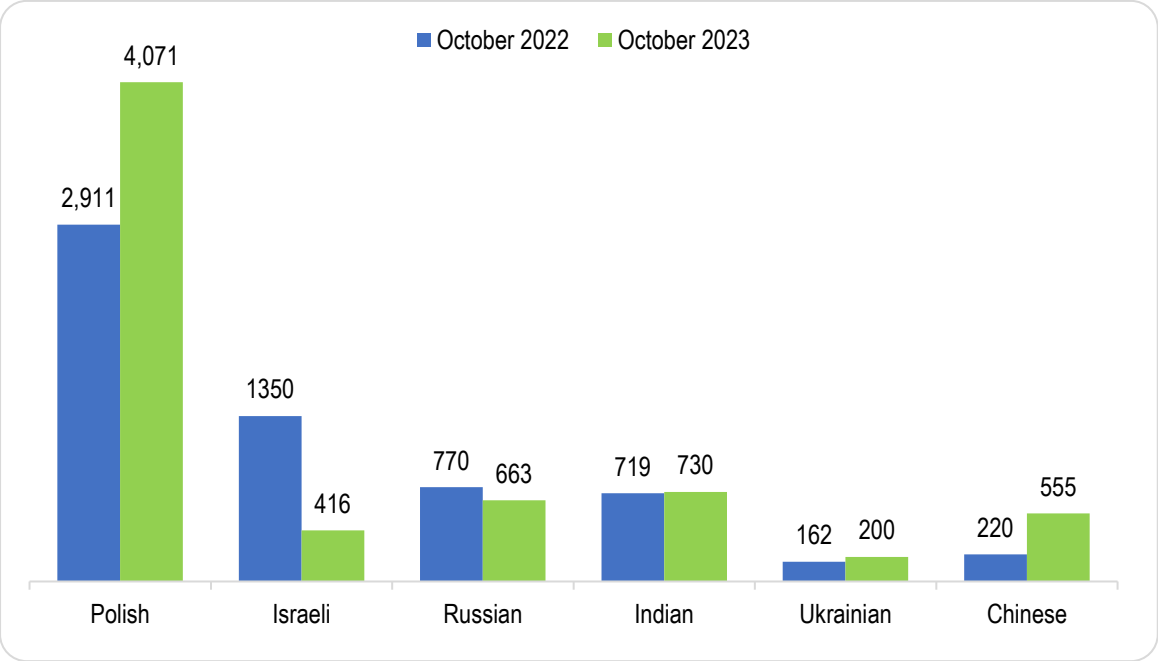


Table 11. 6: Intended Length of Stay and Sex of International Visitors, October 2023

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights			
	Male	Female	Total		Male	Female	Total	
1	475	279	754	1.4	475	279	754	
2	526	376	902	1.6	1,052	752	1,804	
3	756	703	1,459	2.7	2,268	2,109	4,377	
4	951	925	1,876	3.4	3,804	3,700	7,504	
5	6,020	2,730	8,750	15.9	30,100	13,650	43,750	
6	1,623	2,226	3,849	7.0	9,738	13,356	23,094	
7	5,520	5,009	10,529	19.2	38,640	35,063	73,703	
8	4,842	5,393	10,235	18.6	38,736	43,144	81,880	
9	2,211	2,129	4,340	7.9	19,899	19,161	39,060	
10	1,679	1,653	3,332	6.1	16,790	16,530	33,320	
11	512	569	1,081	2.0	5,632	6,259	11,891	
12	704	760	1,464	2.7	8,448	9,120	17,568	
13	347	360	707	1.3	4,511	4,680	9,191	
14	1,131	1,090	2,221	4.0	15,834	15,260	31,094	
15	583	559	1,142	2.1	8,745	8,385	17,130	
16	220	184	404	0.7	3,520	2,944	6,464	
17	82	69	151	0.3	1,394	1,173	2,567	
18	57	46	103	0.2	1,026	828	1,854	
19	48	41	89	0.2	912	779	1,691	
20	101	82	183	0.3	2,020	1,640	3,660	
21	118	119	237	0.4	2,478	2,499	4,977	
22	33	16	49	0.1	726	352	1,078	
23	17	23	40	0.1	391	529	920	
24	15	10	25	0.0	360	240	600	
25	14	19	33	0.1	350	475	825	
26	5	5	10	0.0	130	130	260	
27	4	6	10	0.0	108	162	270	
28	35	19	54	0.1	980	532	1,512	
29	6	4	10	0.0	174	116	290	
30	155	137	292	0.5	4,650	4,110	8,760	
31+	342	288	630	1.1	10,602	8,928	19,530	
Total	29,132	25,829	54,961	100.0	234,493	216,885	451,378	
					Intended Average Length of Stay¹¹	8.0	8.4	8.2

¹¹ The average intended length of stay is determined by dividing the number of visitor nights by the number of international visitors

Table 11. 7: International Visitors ‘nights and Estimated Bed Occupancy Rate, October 2023

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	754	1.4	754
2	902	1.6	1,804
3	1,459	2.7	4,377
4	1,876	3.4	7,504
5	8,750	15.9	43,750
6	3,849	7.0	23,094
7	10,529	19.2	73,703
8	10,235	18.6	81,880
9	4,340	7.9	39,060
10	3,332	6.1	33,320
11	1,081	2.0	11,891
12	1,464	2.7	17,568
13	707	1.3	9,191
14	2,221	4.0	31,094
15	1,142	2.1	17,130
16	404	0.7	6,464
17	151	0.3	2,567
18	103	0.2	1,854
19	89	0.2	1,691
20	183	0.3	3,660
21	237	0.4	4,977
22	49	0.1	1,078
23	40	0.1	920
24	25	0.0	600
25	33	0.1	825
26	10	0.0	260
27	10	0.0	270
28	54	0.1	1,512
29	10	0.0	290
30	292	0.5	8,760
31+	630	1.1	19,530
Total	54,961	100.0	451,378
Number of beds available in October, 2023			701,189
Bed Occupancy Rate			64.4

Table 11. 8: International Visitors by Nationality through Entry Points, January-October 2023 & 2022

Nationality	January- October 2022			January- October 2023				% Change, Jan- Oct 2023 and Jan- Oct 2022	
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share Rank		
EUROPE									
Scandinavian	14,119	3.3	10	18,055	1,959	20,014	3.9	7	41.8
British	24,604	5.8	4	27,731	4,218	31,949	6.3	5	29.9
German	34,685	8.1	3	44,103	4,121	48,224	9.4	3	39.0
Italian	23,011	5.4	5	51,211	1,181	52,392	10.3	2	127.7
French	54,919	12.9	1	54,650	2,419	57,069	11.2	1	3.9
Dutch	12,908	3	11	12,789	1,222	14,011	2.7	10	8.5
Belgium	9,306	2.2	15	7,011	801	7,812	1.5	14	-16.1
Russian	4,579	1.1	19	7,037	403	7,440	1.5	15	62.5
Turkish	3,340	0.8	22	4,022	579	4,601	0.9	19	37.8
Polish	36,896	8.6	2	34,032	382	34,414	6.7	4	-6.7
Ukrainian	12,225	2.9	12	2,397	60	2,457	0.5	22	-79.9
Czech Republic	14,949	3.5	9	12,173	174	12,347	2.4	11	-17.4
Spanish	9,725	2.3	14	8,685	640	9,325	1.8	12	-4.1
Other European	53,310	12.5		64,376	2,685	67,061	13.1		25.8
Subtotal	308,576	72.3		348,272	20,844	369,116	72.2		19.6
ASIA									
Japanese	336	0.1	27	556	268	824	0.2	23	145.2
Chinese	1,873	0.4	23	3,554	2,283	5,837	1.1	17	211.6
Indian	6,399	1.5	17	5,056	2,838	7,894	1.5	13	23.4
Israeli	6,150	1.4	18	7,201	181	7,382	1.4	16	20.0
Other Asian	15,654	3.7		15,868	2,324	18,192	3.6		16.2
Subtotal	30,412	7.1		32,235	7,894	40,129	7.9		32.0
AFRICA									
Kenyan	10,229	2.4	13	9,474	5,255	14,729	2.9	9	44.0
South African	18,829	4.4	7	17,099	903	18,002	3.5	8	-4.4
Egyptian	3,834	0.9	21	2,135	461	2,596	0.5	21	-32.3
Other African	21,692	5.1		20,035	10,563	30,598	6.0		41.1
Subtotal	54,584	12.8		48,743	17,182	65,925	12.9		20.8
AMERICA									
American	16,741	3.9	8	17,352	4,691	22,043	4.3	6	31.7
Canadian	3,857	0.9	20	4,094	1,368	5,462	1.1	18	41.6
Other American	3,130	0.7		3,796	607	4,403	0.9		40.7
Subtotal	23,728	5.6		25,242	6,666	31,908	6.2		34.5
OCEANIA									
Australian	1,371	0.3	25	2,001	1,112	3,113	0.6	20	127.1
New Zealand	451	0.1	26	413	229	642	0.1	24	42.4
Subtotal	1822	0.4		2414	1341	3755	0.7		106.1
Not stated	7,511	1.8		168	15	183	0.0		
TOTAL	426,633	100		457,074	53,942	511,016	100		19.8

Annex 11. 1: Visitors Arrival from Emerging Markets, October 2023, September 2023 and October 2022

Nationality	October 2022	September 2023	October 2023	% Change Oct 2023 and Oct 2022	% Change Oct 2023 and Sept2023
Russian	770	583	663	-13.9	13.7
Polish	2,911	3,700	4,071	39.8	10.0
Ukrainian	162	150	200	23.5	33.3
Chinese	220	915	555	152.3	-39.3
Indian	719	869	730	1.5	-16.0
Israeli	1,350	1,424	416	-69.2	-70.8
Total	6,132	7,641	6,635	8.2	-13.2

Annex 11. 2: International Visitors by Month, 2019 - 2023

Month	2019	2020	2021	2022	2023
January	46,133	61,461	49,868	42,443	68,813
February	50,387	61,752	51,574	46,995	65,430
March	33,883	33,801	43,821	38,762	45,915
April	20,242	334	13,839	20,540	27,666
May	15,640	197	9,280	20,450	26,620
June	36,605	353	20,416	34,013	47,595
July	55,947	3,079	29,714	58,157	58,711
August	68,163	4,366	34,425	61,388	61,466
September	49,732	5,422	25,817	46,338	53,839
October	53,023	12,157	31,826	57,547	54,961
November	47,824	29,128	35,438	55,150	
December	60,685	48,594	48,167	66,720	
Total	538,264	260,644	394,185	548,503	511,016

CHAPTER 12

NOVEMBER TOURISM STATISTICS

Zanzibar recorded **57,296** international visitors in November 2023 which is an increase of **3.9** percent compared with **55,150** visitors recorded in November 2022 and increased by **4.2** percent compared with **54,961** visitors recorded in the preceding month (October 2023).

Tourists from Europe continued to dominate the market by accounting (**74.2** percent) of the total visitors in November 2023. In country wise, Italy dominated the Tourism market by accounting **11.5** percent of all visitors entered in November 2023, followed by Poland (**10.7** percent) while New Zealand recorded less than one percent which is the least. Other performances are as shown in (**Table 1**).

The data shows that **49,414** visitors equivalent to **86.2** percent of the total visitors entered through Airport, where by **47,619** visitors of them entered by international flights and **1,795** by domestic flights. The remaining **7,882** visitors entered through seaport of whom **1,561** entered by cruise ship and **6,321** by sea Ferries from Tanzania Mainland as shown in Figure 1 & Table 2.

Information on the purpose of visit (**Table 3**) shows that in November 2023, about **54,748** visitors equivalent to **95.6** percent came for holidays, **0.4** percent came for visiting friends and relatives and **4** percent came for other purposes.

Table 4 & Figure 2 shows that **30,411** visitors (**53.1** percent) were male and **26,885** (**46.9** percent) were female. Male and Female increased by 4.4 and 4.1 respectively compared with the preceding month of October 2023.

The ages of the visitors were categorized into three broad groups: those younger than 15 years who are regarded as children, 15 to 64 years who are regarded as working age population, and 65 years and older are regarded as retirees. The overall results show that **2,268** (**4.0** percent) visitors were aged less than 15 years, **49,414** (**86.2** percent) were aged 15 to 64 years and **5,614** (**9.8** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The visitors from emerging markets (Poland, India, Russia, Israel, China and Ukraine) increased by **45.1** percent compared with the visitors recorded in November 2022. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that **18.4** percent of visitors stayed in the country for eight days in November, 2023. The overall average intended length of stay for visitors in November 2023 was eight nights (**8.2**).

The total of **678,570** bed-spaces was available in November 2023. Out of these bed-spaces, estimates of **472,502** beds were sold during November 2023 representing a bed occupancy rate of **69.6** percent (**Table 7**).

For the past eleven months, Zanzibar has received **568,312** visitors from January- November 2023 which is an increase of **18.0** percent compared with the corresponding months (January- November 2022). About **506,488** visitors entered through airport while **61,824** visitors entered

through seaport. Most of visitors were from Europe (72.4 percent). In country wise, French (11.0 percent) was the leading market for the months in Zanzibar tourism market (Table 8).

Table 12. 1: International Visitors by Nationality, November 2023, October 2023 and November 2022

Nationality	November 2022			October 2023			November 2023			% Change Nov 2023 and Oct 2023	%Change, Nov2023 and Nov 2022
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	2,865	5.2	6	2,578	4.7	6	2,165	3.8	7	-16.0	-24.4
British	3,014	5.5	5	3,673	6.7	5	2,432	4.2	6	-33.8	-19.3
German	4,124	7.5	3	5,883	10.7	2	4,765	8.3	4	-19.0	15.5
Italian	5,308	9.6	2	5,015	9.1	3	6,590	11.5	1	31.4	24.2
French	6,693	12.1	1	6,345	11.5	1	5,226	9.1	3	-17.6	-21.9
Dutch	1,711	3.1	8	1,373	2.5	10	1,303	2.3	11	-5.1	-23.8
Belgium	1,223	2.2	12	906	1.6	13	668	1.2	16	-26.3	-45.4
Russian	778	1.4	14	663	1.2	15	774	1.4	14	16.7	-0.5
Turkish	305	0.6	20	393	0.7	19	384	0.7	19	-2.3	25.9
Polish	3,620	6.6	4	4,071	7.4	4	6,148	10.7	2	51.0	69.8
Ukrainian	229	0.4	22	200	0.4	22	813	1.4	13	306.5	255.0
Czech Republic	1,627	3	9	1,207	2.2	11	1,984	3.5	8	64.4	21.9
Spanish	1,091	2	13	1,043	1.9	12	723	1.3	15	-30.7	-33.7
Other European	6,279	11.4		7,149	13.0		8,513	14.9		19.1	35.6
Subtotal	38,867	70.5		40,499	73.7		42,488	74.2		5	9
ASIA											
Japanese	91	0.2	24	60	0.1	24	90	0.2	22	50.0	-1.1
Chinese	272	0.5	21	555	1.0	17	429	0.7	18	-22.7	57.7
Indian	769	1.4	15	730	1.3	14	662	1.2	17	-9.3	-13.9
Israeli	433	0.8	17	416	0.8	18	24	0.0	24	-94.2	-94.5
Other Asian	1,641	3		1,391	2.5		1,136	2.0		-18.3	-30.8
Subtotal	3,206	5.8		3,152	5.7		2,341	4.1		-25.7	-27.0
AFRICA											
Kenyan	1,613	2.9	10	1,566	2.8	9	1,545	2.7	10	-1.3	-4.2
South African	1,279	2.3	11	2,441	4.4	7	1,805	3.2	9	-26.1	41.1
Egyptian	309	0.6	19	270	0.5	21	202	0.4	21	-25.2	-34.6
Other African	3,395	6.2		3,635	6.6		3,094	5.4		-14.9	-8.9
Subtotal	6,596	12		7,912	14.4		6,646	11.6		-16.0	0.8
AMERICA											
American	2,235	4.1	7	1,875	3.4	8	3,990	7.0	5	112.8	78.5
Canadian	644	1.2	16	601	1.1	16	988	1.7	12	64.4	53.4
Other American	767	1.4		493	0.9		375	0.7		-23.9	-51.1
Subtotal	3,646	6.6		2,969	5.4		5,353	9.3		80.3	46.8
OCEANIA											
Australian	380	0.7	18	334	0.6	20	371	0.6	20	11.1	-2.4
New Zealand	135	0.2	23	89	0.2	23	89	0.2	23	0.0	-34.1
Subtotal	515	0.9		423	0.8		460	0.8		8.7	-10.7
Not stated	2,320	4.2		6	0.0		8	0.0			
TOTAL	55,150	100		54,961	100.0		57,296	100.0		4.2	3.9

Figure 12. 1: International Visitors by Entry Points, November 2023

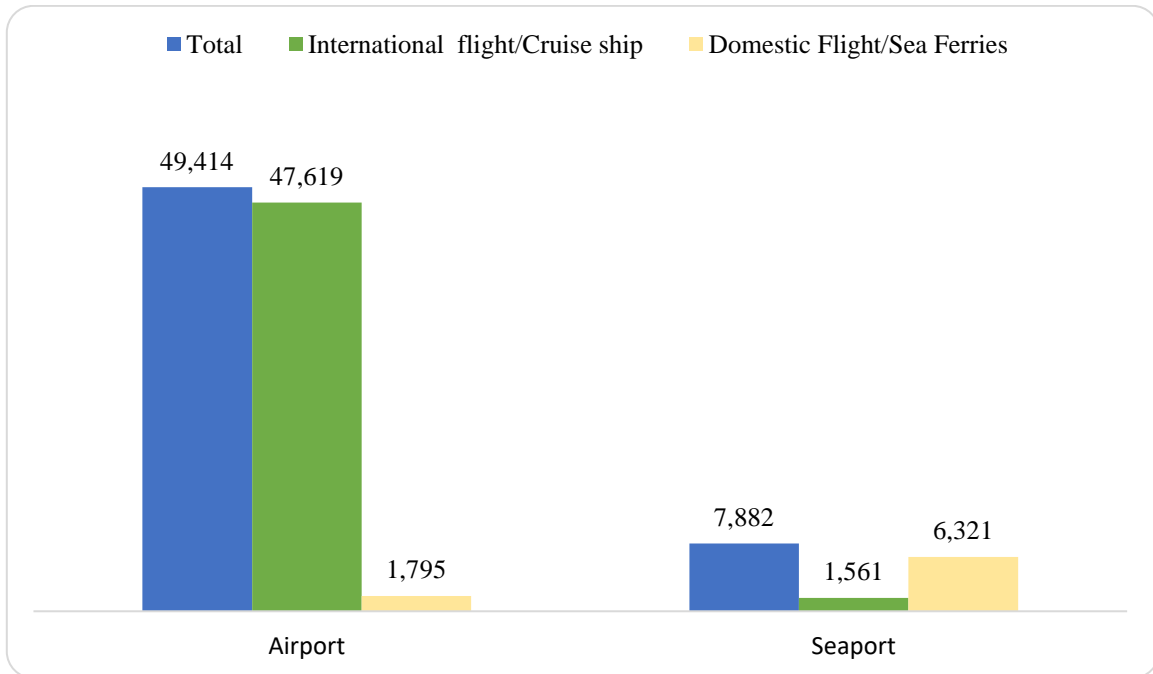


Table 12. 2: International Visitors by Nationality through Entry Points, November 2023

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	1,780	124	1,904	2	259	261
British	1,963	121	2,084	19	329	348
German	4,272	173	4,445	14	306	320
Italian	6,377	74	6,451	14	125	139
French	4,859	143	5,002	3	221	224
Dutch	1,112	52	1,164	30	109	139
Belgium	540	71	611	2	55	57
Russian	697	17	714	1	59	60
Turkish	330	9	339	0	45	45
Polish	6,050	31	6,081	0	67	67
Ukrainian	805	1	806	0	7	7
Czech Republic	1,943	22	1,965	0	19	19
Spanish	635	52	687	1	35	36
Other Europeans	8,067	106	8,173	29	311	340
Subtotal	39,430	996	40,426	115	1,947	2,062
ASIA						
Japanese	48	9	57	3	30	33
Chinese	171	44	215	6	208	214
Indian	337	73	410	0	252	252
Israeli	15	7	22	0	2	2
Other Asians	863	54	917	4	215	219
Subtotal	1,434	187	1,621	13	707	720
AFRICA						
Kenyan	804	112	916	0	629	629
South African	1,680	25	1,705	5	95	100
Egyptian	162	11	173	0	29	29
Other Africans	1,900	237	2,137	0	957	957
Subtotal	4,546	385	4,931	5	1,710	1,715
AMERICA						
American	1,417	141	1,558	1,105	1,327	2,432
Canadian	324	47	371	251	366	617
Other Americans	273	22	295	14	66	80
Subtotal	2,014	210	2,224	1,370	1,759	3,129
OCEANIA						
Australian	156	17	173	51	147	198
New Zealand	31	0	31	7	51	58
Subtotal	187	17	204	58	198	256
Not stated	8	0	8	0	0	0
TOTAL	47,619	1,795	49,414	1,561	6,321	7,882

Table 12. 3: International Visitors by Nationality and Purpose of Visit, November 2023

Nationality	Holidays	Visiting Friends and Relatives	Returning Residences	Prospective Resident	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE										
Scandinavian	2,153	6	0	3	1	0	0	0	2	2,165
British	2,352	7	24	46	0	1	0	1	1	2,432
German	4,718	29	3	13	0	0	0	0	2	4,765
Italian	6,527	32	12	17	1	0	0	0	1	6,590
French	5,189	22	5	3	1	0	1	0	5	5,226
Dutch	1,286	7	0	9	0	0	0	0	1	1,303
Belgium	659	7	0	2	0	0	0	0	0	668
Russian	759	8	7	0	0	0	0	0	0	774
Turkish	382	2	0	0	0	0	0	0	0	384
Polish	6,128	9	2	0	1	1	2	0	5	6,148
Ukrainian	807	5	0	0	0	0	0	0	1	813
Czech Republic	1,979	2	0	0	0	0	0	0	3	1,984
Spanish	716	5	0	2	0	0	0	0	0	723
Other Europeans	8,363	52	3	79	0	2	0	0	14	8,513
Subtotal	42,018	193	56	174	4	4	3	1	35	42,488
ASIA										
Japanese	84	0	1	5	0	0	0	0	0	90
Chinese	418	2	2	7	0	0	0	0	0	429
Indian	659	2	1	0	0	0	0	0	0	662
Israeli	24	0	0	0	0	0	0	0	0	24
Other Asians	1,125	2	0	7	0	0	2	0	0	1,136
Subtotal	2,310	6	4	19	0	0	2	0	0	2,341
AFRICA										
Kenyan	1,541	4	0	0	0	0	0	0	0	1,545
South African	1,782	10	3	9	0	0	0	0	1	1,805
Egyptian	196	6	0	0	0	0	0	0	0	202
Other Africans	3,086	5	0	2	1	0	0	0	0	3,094
Subtotal	6,605	25	3	11	1	0	0	0	1	6,646
AMERICA										
American	2,445	12	0	1,524	2	2	0	0	5	3,990
Canadian	641	3	5	337	0	0	0	2	0	988
Other Americans	340	2	13	20	0	0	0	0	0	375
Subtotal	3,426	17	18	1,881	2	2	0	2	5	5,353
OCEANIA										
Australian	319	2	1	49	0	0	0	0	0	371
New Zealand	62	0	0	27	0	0	0	0	0	89
Subtotal	381	2	1	76	0	0	0	0	0	460
Not stated	8	0	0	0	0	0	0	0	0	8
TOTAL	54,748	243	82	2,161	7	6	5	3	41	57,296
TOTAL PERCENT	95.6	0.4	0.1	3.8	0.0	0.0	0.0	0.0	0.1	100

Table 12. 4: International Visitors by Nationality and Sex, November 2023

Nationality	Male	Female	Total
EUROPE			
Scandinavian	1,082	1,083	2,165
British	1,275	1,157	2,432
German	2,496	2,269	4,765
Italian	3,467	3,123	6,590
French	2,773	2,453	5,226
Dutch	726	577	1,303
Belgium	367	301	668
Russian	390	384	774
Turkish	247	137	384
Polish	3,230	2,918	6,148
Ukrainian	371	442	813
Czech Republic	1,045	939	1,984
Spanish	381	342	723
Other European Country	4,468	4,045	8,513
Subtotal	22,318	20,170	42,488
ASIA			
Japanese	55	35	90
Chinese	290	139	429
Indian	459	203	662
Israeli	13	11	24
Other Asian	767	369	1,136
Subtotal	1,584	757	2,341
AFRICA			
Kenyan	852	693	1,545
South African	877	928	1,805
Egyptian	137	65	202
Other African	1,820	1,274	3,094
Subtotal	3,686	2,960	6,646
AMERICA			
American	1,927	2,063	3,990
Canadian	489	499	988
Other American	183	192	375
Subtotal	2,599	2,754	5,353
OCEANIA			
Australian	176	195	371
New Zealand	45	44	89
Subtotal	221	239	460
Not stated	3	5	8
TOTAL NOVEMBER, 2023	30,411	26,885	57,296
TOTAL OCTOBER, 2023	29,132	25,829	54,961
TOTAL PERCENT	53.1	46.9	100
% CHANGE, NOVEMBER 2023 AND OCTOBER 2023	4.4	4.1	4.2

Figure 12. 2: International Visitors by Sex, November 2023

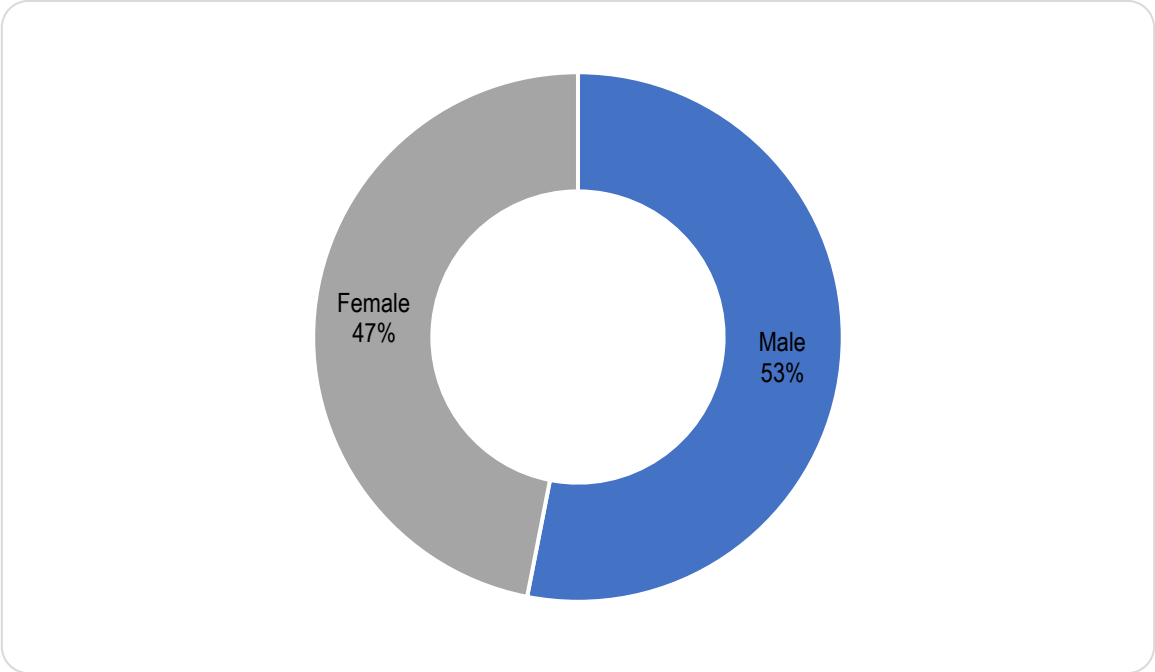


Figure 12. 3: International Visitors by Categorized Age, November 2023

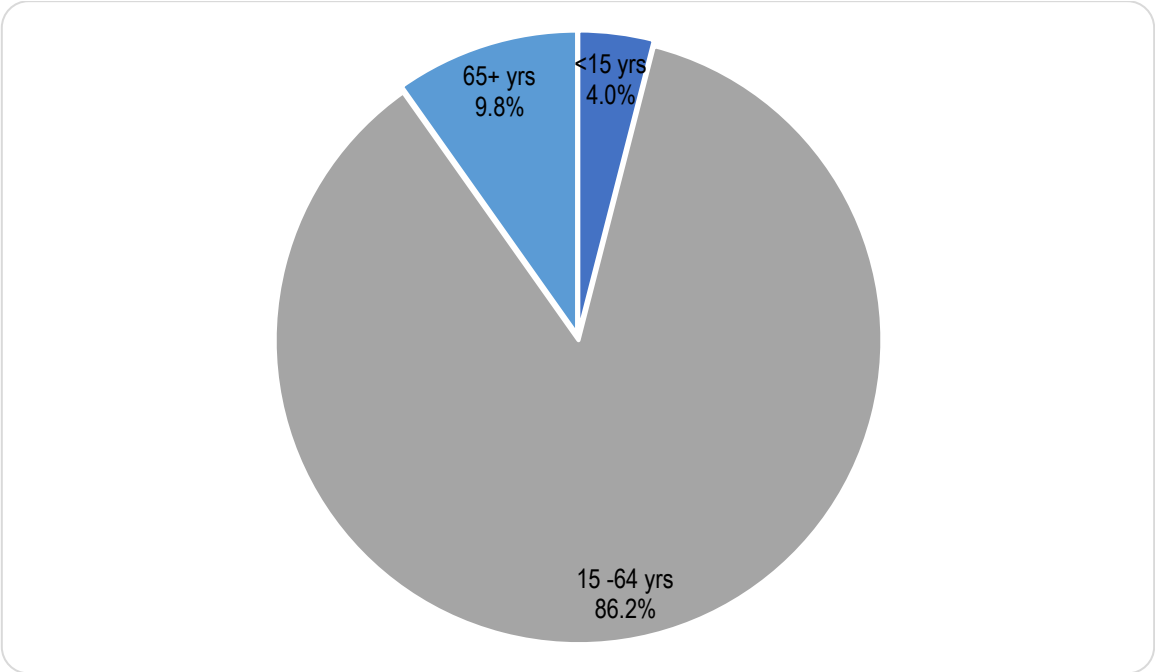


Table 12. 5: International Visitors by Nationality and Categorized Age, November 2023

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	121	1,833	211	2,165
British	74	2,053	305	2,432
German	72	4,233	460	4,765
Italian	363	5,698	529	6,590
French	123	4,726	377	5,226
Dutch	31	1,129	143	1,303
Belgium	14	598	56	668
Russian	60	681	33	774
Turkish	39	338	7	384
Polish	301	5,528	319	6,148
Ukrainian	61	727	25	813
Czech Republic	115	1,724	145	1,984
Spanish	20	671	32	723
Other European	378	7,552	583	8,513
Subtotal	1,772	37,491	3,225	42,488
ASIA				
Japanese	2	80	8	90
Chinese	8	404	17	429
Indian	35	590	37	662
Israeli	6	18	0	24
Other Asian	49	993	94	1,136
Subtotal	100	2,085	156	2,341
AFRICA				
Kenyan	68	1,434	43	1,545
South African	70	1,666	69	1,805
Egyptian	4	195	3	202
Other African	87	2,945	62	3,094
Subtotal	229	6,240	177	6,646
AMERICA				
American	110	2,339	1,541	3,990
Canadian	28	569	391	988
Other American	8	336	31	375
Subtotal	146	3,244	1,963	5,353
OCEANIA				
Australian	21	284	66	371
New Zealand	0	62	27	89
Subtotal	21	346	93	460
Not stated	0	8	0	8
TOTAL	2,268	49,414	5,614	57,296
TOTAL (%)	4.0	86.2	9.8	100

Figure 12. 4: Visitors Arrival from Emerging Markets, October 2023 and October 2022

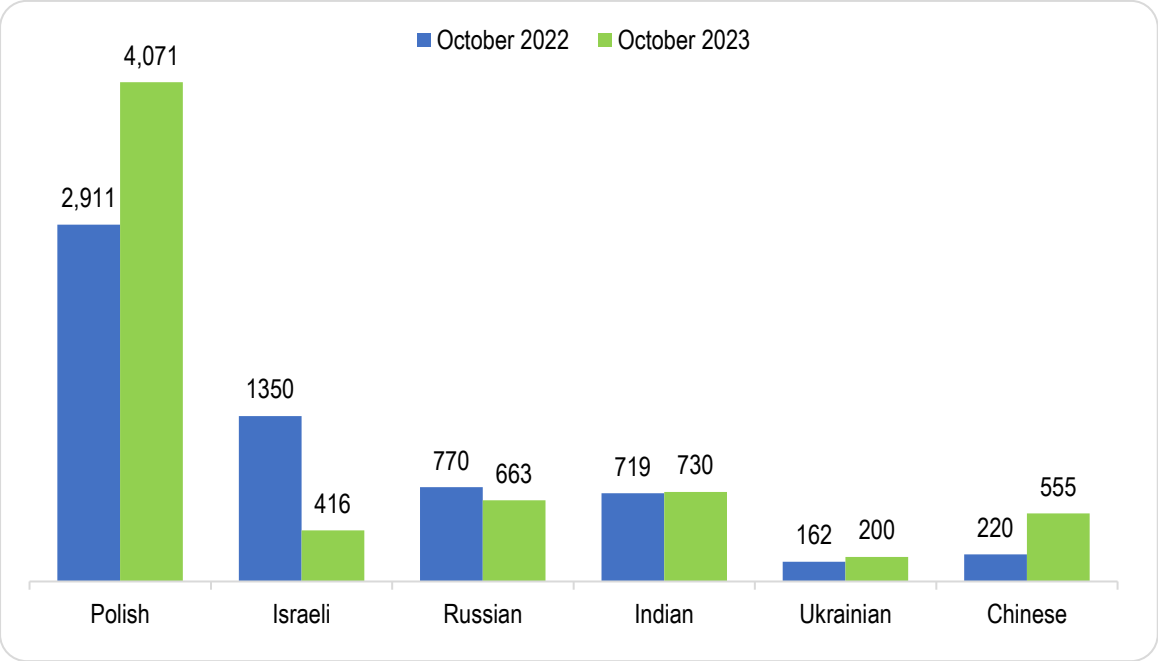


Table 12. 6: Intended Length of Stay and Sex of International Visitors, November 2023

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights			
	Male	Female	Total		Male	Female	Total	
1	557	368	925	1.6	557	368	925	
2	1,478	1,415	2,893	5.0	2,956	2,830	5,786	
3	697	650	1,347	2.4	2,091	1,950	4,041	
4	798	774	1,572	2.7	3,192	3,096	6,288	
5	6,258	2,403	8,661	15.1	31,290	12,015	43,305	
6	1,522	1,744	3,266	5.7	9,132	10,464	19,596	
7	4,733	4,964	9,697	16.9	33,131	34,748	67,879	
8	4,981	5,587	10,568	18.4	39,848	44,696	84,544	
9	1,923	1,896	3,819	6.7	17,307	17,064	34,371	
10	1,858	1,765	3,623	6.3	18,580	17,650	36,230	
11	932	953	1,885	3.3	10,252	10,483	20,735	
12	1,075	1,060	2,135	3.7	12,900	12,720	25,620	
13	422	422	844	1.5	5,486	5,486	10,972	
14	1,111	992	2,103	3.7	15,554	13,888	29,442	
15	685	634	1,319	2.3	10,275	9,510	19,785	
16	208	176	384	0.7	3,328	2,816	6,144	
17	101	101	202	0.4	1,717	1,717	3,434	
18	73	77	150	0.3	1,314	1,386	2,700	
19	58	48	106	0.2	1,102	912	2,014	
20	108	78	186	0.3	2,160	1,560	3,720	
21	144	131	275	0.5	3,024	2,751	5,775	
22	39	42	81	0.1	858	924	1,782	
23	22	28	50	0.1	506	644	1,150	
24	14	14	28	0.0	336	336	672	
25	22	14	36	0.1	550	350	900	
26	8	12	20	0.0	208	312	520	
27	9	8	17	0.0	243	216	459	
28	26	24	50	0.1	728	672	1,400	
29	7	11	18	0.0	203	319	522	
30	176	149	325	0.6	5,280	4,470	9,750	
31+	366	345	711	1.2	11,346	10,695	22,041	
Total	30,411	26,885	57,296	100.0	245,454	227,048	472,502	
					Intended Average Length of Stay¹²	8.1	8.4	8.2

¹² The average intended length of stay is determined by dividing the number of visitor nights by the number of international visitors

Table 12. 7: International Visitors ‘nights and Estimated Bed Occupancy Rate, November 2023

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	925	1.6	925
2	2,893	5.0	5,786
3	1,347	2.4	4,041
4	1,572	2.7	6,288
5	8,661	15.1	43,305
6	3,266	5.7	19,596
7	9,697	16.9	67,879
8	10,568	18.4	84,544
9	3,819	6.7	34,371
10	3,623	6.3	36,230
11	1,885	3.3	20,735
12	2,135	3.7	25,620
13	844	1.5	10,972
14	2,103	3.7	29,442
15	1,319	2.3	19,785
16	384	0.7	6,144
17	202	0.4	3,434
18	150	0.3	2,700
19	106	0.2	2,014
20	186	0.3	3,720
21	275	0.5	5,775
22	81	0.1	1,782
23	50	0.1	1,150
24	28	0.0	672
25	36	0.1	900
26	20	0.0	520
27	17	0.0	459
28	50	0.1	1,400
29	18	0.0	522
30	325	0.6	9,750
31+	711	1.2	22,041
Total	57,296	100.0	472,502
Number of beds available in November, 2023			678,570
Bed Occupancy Rate			69.6

Table 12. 8: International Visitors by Nationality through Entry Points, January- November 2023 & 2022

Nationality	January- November 2022			January- November 2023				% Change, Jan- Nov 2023 and Jan- Nov 2022	
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share Rank		
EUROPE									
Scandinavian	16,984	3.5	9	19,959	2,220	22,179	3.9	7	30.6
British	27,618	5.7	5	29,815	4,566	34,381	6.0	5	24.5
German	38,809	8.1	3	48,548	4,441	52,989	9.3	3	36.5
Italian	28,319	5.9	4	57,662	1,320	58,982	10.4	2	108.3
French	61,612	12.8	1	59,652	2,643	62,295	11.0	1	1.1
Dutch	14,619	3	11	13,953	1,361	15,314	2.7	10	4.8
Belgium	10,529	2.2	15	7,622	858	8,480	1.5	14	-19.5
Russian	5,357	1.1	19	7,751	463	8,214	1.4	15	53.3
Turkish	3,645	0.8	22	4,361	624	4,985	0.9	19	36.8
Polish	40,516	8.4	2	40,113	449	40,562	7.1	4	0.1
Ukrainian	12,454	2.6	12	3,203	67	3,270	0.6	21	-73.7
Czech Republic	16,576	3.4	10	14,138	193	14,331	2.5	11	-13.5
Spanish	10,816	2.2	14	9,372	676	10,048	1.8	12	-7.1
Other European	59,589	12.4		72,549	3,025	75,574	13.3		26.8
Subtotal	347,443	72.1		388,698	22,906	411,604	72.4		18.5
ASIA									
Japanese	427	0.1	27	613	301	914	0.2	23	114.1
Chinese	2,145	0.4	24	3,769	2,497	6,266	1.1	18	192.1
Indian	7,168	1.5	17	5,466	3,090	8,556	1.5	13	19.4
Israeli	6,583	1.4	18	7,223	183	7,406	1.3	16	12.5
Other Asian	17,295	3.6		16,785	2,543	19,328	3.4		11.8
Subtotal	33,618	7		33,856	8,614	42,470	7.5		26.3
AFRICA									
Kenyan	11,842	2.5	13	10,390	5,884	16,274	2.9	9	37.4
South African	20,108	4.2	7	18,804	1,003	19,807	3.5	8	-1.5
Egyptian	4,143	0.9	21	2,308	490	2,798	0.5	22	-32.5
Other African	25,087	5.2		22,172	11,520	33,692	5.9		34.3
Subtotal	61,180	12.7		53,674	18,897	72,571	12.8		18.6
AMERICA									
American	18,976	3.9	8	18,910	7,123	26,033	4.6	6	37.2
Canadian	4,501	0.9	20	4,465	1,985	6,450	1.1	17	43.3
Other American	3,897	0.8		4,091	687	4,778	0.8		22.6
Subtotal	27,374	5.7		27,466	9,795	37,261	6.6		36.1
OCEANIA									
Australian	1,751	0.4	25	2,174	1,310	3,484	0.6	20	99.0
New Zealand	586	0.1	26	444	287	731	0.1	24	24.7
Subtotal	2,337	0.5		2,618	1,597	4,215	0.7		80.4
Not stated	9,831	2		176	15	191	0.0		
TOTAL	481,783	100		506,488	61,824	568,312	100		18.0

**Annex 12. 1: Visitors Arrival from Emerging Markets, November 2023, October 2023
and November 2022**

Nationality	November 2022	October 2023	November 2023	% Change Nov 2023 and Nov 2022	% Change Nov 2023 and Oct 2023
Russian	778	663	774	-0.5	16.7
Polish	3,620	4,071	6,148	69.8	51.0
Ukrainian	229	200	813	255.0	306.5
Chinese	272	555	429	57.7	-22.7
Indian	769	730	662	-13.9	-9.3
Israeli	433	416	24	-94.5	-94.2
Total	6,101	6,635	8,850	45.1	33.4

Annex 12. 2: International Visitors by Month, 2019 - 2023

Month	2019	2020	2021	2022	2023
January	46,133	61,461	49,868	42,443	68,813
February	50,387	61,752	51,574	46,995	65,430
March	33,883	33,801	43,821	38,762	45,915
April	20,242	334	13,839	20,540	27,666
May	15,640	197	9,280	20,450	26,620
June	36,605	353	20,416	34,013	47,595
July	55,947	3,079	29,714	58,157	58,711
August	68,163	4,366	34,425	61,388	61,466
September	49,732	5,422	25,817	46,338	53,839
October	53,023	12,157	31,826	57,547	54,961
November	47,824	29,128	35,438	55,150	57,296
December	60,685	48,594	48,167	66,720	
Total	538,264	260,644	394,185	548,503	568,312

CHAPTER 13

DECEMBER TOURISM STATISTICS

Zanzibar recorded **70,186** international visitors in December 2023 which is an increase of **5.2** percent compared with **66,720** visitors recorded in December 2022 and increased by **22.5** percent compared with **57,296** visitors recorded in the preceding month (November 2023).

Tourists from Europe continued to dominate the market by accounting (**72.3** percent) of the total visitors in December 2023. In country wise, Italy dominated the Tourism market by accounting **12.3** percent of all visitors entered in December 2023, followed by French and Poland (**8.2** percent) while New Zealand recorded less than one percent which is the least. Other performances are as shown in (**Table 1**).

The data shows that in December 2023, **63,906** visitors equivalent to **90.8** percent of the total visitors entered through Airport, where by **62,439** visitors of them entered by international flights and **1,467** by domestic flights. The remaining **6,280** visitors entered through seaport of whom **1,256** entered by cruise ship and **5024** by sea Ferries from Tanzania Mainland as shown in Figure 1 & Table 2.

Information on the purpose of visit (**Table 3**) shows that in December 2023, about **63,312** visitors equivalent to **97.4** percent came for holidays, **2.1** percent came for visiting friends and relatives and **0.1** percent came for other purposes.

Table 4 & Figure 2 shows that **44,917** visitors (**64** percent) were male and **25,269** (**36** percent) were female. Male increased by 47.7 percent and Female decrease by 6.0 percent compared with the preceding month of November 2023.

The ages of the visitors were categorized into three broad groups: those younger than 15 years who are regarded as children, 15 to 64 years who are regarded as working age population, and 65 years and older are regarded as retirees. The overall results show that **6,600** (**9.4** percent) visitors were aged less than 15 years, **58,805** (**83.8** percent) were aged 15 to 64 years and **4,481** (**6.8** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The visitors from emerging markets in December 2023 (Poland, India, Russia, Israel, China and Ukraine) increased by **29.2** percent compared with the visitors recorded in December 2022. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that **18.9** percent of visitors stayed in the country for eight days in December, 2023. The overall average intended length of stay for visitors in December 2023 was eight nights (**8.4**).

The total of **701,189** bed-spaces was available in December 2023. Out of these bed-spaces, estimates of **581,194** beds were sold during December 2023 representing a bed occupancy rate of **84.0** percent (**Table 7**).

For the past twelve months, Zanzibar has received **638,498** visitors from January- December 2023 which is an increase of **16.4** percent compared with the corresponding months (January- December 2022). About **570,394** visitors entered through airport while **68,104** visitors entered

through seaport. Most of visitors were from Europe (72.4 percent). In country wise, French (10.7 percent) was the leading market for the months in Zanzibar tourism market (Table 8).

Table 13. 1: International Visitors by Nationality, December 2023, November 2023 and December 2022

Nationality	December 2022			November 2023			December 2023			% Change Dec 2023 and Nov 2023	%Change, Dec 2023 and Dec 2022
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	2,586	3.9	8	2,165	3.8	7	2,693	3.8	7	24.4	4.1
British	2,944	4.4	6	2,432	4.2	6	4,247	6.1	5	74.6	44.3
German	4,825	7.2	3	4,765	8.3	4	4,189	6.0	6	-12.1	-13.2
Italian	8,609	12.9	1	6,590	11.5	1	8,602	12.3	1	30.5	-0.1
French	6,875	10.3	2	5,226	9.1	3	5,784	8.2	2	10.7	-15.9
Dutch	1,740	2.6	11	1,303	2.3	11	1,714	2.4	11	31.5	-1.5
Belgium	943	1.4	14	668	1.2	16	700	1.0	16	4.8	-25.8
Russian	1,090	1.6	12	774	1.4	14	952	1.4	13	23.0	-12.7
Turkish	342	0.5	20	384	0.7	19	505	0.7	19	31.5	47.7
Polish	3,946	5.9	5	6,148	10.7	2	5,727	8.2	3	-6.8	45.1
Ukrainian	389	0.6	18	813	1.4	13	756	1.1	14	-7.0	94.3
Czech Republic	1,945	2.9	10	1,984	3.5	8	2,301	3.3	10	16.0	18.3
Spanish	896	1.3	15	723	1.3	15	746	1.1	15	3.2	-16.7
Other European	8,328	12.5		8,513	14.9		11,845	16.9		39.1	42.2
Subtotal	45,458	68.1		42,488	74.2		50,761	72.3		19	12
ASIA											
Japanese	117	0.2	23	90	0.2	22	155	0.2	22	72.2	32.5
Chinese	331	0.5	21	429	0.7	18	526	0.7	18	22.6	58.9
Indian	1,014	1.5	13	662	1.2	17	988	1.4	12	49.2	-2.6
Israeli	265	0.4	22	24	0.0	24	143	0.2	23	495.8	-46.0
Other Asian	1,735	2.6		1,136	2.0		1,845	2.6		62.4	6.3
Subtotal	3,462	5.2		2,341	4.1		3,657	5.2		56.2	5.6
AFRICA											
Kenyan	2,927	4.4	7	1,545	2.7	10	2,372	3.4	9	53.5	-19.0
South African	4,807	7.2	4	1,805	3.2	9	4,500	6.4	4	149.3	-6.4
Egyptian	404	0.6	17	202	0.4	21	369	0.5	21	82.7	-8.7
Other African	3,496	5.2		3,094	5.4		4,347	6.2		40.5	24.3
Subtotal	11,634	17.4		6,646	11.6		11,588	16.5		74.4	-0.4
AMERICA											
American	2,494	3.7	9	3,990	7.0	5	2,527	3.6	8	-36.7	1.3
Canadian	652	1	16	988	1.7	12	622	0.9	17	-37.0	-4.6
Other American	425	0.6		375	0.7		470	0.7		25.3	10.6
Subtotal	3,571	5.4		5,353	9.3		3,619	5.2		-32.4	1.3
OCEANIA											
Australian	346	0.5	19	371	0.6	20	445	0.6	20	19.9	28.6
New Zealand	62	0.1	24	89	0.2	23	109	0.2	24	22.5	75.8
Subtotal	408	0.6		460	0.8		554	0.8		20.4	35.8
Not stated	2,187	3.3		8	0.0		7	0.0			
TOTAL	66,720	100		57,296	100.0		70,186	100.0		22.5	5.2

Figure 13. 1: International Visitors by Entry Points, December 2023

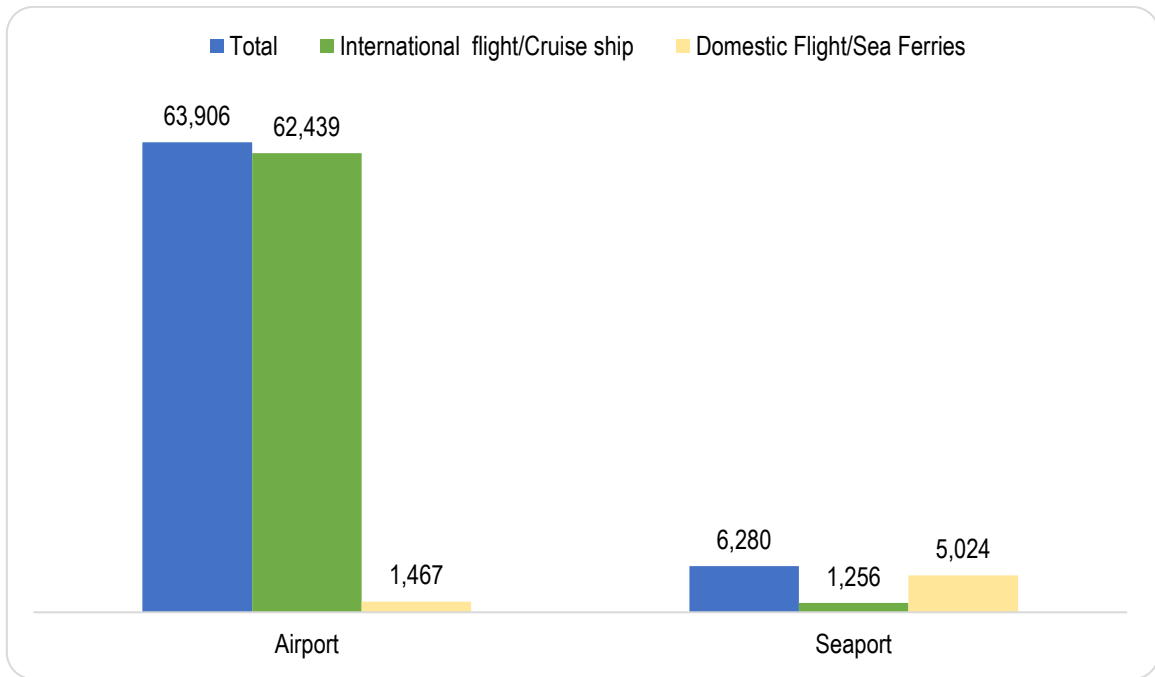


Table 13. 2: International Visitors by Nationality through Entry Points, December 2023

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	2,347	112	2,459	27	207	234
British	2,878	25	2,903	795	549	1,344
German	3,807	118	3,925	32	232	264
Italian	8,468	32	8,500	2	100	102
French	5,522	103	5,625	44	115	159
Dutch	1,605	29	1,634	14	66	80
Belgium	638	17	655	10	35	45
Russian	899	14	913	0	39	39
Turkish	474	12	486	0	19	19
Polish	5,678	22	5,700	5	22	27
Ukrainian	731	16	747	4	5	9
Czech Republic	2,270	23	2,293	0	8	8
Spanish	701	25	726	0	20	20
Other Europeans	11,303	321	11,624	28	193	221
Subtotal	47,321	869	48,190	961	1,610	2,571
ASIA						
Japanese	115	20	135	0	20	20
Chinese	353	19	372	1	153	154
Indian	756	23	779	28	181	209
Israeli	117	24	141	0	2	2
Other Asians	1,553	92	1,645	39	161	200
Subtotal	2,894	178	3,072	68	517	585
AFRICA						
Kenyan	1,509	50	1,559	0	813	813
South African	4,349	23	4,372	0	128	128
Egyptian	332	7	339	0	30	30
Other Africans	2,772	182	2,954	2	1391	1,393
Subtotal	8,962	262	9,224	2	2,362	2,364
AMERICA						
American	2,029	53	2,082	138	307	445
Canadian	479	20	499	25	98	123
Other Americans	385	39	424	14	32	46
Subtotal	2,893	112	3,005	177	437	614
OCEANIA						
Australian	297	29	326	40	79	119
New Zealand	65	17	82	8	19	27
Subtotal	362	46	408	48	98	146
Not stated	7	0	7	0	0	0
TOTAL	62,439	1,467	63,906	1,256	5,024	6,280

Table 13. 3: International Visitors by Nationality and Purpose of Visit, December 2023

Nationality	Holidays	Visiting Friends and Relative	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE								
Scandinavian	2,653	31	1	0	0	0	8	2,693
British	3,278	949	7	0	0	0	13	4,247
German	4,126	41	2	0	0	0	20	4,189
Italian	8,551	3	0	0	1	1	46	8,602
French	5,747	0	2	0	1	0	34	5,784
Dutch	1,694	12	1	0	0	0	7	1,714
Belgium	686	12	0	0	0	0	2	700
Russian	945	0	0	0	2	0	5	952
Turkish	500	0	0	0	0	0	5	505
Polish	5,699	1	1	0	5	0	21	5,727
Ukrainian	753	1	0	0	0	1	1	756
Czech Republic	2,284	0	1	0	0	0	16	2,301
Spanish	734	3	0	0	0	0	9	746
Other Europeans	11,700	68	4	0	1	0	72	11,845
Subtotal	49,350	1,121	19	0	10	2	259	50,761
ASIA								
Japanese	153	0	0	0	0	0	2	155
Chinese	522	1	0	0	0	0	3	526
Indian	982	1	0	0	0	0	4	988
Israeli	138	0	0	0	0	0	5	143
Other Asians	1,826	10	4	0	0	0	5	1,845
Subtotal	3,621	12	4	0	0	0	20	3,657
AFRICA								
Kenyan	2,357	6	1	0	0	0	8	2,372
South African	4,451	25	0	0	0	0	24	4,500
Egyptian	366	0	0	0	0	0	3	369
Other Africans	4,270	38	2	1	1	1	34	4,347
Subtotal	11,444	69	3	1	1	1	69	11,588
AMERICA								
American	2,350	160	0	0	0	0	17	2,527
Canadian	594	24	0	0	0	0	4	622
Other Americans	446	24	0	0	0	0	0	470
Subtotal	3,390	208	0	0	0	0	19	3,619
OCEANIA								
Australian	406	38	0	0	0	0	1	445
New Zealand	94	15	0	0	0	0	0	109
Subtotal	500	53	0	0	0	0	1	554
Not stated	7	0	0	0	0	0	0	7
TOTAL	68,312	1,463	26	1	11	3	370	70,186
TOTAL PERCENT	97.3	2.1	0.0	0.0	0.0	0.0	0.5	100

Table 13. 4: International Visitors by Nationality and Sex, December 2023

Nationality	Male	Female	Total
EUROPE			
Scandinavian	1,734	959	2,693
British	2,584	1,663	4,247
German	2,648	1,541	4,189
Italian	5,621	2,981	8,602
French	3,723	2,061	5,784
Dutch	1,112	602	1,714
Belgium	452	248	700
Russian	623	329	952
Turkish	308	197	505
Polish	3,728	1,999	5,727
Ukrainian	521	235	756
Czech Republic	1,488	813	2,301
Spanish	485	261	746
Other European Country	7,742	4,103	11,845
Subtotal	32,769	17,992	50,761
ASIA			
Japanese	100	55	155
Chinese	340	186	526
Indian	631	357	988
Israeli	91	52	143
Other Asian	1,168	677	1,845
Subtotal	2,330	1,327	3,657
AFRICA			
Kenyan	1,393	979	2,372
South African	2,966	1,534	4,500
Egyptian	218	151	369
Other African	2,569	1,778	4,347
Subtotal	7,146	4,442	11,588
AMERICA			
American	1,626	901	2,527
Canadian	386	236	622
Other American	301	169	470
Subtotal	2,313	1,306	3,619
OCEANIA			
Australian	285	160	445
New Zealand	70	39	109
Subtotal	355	199	554
Not stated	4	3	7
TOTAL DECEMBER, 2023	44,917	25,269	70,186
TOTAL NOVEMBER, 2023	30,411	26,885	57,296
TOTAL PERCENT	64.0	36.0	100
% CHANGE, DECEMBER 2023 AND NOVEMBER 2023	47.7	-6.0	22.5

Figure 13. 2: International Visitors by Sex, December 2023

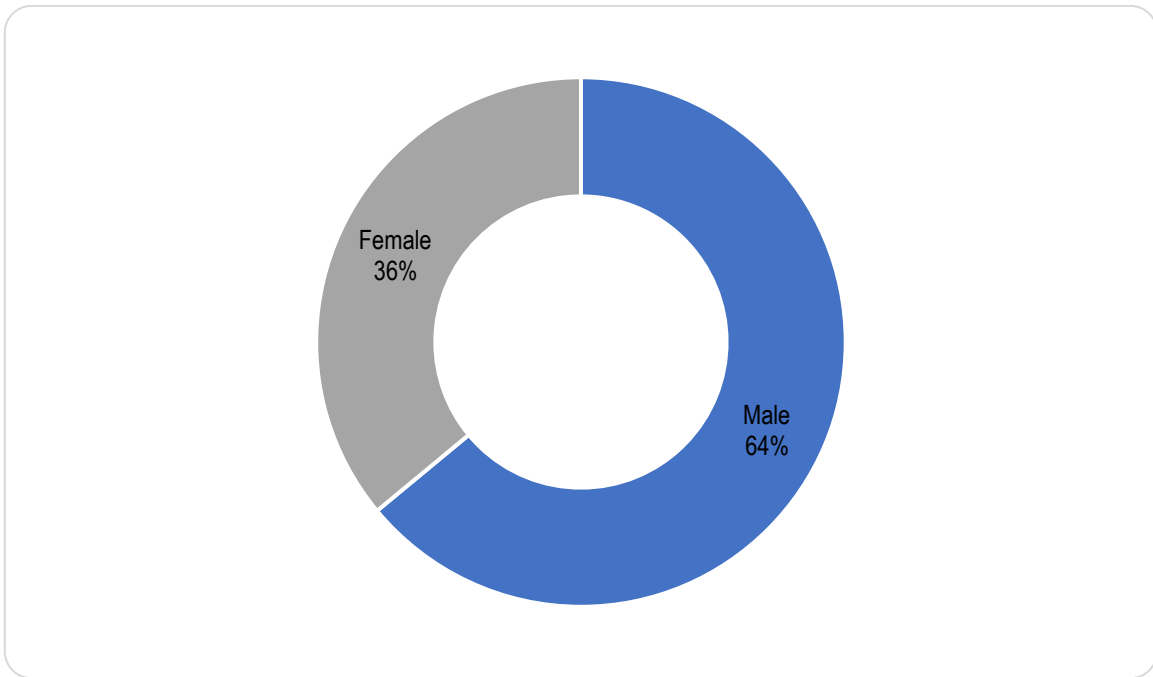


Figure 13. 3: International Visitors by Categorized Age, December 2023

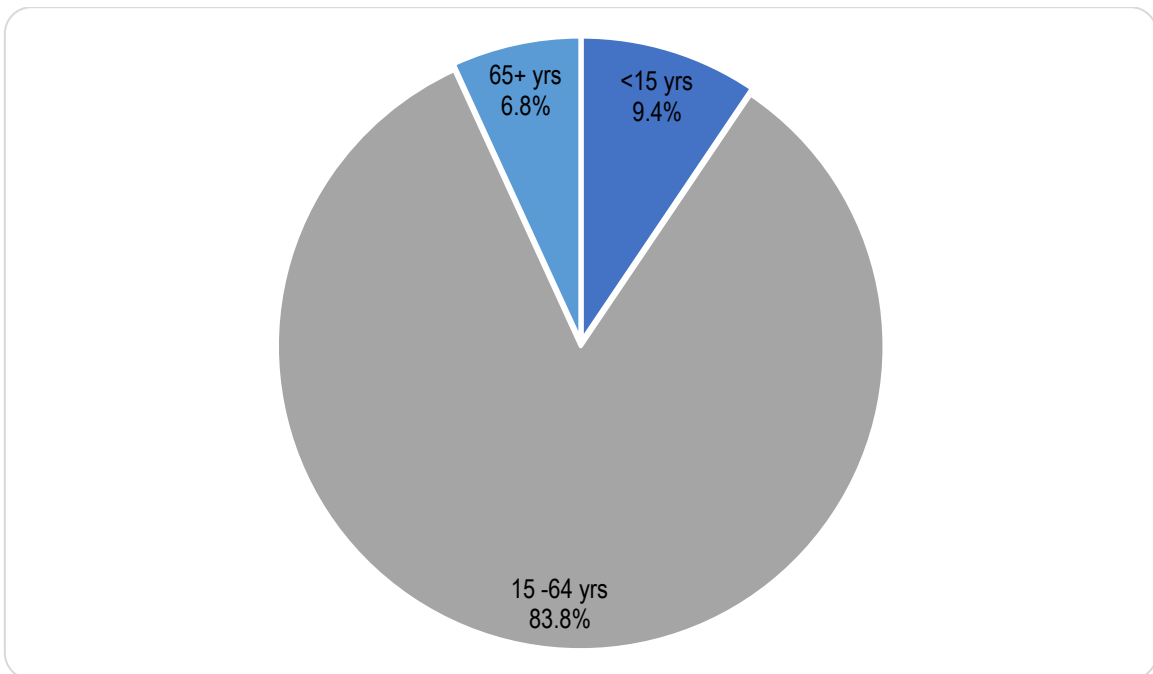


Table 13. 5: International Visitors by Nationality and Categorized Age, December 2023

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	281	2,229	183	2,693
British	314	2,880	1,053	4,247
German	218	3,653	318	4,189
Italian	919	7,155	528	8,602
French	479	4,861	444	5,784
Dutch	145	1,452	117	1,714
Belgium	50	591	59	700
Russian	105	815	32	952
Turkish	34	459	12	505
Polish	519	4,931	277	5,727
Ukrainian	80	655	21	756
Czech Republic	172	1,975	154	2,301
Spanish	46	671	29	746
Other European	1,284	9,898	663	11,845
Subtotal	4,646	42,225	3,890	50,761
ASIA				
Japanese	7	140	8	155
Chinese	22	484	20	526
Indian	100	853	35	988
Israeli	22	113	8	143
Other Asian	127	1,612	106	1,845
Subtotal	278	3,202	177	3,657
AFRICA				
Kenyan	330	1,972	70	2,372
South African	524	3,809	167	4,500
Egyptian	27	337	5	369
Other African	484	3,796	67	4,347
Subtotal	1,365	9,914	309	11,588
AMERICA				
American	182	2,095	250	2,527
Canadian	56	499	67	622
Other American	29	411	30	470
Subtotal	267	3,005	347	3,619
OCEANIA				
Australian	33	372	40	445
New Zealand	11	80	18	109
Subtotal	44	452	58	554
Not stated	0	7	0	7
TOTAL	6,600	58,805	4,781	70,186
TOTAL (%)	9.4	83.8	6.8	100

Figure 13. 4: Visitors Arrival from Emerging Markets, December 2023 and December 2022

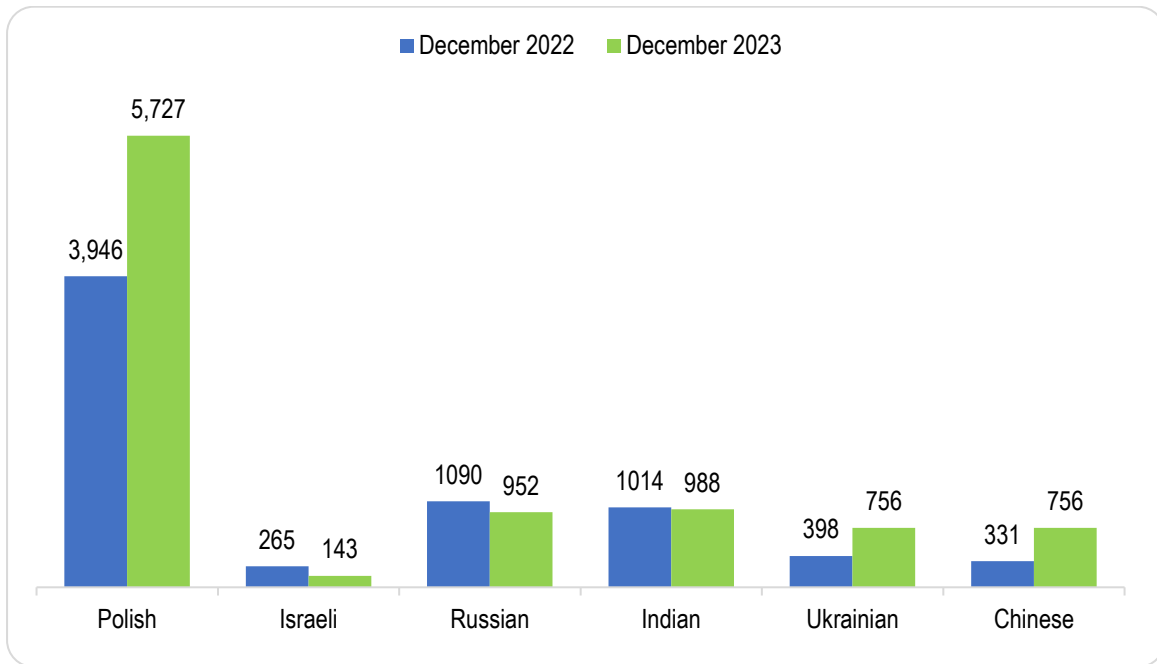


Table 13. 6: Intended Length of Stay and Sex of International Visitors, December 2023

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	553	471	1,024	1.5	553	471	1,024
2	560	477	1,037	1.5	1,120	954	2,074
3	793	594	1,387	2.0	2,379	1,782	4,161
4	1,003	804	1,807	2.6	4,012	3,216	7,228
5	10,185	2,218	12,403	17.7	50,925	11,090	62,015
6	2,378	1,599	3,977	5.7	14,268	9,594	23,862
7	8,017	5,250	13,267	18.9	56,119	36,750	92,869
8	7,764	5,374	13,138	18.7	62,112	42,992	105,104
9	2,786	1,846	4,632	6.6	25,074	16,614	41,688
10	2,893	1,851	4,744	6.8	28,930	18,510	47,440
11	1,285	798	2,083	3.0	14,135	8,778	22,913
12	1,392	844	2,236	3.2	16,704	10,128	26,832
13	596	338	934	1.3	7,748	4,394	12,142
14	1,696	1,004	2,700	3.8	23,744	14,056	37,800
15	846	523	1,369	2.0	12,690	7,845	20,535
16	311	182	493	0.7	4,976	2,912	7,888
17	216	104	320	0.5	3,672	1,768	5,440
18	127	76	203	0.3	2,286	1,368	3,654
19	84	60	144	0.2	1,596	1,140	2,736
20	145	86	231	0.3	2,900	1,720	4,620
21	212	143	355	0.5	4,452	3,003	7,455
22	61	39	100	0.1	1,342	858	2,200
23	50	27	77	0.1	1,150	621	1,771
24	24	27	51	0.1	576	648	1,224
25	31	29	60	0.1	775	725	1,500
26	16	15	31	0.0	416	390	806
27	9	10	19	0.0	243	270	513
28	44	27	71	0.1	1,232	756	1,988
29	15	7	22	0.0	435	203	638
30	220	107	327	0.5	6,600	3,210	9,810
31+	605	339	944	1.3	18,755	10,509	29,264
Total	44,917	25,269	70,186	100.0	371,919	217,275	589,194
	Intended Average Length of Stay ¹³				8.3	8.6	8.4

¹³ The average intended length of stay is determined by dividing the number of visitor nights by the number of international visitors

Table 13. 7: International Visitors ‘nights and Estimated Bed Occupancy Rate, December 2023

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	1,024	1.5	1,024
2	1,037	1.5	2,074
3	1,387	2.0	4,161
4	1,807	2.6	7,228
5	12,403	17.7	62,015
6	3,977	5.7	23,862
7	13,267	18.9	92,869
8	13,138	18.7	105,104
9	4,632	6.6	41,688
10	4,744	6.8	47,440
11	2,083	3.0	22,913
12	2,236	3.2	26,832
13	934	1.3	12,142
14	2,700	3.8	37,800
15	1,369	2.0	20,535
16	493	0.7	7,888
17	320	0.5	5,440
18	203	0.3	3,654
19	144	0.2	2,736
20	231	0.3	4,620
21	355	0.5	7,455
22	100	0.1	2,200
23	77	0.1	1,771
24	51	0.1	1,224
25	60	0.1	1,500
26	31	0.0	806
27	19	0.0	513
28	71	0.1	1,988
29	22	0.0	638
30	327	0.5	9,810
31+	944	1.3	29,264
Total	70,186	100.0	589,194
Number of beds available in December, 2023			701,189
Bed Occupancy Rate			84.0

Table 13. 8: International Visitors by Nationality through Entry Points, January-December 2023 & 2022

Nationality	January- December 2022			January- December 2023				% Change, Jan- Dec 2023 and Jan- Dec 2022	
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share Rank		
EUROPE									
Scandinavian	19,570	3.6	9	22,418	2,454	24,872	3.9	7	27.1
British	30,562	5.6	5	32,718	5,910	38,628	6.0	5	26.4
German	43,634	8	3	52,473	4,705	57,178	9.0	3	31.0
Italian	36,928	6.7	4	66,162	1,422	67,584	10.6	2	83.0
French	68,487	12.5	1	65,277	2,802	68,079	10.7	1	-0.6
Dutch	16,359	3	11	15,587	1,441	17,028	2.7	10	4.1
Belgium	11,472	2.1	16	8,277	903	9,180	1.4	14	-20.0
Russian	6,447	1.2	19	8,664	502	9,166	1.4	15	42.2
Turkish	3,987	0.7	22	4,847	643	5,490	0.9	19	37.7
Polish	44,462	8.1	2	45,813	476	46,289	7.2	4	4.1
Ukrainian	12,843	2.3	13	3,950	76	4,026	0.6	20	-68.7
Czech Republic	18,521	3.4	10	16,431	201	16,632	2.6	11	-10.2
Spanish	11,712	2.1	15	10,098	696	10,794	1.7	12	-7.8
Other European	67,917	12.4		84,173	3,246	87,419	13.7		28.7
Subtotal	392,901	71.6		436,888	25,477	462,365	72.4		17.7
ASIA									
Japanese	544	0.1	27	748	321	1,069	0.2	23	96.5
Chinese	2,476	0.5	24	4,141	2,651	6,792	1.1	18	174.3
Indian	8,182	1.5	17	6,245	3,299	9,544	1.5	13	16.6
Israeli	6,848	1.2	18	7,364	185	7,549	1.2	16	10.2
Other Asian	19,030	3.5		18,430	2,743	21,173	3.3		11.3
Subtotal	37,080	6.8		36,928	9,199	46,127	7.2		24.4
AFRICA									
Kenyan	14,769	2.7	12	11,949	6,697	18,646	2.9	9	26.3
South African	24,915	4.5	7	23,176	1,131	24,307	3.8	8	-2.4
Egyptian	4,547	0.8	21	2,647	520	3,167	0.5	22	-30.3
Other African	28,583	5.2		25,126	12,913	38,039	6.0		33.1
Subtotal	72,814	13.3		62,898	21,261	84,159	13.2		15.6
AMERICA									
American	21,470	3.9	8	20,992	7,568	28,560	4.5	6	33.0
Canadian	5,153	0.9	20	4,964	2,108	7,072	1.1	17	37.2
Other American	4,322	0.8		4,515	733	5,248	0.8		21.4
Subtotal	30,945	5.6		30,471	10,409	40,880	6.4		32.1
OCEANIA									
Australian	2,097	0.4	25	2,500	1,429	3,929	0.6	21	87.4
New Zealand	648	0.1	26	526	314	840	0.1	24	29.6
Subtotal	2,745	0.5		3,026	1,743	4,769	0.7		73.7
Not stated	12,018	2.2		183	15	198	0.0		
TOTAL	548,503	100		570,394	68,104	638,498	100		16.4

**Annex 13. 1: Visitors Arrival from Emerging Markets, December 2023, November 2023
and December 2022**

Nationality	December 2022	November 2023	December 2023	% Change Dec 2023 and Dec 2022	% Change Dec 2023 and Nov 2023
Russian	1,090	774	952	-12.7	23.0
Polish	3,946	6,148	5,727	45.1	-6.8
Ukrainian	389	813	756	94.3	-7.0
Chinese	331	429	526	58.9	22.6
Indian	1,014	662	988	-2.6	49.2
Israeli	265	24	143	-46.0	495.8
Total	7,035	8,850	9,092	29.2	2.7

Annex 13. 2: International Visitors by Month, 2019 - 2023

Month	2019	2020	2021	2022	2023
January	46,133	61,461	49,868	42,443	68,813
February	50,387	61,752	51,574	46,995	65,430
March	33,883	33,801	43,821	38,762	45,915
April	20,242	334	13,839	20,540	27,666
May	15,640	197	9,280	20,450	26,620
June	36,605	353	20,416	34,013	47,595
July	55,947	3,079	29,714	58,157	58,711
August	68,163	4,366	34,425	61,388	61,466
September	49,732	5,422	25,817	46,338	53,839
October	53,023	12,157	31,826	57,547	54,961
November	47,824	29,128	35,438	55,150	57,296
December	60,685	48,594	48,167	66,720	70,186
Total	538,264	260,644	394,185	548,503	638,498

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