



## **Tourism Release No.87**



**TOURISM STATISTICAL RELEASE APRIL – 2024**

**Issued date - 29/05/2024**

## TOURISM STATISTICS

Zanzibar recorded **28,995** international visitors in April 2024 which is an increase of **4.8** percent compared with **27,666** visitors recorded in April 2023 and decreased by **44.1** percent compared with **51,873** visitors recorded in the preceding month (March 2024).

Tourists from Europe continued to dominate the market by accounting (**54.4** percent) of the total visitors in April 2024. In country wise, Germany dominated the Tourism market by accounting **11.4** percent of all visitors entered in April 2024, followed by French (**10.3** 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 April 2024, **23,108** visitors equivalent to **79.6** percent of the total visitors entered through Airport, where by **21,436** visitors of them entered by international flights and **1,672** by domestic flights. The remaining **5,887** visitors entered through seaport of whom **156** entered by cruise ship and **5,731** 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 2024, about **26,321** visitors equivalent to **90.8** percent came for holidays, **0.2** percent came for visiting friends and relatives and **8.97** percent came for other purposes.

**Table 4 & Figure 2** shows that **14,930** visitors (**51.5** percent) were male and **14,065** (**48.5** percent) were female. Male decreased by **38.2** percent and Female decrease by **49.3** percent compared with the preceding month of March 2024.

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 **2,017** (**6.96** percent) visitors were aged less than 15 years **23,568** (**81.28** percent) were aged 15 to 64 years and **3,410** (**11.76** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The visitors from emerging markets in April 2024 (Poland, India, Russia, Israel, China and Ukraine) increased by **0.5** percent compared with the visitors recorded in April 2023. Other performances are shown in (**Figure 4 & Annex I**).

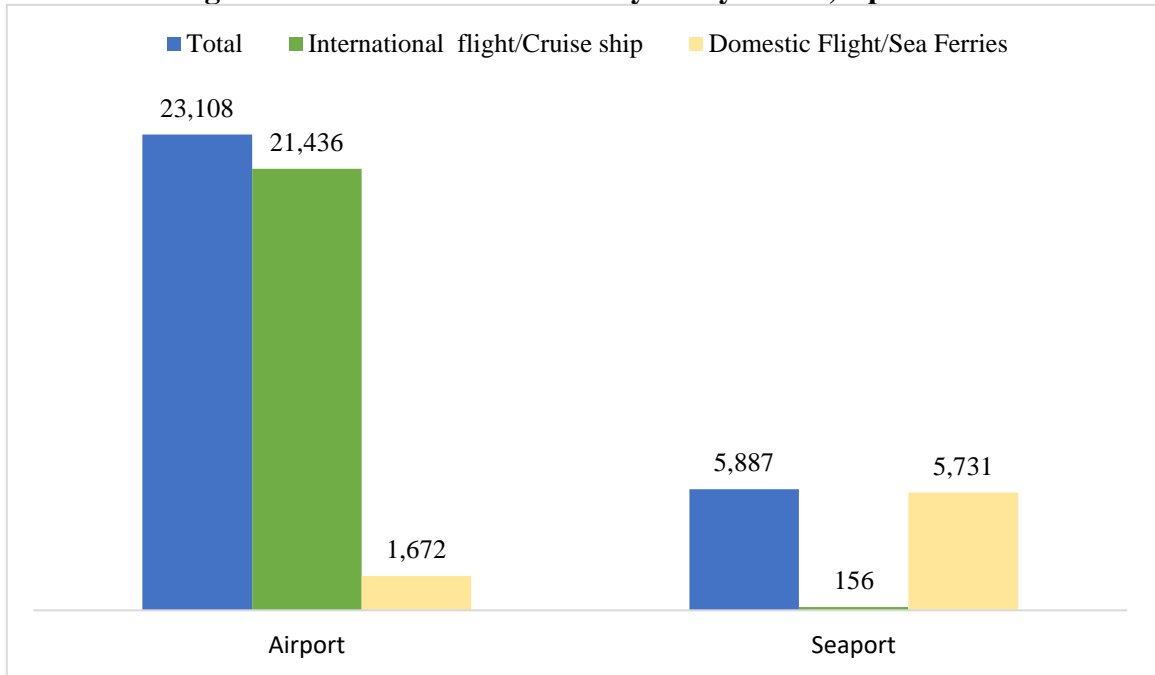
**Table 6** shows that **22.2** percent of visitors stayed in the country for five days in April, 2024. The overall average intended length of stay for visitors in April 2024 was seven nights (**7**).

The total of **754,080** bed-spaces was available in April 2024. Out of these bed-spaces, estimates of **206,132** beds were sold during April 2024 representing a bed occupancy rate of **27.3** percent (**Table 7**).

**Table1: International Visitors by Nationality, April 2024, March 2024 and April 2023**

Nationality	April 2023			March 2024			April 2024			% Change April 2024 and March 2024	%Change, April 2024 and April 2023
	Number	%Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
<b>EUROPE</b>											
Scandinavian	1,231	4.4	7	2,652	5.1	5	782	2.7	8	-70.5	-36.5
British	1,553	5.6	4	2,166	4.2	7	1,727	6.0	5	-20.3	11.2
German	3,270	11.8	1	5,163	10.0	2	3,312	11.4	1	-35.9	1.3
Italian	545	2	11	8,151	15.7	1	587	2.0	11	-92.8	7.7
French	2,625	9.5	2	3,552	6.8	4	2,990	10.3	2	-15.8	13.9
Dutch	1,010	3.7	8	1,353	2.6	10	1,187	4.1	7	-12.3	17.5
Belgium	328	1.2	18	430	0.8	17	401	1.4	18	-6.7	22.3
Russian	479	1.7	13	867	1.7	12	464	1.6	15	-46.5	-3.1
Turkish	447	1.6	17	356	0.7	19	627	2.2	10	76.1	40.3
Polish	467	1.7	14	3,669	7.1	3	450	1.6	16	-87.7	-3.6
Ukrainian	167	0.6	21	852	1.6	13	110	0.4	23	-87.1	-34.1
Czech Republic	564	2	10	2,469	4.8	6	164	0.6	21	-93.4	-70.9
Spanish	502	1.8	12	643	1.2	16	539	1.9	12	-16.2	7.4
Other European	3,718	13.4		7,984	15.4		2,445	8.4		-69.4	-34.2
<b>Subtotal</b>	<b>16,906</b>	<b>61.1</b>		<b>40,307</b>	<b>77.7</b>		<b>15,785</b>	<b>54.4</b>		<b>-61</b>	<b>-7</b>
<b>ASIA</b>											
Japanese	67	0.2	23	116	0.2	22	120	0.4	22	3.4	79.1
Chinese	457	1.7	15	736	1.4	14	539	1.9	12	-26.8	17.9
Indian	716	2.6	9	720	1.4	15	753	2.6	9	4.6	5.2
Israeli	448	1.6	16	120	0.2	21	431	1.5	17	259.2	-3.8
Other Asian	1,010	3.7		825	1.6		1,517	5.2		83.9	50.2
<b>Subtotal</b>	<b>2,698</b>	<b>9.8</b>		<b>2,517</b>	<b>4.9</b>		<b>3,360</b>	<b>11.6</b>		<b>33.5</b>	<b>24.5</b>
<b>AFRICA</b>											
Kenyan	1,419	5.1	5	1,345	2.6	11	1,749	6.0	4	30.0	23.3
South African	1,910	6.9	3	1,887	3.6	9	1,558	5.4	6	-17.4	-18.4
Egyptian	159	0.6	22	116	0.2	22	273	0.9	19	135.3	71.7
Other African	2,424	8.8		2,445	4.7		2,431	8.4		-0.6	0.3
<b>Subtotal</b>	<b>5,912</b>	<b>21.4</b>		<b>5,793</b>	<b>11.2</b>		<b>6,011</b>	<b>20.7</b>		<b>3.8</b>	<b>1.7</b>
<b>AMERICA</b>											
American	1,341	4.8	6	2,141	4.1	8	2,698	9.3	3	26.0	101.2
Canadian	286	1	19	371	0.7	18	470	1.6	14	26.7	64.3
Other American	268	1		436	0.8		392	1.4		-10.1	46.3
<b>Subtotal</b>	<b>1,895</b>	<b>6.8</b>		<b>2,948</b>	<b>5.7</b>		<b>3,560</b>	<b>12.3</b>		<b>20.8</b>	<b>87.9</b>
<b>OCEANIA</b>											
Australian	208	0.8	20	225	0.4	20	226	0.8	20	0.4	8.7
New Zealand	45	0.2	24	68	0.1	24	41	0.1	24	-39.7	-8.9
<b>Subtotal</b>	<b>253</b>	<b>0.9</b>		<b>293</b>	<b>0.6</b>		<b>267</b>	<b>0.9</b>		<b>-8.9</b>	<b>5.5</b>
Not stated	2	0		15	0.0		12	0.0			
<b>TOTAL</b>	<b>27,666</b>	<b>100</b>		<b>51,873</b>	<b>100.0</b>		<b>28,995</b>	<b>100.0</b>		<b>-44.1</b>	<b>4.8</b>

**Figure 1: International Visitors by Entry Points, April 2024**



**Table 2: International Visitors by Nationality through Entry Points, April 2024**

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
<b>EUROPE</b>						
Scandinavian	645	20	665	2	115	117
British	1,261	160	1,421	3	303	306
German	2,908	195	3,103	0	209	209
Italian	502	18	520	1	66	67
French	2,603	279	2,882	0	108	108
Dutch	945	137	1,082	0	105	105
Belgium	295	37	332	0	69	69
Russian	430	2	432	0	32	32
Turkish	547	6	553	0	74	74
Polish	373	42	415	0	35	35
Ukrainian	89	8	97	0	13	13
Czech Republic	144	11	155	0	9	9
Spanish	378	129	507	1	31	32
Other Europeans	2,043	210	2,253	2	190	192
<b>Subtotal</b>	<b>13,163</b>	<b>1,254</b>	<b>14,417</b>	<b>9</b>	<b>1,359</b>	<b>1,368</b>
<b>ASIA</b>						
Japanese	56	39	95	1	24	25
Chinese	259	3	262	0	277	277
Indian	485	9	494	1	258	259
Israeli	404	14	418	0	13	13
Other Asians	1,056	52	1,108	8	401	409
<b>Subtotal</b>	<b>2,260</b>	<b>117</b>	<b>2,377</b>	<b>10</b>	<b>973</b>	<b>983</b>
<b>AFRICA</b>						
Kenyan	1,216	39	1,255	0	494	494
South African	1,436	20	1,456	0	102	102
Egyptian	230	12	242	0	31	31
Other Africans	1,539	63	1,602	0	829	829
<b>Subtotal</b>	<b>4,421</b>	<b>134</b>	<b>4,555</b>	<b>0</b>	<b>1,456</b>	<b>1,456</b>
<b>AMERICA</b>						
American	943	121	1,064	129	1505	1,634
Canadian	237	10	247	0	223	223
Other Americans	279	35	314	1	77	78
<b>Subtotal</b>	<b>1,459</b>	<b>166</b>	<b>1,625</b>	<b>130</b>	<b>1,805</b>	<b>1,935</b>
<b>OCEANIA</b>						
Australian	103	0	103	6	117	123
New Zealand	18	1	19	1	21	22
<b>Subtotal</b>	<b>121</b>	<b>1</b>	<b>122</b>	<b>7</b>	<b>138</b>	<b>145</b>
Not stated	12	0	12	0	0	0
<b>TOTAL</b>	<b>21,436</b>	<b>1,672</b>	<b>23,108</b>	<b>156</b>	<b>5,731</b>	<b>5,887</b>

**Table 3: International Visitors by Nationality and Purpose of Visit, April 2024**

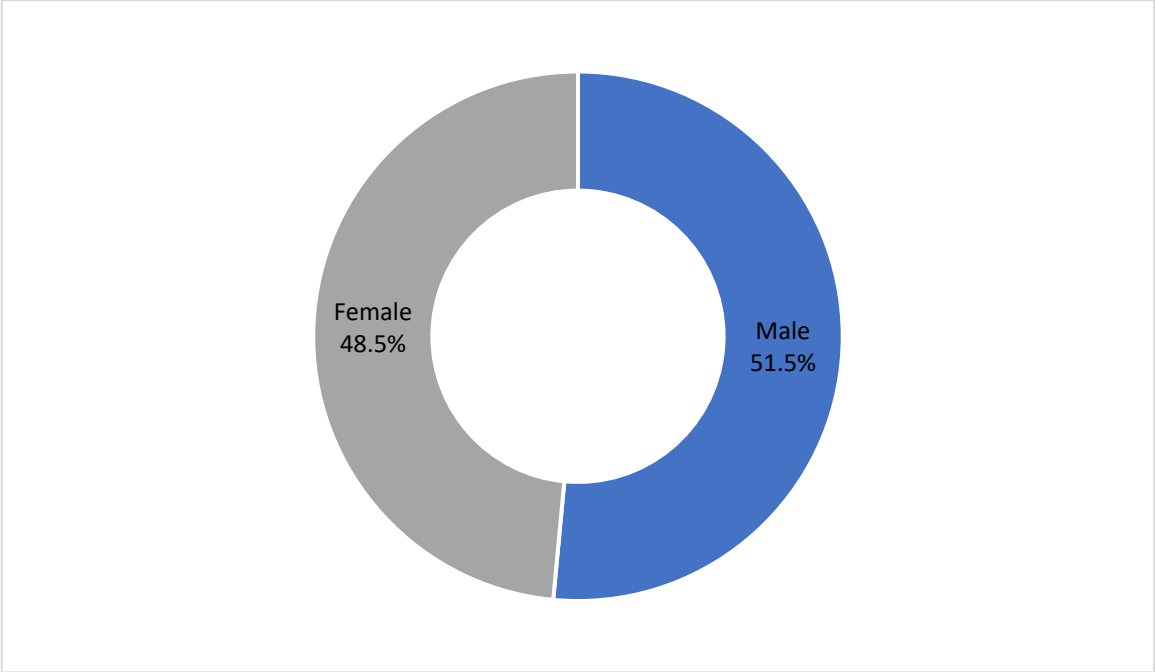
Nationality	Holidays	Visiting Friends and Relative	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
<b>EUROPE</b>								
Scandinavian	763	0	0	0	0	0	19	782
British	1,647	0	0	0	0	0	80	1,727
German	3,268	11	0	0	0	1	32	3,312
Italian	579	1	0	0	0	1	6	587
French	2,974	6	0	0	0	2	8	2,990
Dutch	1,155	3	0	0	0	0	29	1,187
Belgium	394	0	0	0	0	0	7	401
Russian	459	0	0	0	0	0	5	464
Turkish	625	0	0	0	0	0	2	627
Polish	444	0	0	0	0	0	6	450
Ukrainian	103	0	0	0	0	0	7	110
Czech Republic	164	0	0	0	0	0	0	164
Spanish	514	0	0	0	0	0	25	539
Other Europeans	2,325	11	3	0	0	0	106	2,445
<b>Subtotal</b>	<b>15,414</b>	<b>32</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>332</b>	<b>15,785</b>
<b>ASIA</b>								
Japanese	115	0	0	0	0	0	5	120
Chinese	519	0	0	1	0	0	19	539
Indian	675	8	0	0	0	0	70	753
Israeli	427	0	0	0	0	0	4	431
Other Asians	1,232	5	1	0	0	1	278	1,517
<b>Subtotal</b>	<b>2,968</b>	<b>13</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>376</b>	<b>3,360</b>
<b>AFRICA</b>								
Kenyan	1,743	1	0	0	0	0	5	1,749
South African	1,501	5	0	0	1	0	52	1,558
Egyptian	271	2	0	0	0	0	0	273
Other Africans	2,398	5	0	0	1	0	28	2,431
<b>Subtotal</b>	<b>5,913</b>	<b>13</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>85</b>	<b>6,011</b>
<b>AMERICA</b>								
American	1,173	3	0	0	0	0	1522	2,698
Canadian	337	1	0	0	0	0	132	470
Other Americans	309	2	0	0	0	0	81	392
<b>Subtotal</b>	<b>1,819</b>	<b>6</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1,735</b>	<b>3,560</b>
<b>OCEANIA</b>								
Australian	159	0	0	0	0	0	67	226
New Zealand	36	0	0	0	0	0	5	41
<b>Subtotal</b>	<b>195</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>72</b>	<b>267</b>
<b>Not stated</b>	<b>12</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>12</b>
<b>TOTAL</b>	<b>26,321</b>	<b>64</b>	<b>4</b>	<b>1</b>	<b>2</b>	<b>5</b>	<b>2,600</b>	<b>28,995</b>
<b>TOTAL PERCENT</b>	<b>90.8</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>8.97</b>	<b>100</b>

**Table 4: International Visitors by Nationality and Sex, April 2024**

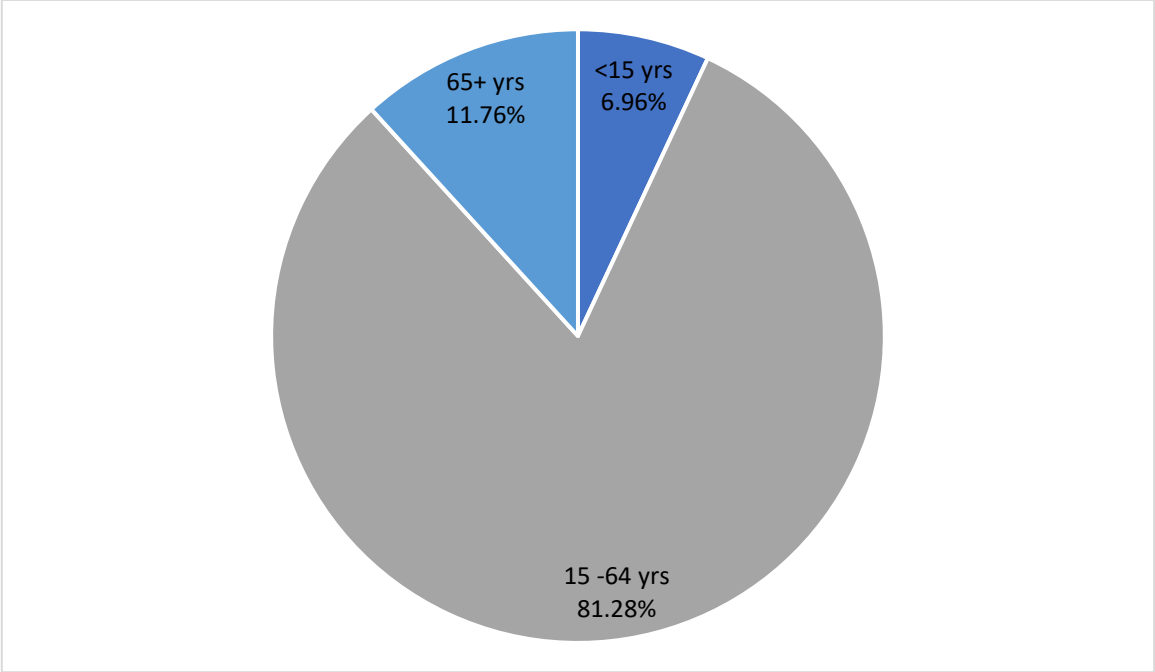
<b>Nationality</b>	<b>Male</b>	<b>Female</b>	<b>Total</b>
<b>EUROPE</b>			
Scandinavian	381	401	782
British	853	874	1,727
German	1,590	1,722	3,312
Italian	283	304	587
French	1,474	1,516	2,990
Dutch	635	552	1,187
Belgium	194	207	401
Russian	249	215	464
Turkish	334	293	627
Polish	221	229	450
Ukrainian	49	61	110
Czech Republic	79	85	164
Spanish	268	271	539
Other European Country	1,161	1,284	2,445
<b>Subtotal</b>	<b>7,771</b>	<b>8,014</b>	<b>15,785</b>
<b>ASIA</b>			
Japanese	67	53	120
Chinese	378	161	539
Indian	465	288	753
Israeli	255	176	431
Other Asian	989	528	1,517
<b>Subtotal</b>	<b>2,154</b>	<b>1,206</b>	<b>3,360</b>
<b>AFRICA</b>			
Kenyan	935	814	1,749
South African	788	770	1,558
Egyptian	165	108	273
Other African	1,326	1,105	2,431
<b>Subtotal</b>	<b>3,214</b>	<b>2,797</b>	<b>6,011</b>
<b>AMERICA</b>			
American	1,203	1,495	2,698
Canadian	226	244	470
Other American	220	172	392
<b>Subtotal</b>	<b>1,649</b>	<b>1,911</b>	<b>3,560</b>
<b>OCEANIA</b>			
Australian	119	107	226
New Zealand	23	18	41
<b>Subtotal</b>	<b>142</b>	<b>125</b>	<b>267</b>
Not stated	0	12	12
<b>TOTAL APRIL 2024</b>	<b>14,930</b>	<b>14,065</b>	<b>28,995</b>
<b>TOTAL MARCH 2024</b>	<b>24,145</b>	<b>27,728</b>	<b>51,873</b>
<b>TOTAL PERCENT</b>	<b>51.5</b>	<b>48.5</b>	<b>100</b>
<b>% CHANGE, APRIL 2024 AND MARCH 2024</b>	<b>-38.2</b>	<b>-49.3</b>	<b>-44.1</b>



**Figure 2: International Visitors by Sex, April 2024**



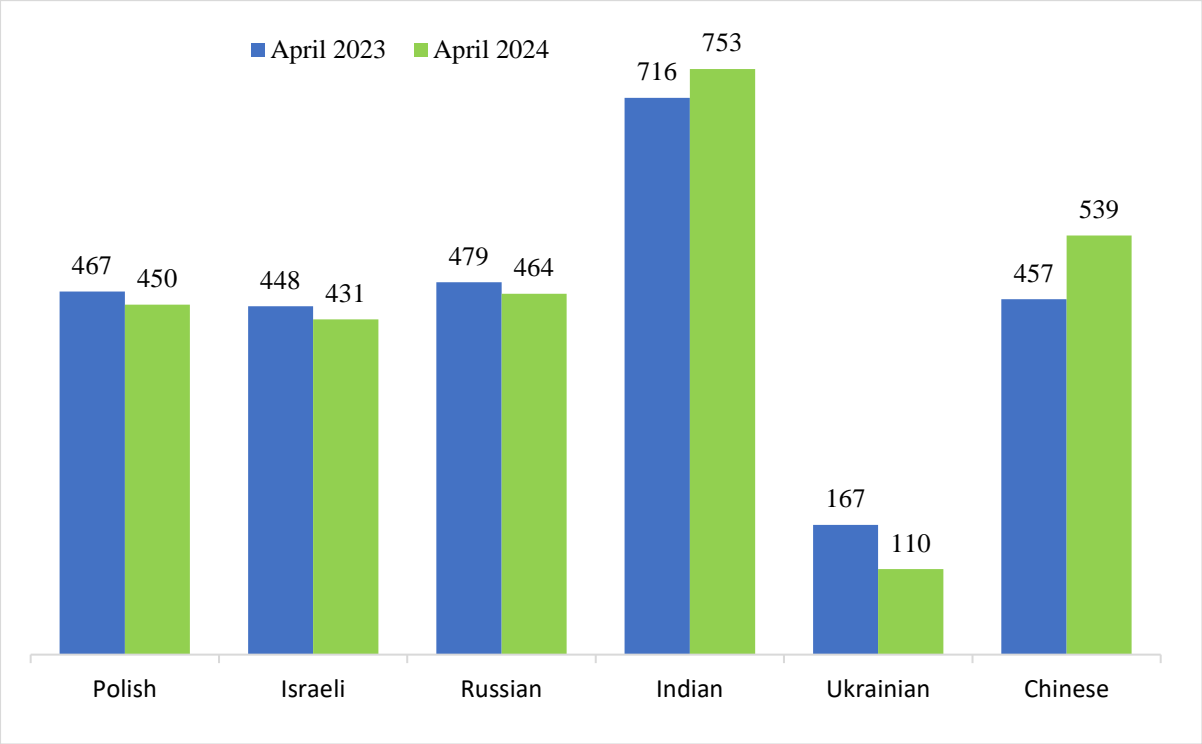
**Figure 3: International Visitors by Categorized Age, April 2024**



**Table 5: International Visitors by Nationality and Categorized Age, April 2024**

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
<b>EUROPE</b>				
Scandinavian	51	660	71	782
British	173	1,398	156	1,727
German	162	2,829	321	3,312
Italian	30	484	73	587
French	364	2,427	199	2,990
Dutch	97	978	112	1,187
Belgium	30	346	25	401
Russian	29	421	14	464
Turkish	50	553	24	627
Polish	33	393	24	450
Ukrainian	13	90	7	110
Czech Republic	15	130	19	164
Spanish	26	476	37	539
Other European	175	2,086	184	2,445
<b>Subtotal</b>	<b>1,248</b>	<b>13,271</b>	<b>1,266</b>	<b>15,785</b>
<b>ASIA</b>				
Japanese	4	98	18	120
Chinese	13	511	15	539
Indian	51	679	23	753
Israeli	74	305	52	431
Other Asian	83	1,343	91	1,517
<b>Subtotal</b>	<b>225</b>	<b>2,936</b>	<b>199</b>	<b>3,360</b>
<b>AFRICA</b>				
Kenyan	155	1,517	77	1,749
South African	129	1,334	95	1,558
Egyptian	17	254	2	273
Other African	100	2,273	58	2,431
<b>Subtotal</b>	<b>401</b>	<b>5,378</b>	<b>232</b>	<b>6,011</b>
<b>AMERICA</b>				
American	80	1,178	1,440	2,698
Canadian	27	296	147	470
Other American	22	321	49	392
<b>Subtotal</b>	<b>129</b>	<b>1,795</b>	<b>1,636</b>	<b>3,560</b>
<b>OCEANIA</b>				
Australian	13	144	69	226
New Zealand	1	32	8	41
<b>Subtotal</b>	<b>14</b>	<b>176</b>	<b>77</b>	<b>267</b>
<b>Not stated</b>	<b>0</b>	<b>12</b>	<b>0</b>	<b>12</b>
<b>TOTAL</b>	<b>2,017</b>	<b>23,568</b>	<b>3,410</b>	<b>28,995</b>
<b>TOTAL (%)</b>	<b>6.96</b>	<b>81.28</b>	<b>11.76</b>	<b>100</b>

**Figure 4: Visitors Arrival from Emerging Markets, April 2024 and April 2023**



**Table 6: Intended Length of Stay and Sex of International Visitors, April 2024**

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	909	591	1,500	5.2	909	591	1,500
2	915	896	1,811	6.2	1,830	1,792	3,622
3	546	471	1,017	3.5	1,638	1,413	3,051
4	633	641	1,274	4.4	2,532	2,564	5,096
5	4,220	2,214	6,434	22.2	21,100	11,070	32,170
6	758	1,838	2,596	9.0	4,548	11,028	15,576
7	2,281	2,402	4,683	16.2	15,967	16,814	32,781
8	1,407	1,651	3,058	10.5	11,256	13,208	24,464
9	777	835	1,612	5.6	6,993	7,515	14,508
10	777	892	1,669	5.8	7,770	8,920	16,690
11	200	212	412	1.4	2,200	2,332	4,532
12	227	249	476	1.6	2,724	2,988	5,712
13	149	133	282	1.0	1,937	1,729	3,666
14	393	393	786	2.7	5,502	5,502	11,004
15	165	155	320	1.1	2,475	2,325	4,800
16	66	57	123	0.4	1,056	912	1,968
17	19	29	48	0.2	323	493	816
18	17	12	29	0.1	306	216	522
19	20	29	49	0.2	380	551	931
20	41	32	73	0.3	820	640	1,460
21	47	61	108	0.4	987	1,281	2,268
22	11	8	19	0.1	242	176	418
23	7	8	15	0.1	161	184	345
24	0	4	4	0.0	0	96	96
25	4	4	8	0.0	100	100	200
26	6	3	9	0.0	156	78	234
27	3	2	5	0.0	81	54	135
28	11	9	20	0.1	308	252	560
29	1	4	5	0.0	29	116	145
30	120	68	188	0.6	3,600	2,040	5,640
31+	200	162	362	1.2	6,200	5,022	11,222
<b>Total</b>	<b>14,930</b>	<b>14,065</b>	<b>28,995</b>	<b>100.0</b>	<b>104,130</b>	<b>102,002</b>	<b>206,132</b>
	Intended Average Length of Stay <sup>1</sup>				<b>7.0</b>	<b>7.3</b>	<b>7.1</b>

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

**Table 7: International Visitors ‘nights and Estimated Bed Occupancy Rate, April 2024**

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	1,500	5.2	1,500
2	1,811	6.2	3,622
3	1,017	3.5	3,051
4	1,274	4.4	5,096
5	6,434	22.2	32,170
6	2,596	9.0	15,576
7	4,683	16.2	32,781
8	3,058	10.5	24,464
9	1,612	5.6	14,508
10	1,669	5.8	16,690
11	412	1.4	4,532
12	476	1.6	5,712
13	282	1.0	3,666
14	786	2.7	11,004
15	320	1.1	4,800
16	123	0.4	1,968
17	48	0.2	816
18	29	0.1	522
19	49	0.2	931
20	73	0.3	1,460
21	108	0.4	2,268
22	19	0.1	418
23	15	0.1	345
24	4	0.0	96
25	8	0.0	200
26	9	0.0	234
27	5	0.0	135
28	20	0.1	560
29	5	0.0	145
30	188	0.6	5,640
31+	362	1.2	11,222
<b>Total</b>	<b>28,995</b>	<b>100.0</b>	<b>206,132</b>
<b>Number of beds available in April, 2024</b>			<b>754,080</b>
<b>Bed Occupancy Rate</b>			<b>27.3</b>

**Annex I: Visitors Arrival from Emerging Markets, April 2024, March 2024 and April 2023**

Nationality	April 2023	March 2024	April 2024	% Change April 2024 and April 2023	% Change April 2024 and March 2024
Russian	479	867	464	-3.1	-46.5
Polish	467	3,669	450	-3.6	-87.7
Ukrainian	167	852	110	-34.1	-87.1
Chinese	457	736	539	17.9	-26.8
Indian	716	720	753	5.2	4.6
Israeli	448	120	431	-3.8	259.2
<b>Total</b>	<b>2,734</b>	<b>6,964</b>	<b>2,747</b>	<b>0.5</b>	<b>-60.6</b>

**Annex II: International Visitors by Month, 2020 - 2024**

Month	2020	2021	2022	2023	2024
January	61,461	49,868	42,443	68,813	73,468
February	61,752	51,574	46,995	65,430	71,095
March	33,801	43,821	38,762	45,915	51,873
April	334	13,839	20,540	27,666	28,995
May	197	9,280	20,450	26,620	
June	353	20,416	34,013	47,595	
July	3,079	29,714	58,157	58,711	
August	4,366	34,425	61,388	61,466	
September	5,422	25,817	46,338	53,839	
October	12,157	31,826	57,547	54,961	
November	29,128	35,438	55,150	57,296	
December	48,594	48,167	66,720	70,186	
<b>Total</b>	<b>260,644</b>	<b>394,185</b>	<b>548,503</b>	<b>638,498</b>	<b>225,431</b>

## 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.

### For more clarifications please contact:

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