



## **Tourism Release No.88**



**TOURISM STATISTICAL RELEASE MAY – 2024**

**Issued date - 21/06/2024**

## TOURISM STATISTICS

Zanzibar recorded **29,995** international visitors in May 2024 which is an increase of **12.7** percent compared with **26,620** visitors recorded in May 2023 and increased by **3.4** percent compared with **28,995** visitors recorded in the preceding month (April 2024).

Tourists from Europe continued to dominate the market by accounting (**57.7** percent) of the total visitors in May 2024. In country wise, Germany dominated the Tourism market by accounting **17.5** percent of all visitors entered in May 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 May 2024, **25,224** visitors equivalent to **84.0** percent of the total visitors entered through Airport, where by **23,854** visitors of them entered by international flights and **1,370** by domestic flights. The remaining **4,771** visitors entered through seaport of whom **369** entered by cruise ship 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 May 2024, about **28,313** visitors equivalent to **94.4** percent came for holidays, **0.6** percent came for visiting friends and relatives and **4.9** percent came for other purposes.

**Table 4 & Figure 2** shows that **15,257** visitors (**50.9** percent) were male and **14,738** (**49.1** percent) were female. Male and Female increased by **2.2** and **4.8** percent respectively compared with the preceding month of April 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 **1,432** (**4.8** percent) visitors were aged less than 15 years **26,120** (**87.1** percent) were aged 15 to 64 years and **2,443** (**8.1** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The visitors from emerging markets in May 2024 (Poland, India, Russia, Israel, China and Ukraine) increased by **23.0** percent compared with the visitors recorded in May 2023. Other performances are shown in (**Figure 4 & Annex I**).

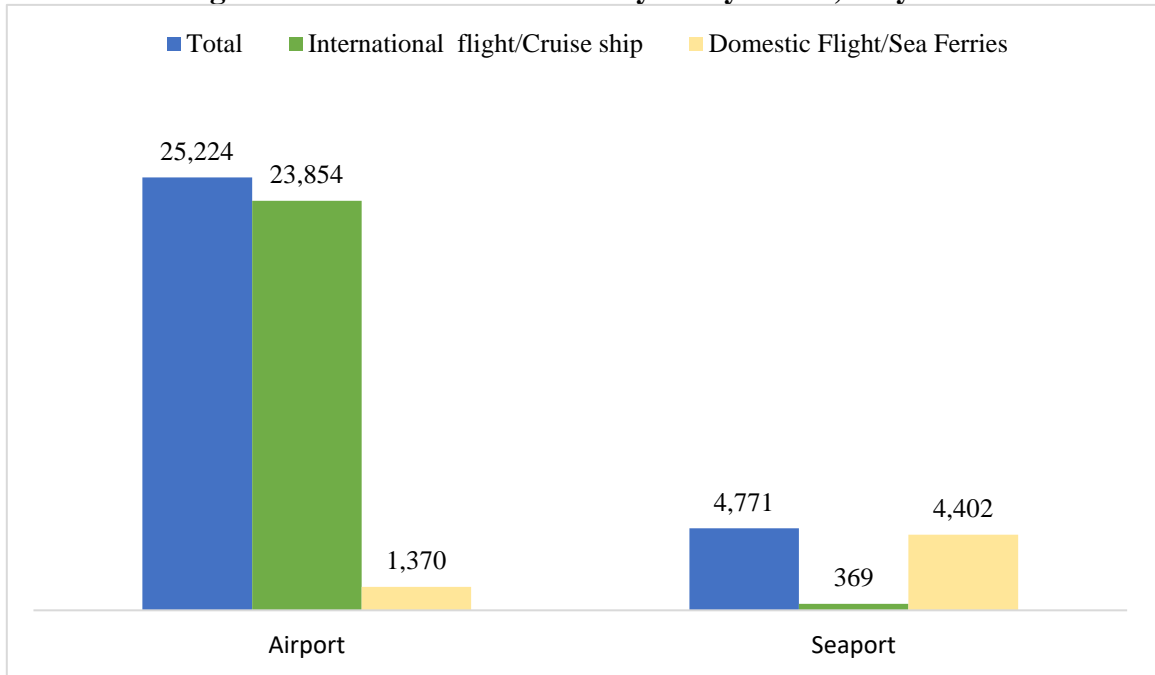
**Table 6** shows that **19.9** percent of visitors stayed in the country for seven days in May, 2024. The overall average intended length of stay for visitors in May 2024 was eighth nights (**8**).

The total of **779,216** bed-spaces was available in May 2024. Out of these bed-spaces, estimates of **241,207** beds were sold during May 2024 representing a bed occupancy rate of **31.0** percent (**Table 7**).

**Table1: International Visitors by Nationality, May2024, April 2024 and May2023**

Nationality	May 2023			April 2024			May 2024			% Change May 2024 and April 2024	%Change, May 2024 and May 2023
	Number	%Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
<b>EUROPE</b>											
Scandinavian	816	3.1	7	782	2.7	8	873	2.9	8	11.6	7.0
British	2,300	8.6	3	1,727	6.0	5	1,708	5.7	5	-1.1	-25.7
German	4,343	16.3	1	3,312	11.4	1	5,261	17.5	1	58.8	21.1
Italian	442	1.7	12	587	2.0	11	485	1.6	13	-17.4	9.7
French	3,294	12.4	2	2,990	10.3	2	3,099	10.3	2	3.6	-5.9
Dutch	61	0.2	22	1,187	4.1	7	932	3.1	7	-21.5	1427.9
Belgium	472	1.8	11	401	1.4	18	349	1.2	17	-13.0	-26.1
Russian	401	1.5	13	464	1.6	15	295	1.0	18	-36.4	-26.4
Turkish	379	1.4	14	627	2.2	10	374	1.2	16	-40.4	-1.3
Polish	499	1.9	9	450	1.6	16	554	1.8	11	23.1	11.0
Ukrainian	127	0.5	20	110	0.4	23	114	0.4	21	3.6	-10.2
Czech Republic	147	0.6	19	164	0.6	21	172	0.6	20	4.9	17.0
Spanish	473	1.8	10	539	1.9	12	515	1.7	12	-4.5	8.9
Other European	2,613	9.8		2,445	8.4		2,566	8.6		4.9	-1.8
<b>Subtotal</b>	<b>16,367</b>	<b>61.5</b>		<b>15,785</b>	<b>54.4</b>		<b>17,297</b>	<b>57.7</b>		<b>10</b>	<b>6</b>
<b>ASIA</b>											
Japanese	59	0.2	23	120	0.4	22	111	0.4	22	-7.5	88.1
Chinese	365	1.4	15	539	1.9	12	724	2.4	10	34.3	98.4
Indian	580	2.2	8	753	2.6	9	761	2.5	9	1.1	31.2
Israeli	88	0.3	21	431	1.5	17	86	0.3	23	-80.0	-2.3
Other Asian	1,344	5		1,517	5.2		1,356	4.5		-10.6	0.9
<b>Subtotal</b>	<b>2,436</b>	<b>9.2</b>		<b>3,360</b>	<b>11.6</b>		<b>3,038</b>	<b>10.1</b>		<b>-9.6</b>	<b>24.7</b>
<b>AFRICA</b>											
Kenyan	1,272	4.8	6	1,749	6.0	4	1,091	3.6	6	-37.6	-14.2
South African	1,336	5	5	1,558	5.4	6	1,819	6.1	4	16.8	36.2
Egyptian	179	0.7	18	273	0.9	19	212	0.7	19	-22.3	18.4
Other African	2,786	10.5		2,431	8.4		2,806	9.4		15.4	0.7
<b>Subtotal</b>	<b>5,573</b>	<b>20.9</b>		<b>6,011</b>	<b>20.7</b>		<b>5,928</b>	<b>19.8</b>		<b>-1.4</b>	<b>6.4</b>
<b>AMERICA</b>											
American	1,402	5.3	4	2,698	9.3	3	2,373	7.9	3	-12.0	69.3
Canadian	302	1.1	16	470	1.6	14	482	1.6	14	2.6	59.6
Other American	294	1.1		392	1.4		378	1.3		-3.6	28.6
<b>Subtotal</b>	<b>1,998</b>	<b>7.5</b>		<b>3,560</b>	<b>12.3</b>		<b>3,233</b>	<b>10.8</b>		<b>-9.2</b>	<b>61.8</b>
<b>OCEANIA</b>											
Australian	195	0.7	17	226	0.8	20	420	1.4	15	85.8	115.4
New Zealand	46	0.2	24	41	0.1	24	73	0.2	24	78.0	58.7
<b>Subtotal</b>	<b>241</b>	<b>0.9</b>		<b>267</b>	<b>0.9</b>		<b>493</b>	<b>1.6</b>		<b>84.6</b>	<b>104.6</b>
Not stated	5	0		12	0.0		6	0.0			
<b>TOTAL</b>	<b>26,620</b>	<b>100</b>		<b>28,995</b>	<b>100.0</b>		<b>29,995</b>	<b>100.0</b>		<b>3.4</b>	<b>12.7</b>

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



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

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
<b>EUROPE</b>						
Scandinavian	616	167	783	-	90	90
British	1,393	31	1,424	11	273	284
German	5,027	42	5,069	2	190	192
Italian	409	36	445	-	40	40
French	2,943	43	2,986	3	110	113
Dutch	801	27	828	6	98	104
Belgium	274	40	314	-	35	35
Russian	258	15	273	-	22	22
Turkish	332	16	348	-	26	26
Polish	504	36	540	1	13	14
Ukrainian	87	19	106	-	8	8
Czech Republic	123	48	171	-	1	1
Spanish	452	29	481	1	33	34
Other Europeans	1,879	375	2,254	3	309	312
<b>Subtotal</b>	<b>15,098</b>	<b>924</b>	<b>16,022</b>	<b>27</b>	<b>1,248</b>	<b>1,275</b>
<b>ASIA</b>						
Japanese	59	16	75	-	36	36
Chinese	449	10	459	4	261	265
Indian	382	26	408	-	353	353
Israeli	49	28	77	-	9	9
Other Asians	1,107	60	1,167	4	185	189
<b>Subtotal</b>	<b>2,046</b>	<b>140</b>	<b>2,186</b>	<b>8</b>	<b>844</b>	<b>852</b>
<b>AFRICA</b>						
Kenyan	716	14	730	-	361	361
South African	1,753	27	1,780	-	39	39
Egyptian	161	11	172	-	40	40
Other Africans	1,922	84	2,006	-	800	800
<b>Subtotal</b>	<b>4,552</b>	<b>136</b>	<b>4,688</b>	<b>0</b>	<b>1,240</b>	<b>1,240</b>
<b>AMERICA</b>						
American	1,332	43	1,375	263	735	998
Canadian	225	29	254	50	178	228
Other Americans	258	40	298	10	70	80
<b>Subtotal</b>	<b>1,815</b>	<b>112</b>	<b>1,927</b>	<b>323</b>	<b>983</b>	<b>1,306</b>
<b>OCEANIA</b>						
Australian	317	24	341	7	72	79
New Zealand	20	34	54	4	15	19
<b>Subtotal</b>	<b>337</b>	<b>58</b>	<b>395</b>	<b>11</b>	<b>87</b>	<b>98</b>
Not stated	6	0	6	-	0	-
<b>TOTAL</b>	<b>23,854</b>	<b>1,370</b>	<b>25,224</b>	<b>369</b>	<b>4,402</b>	<b>4,771</b>

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

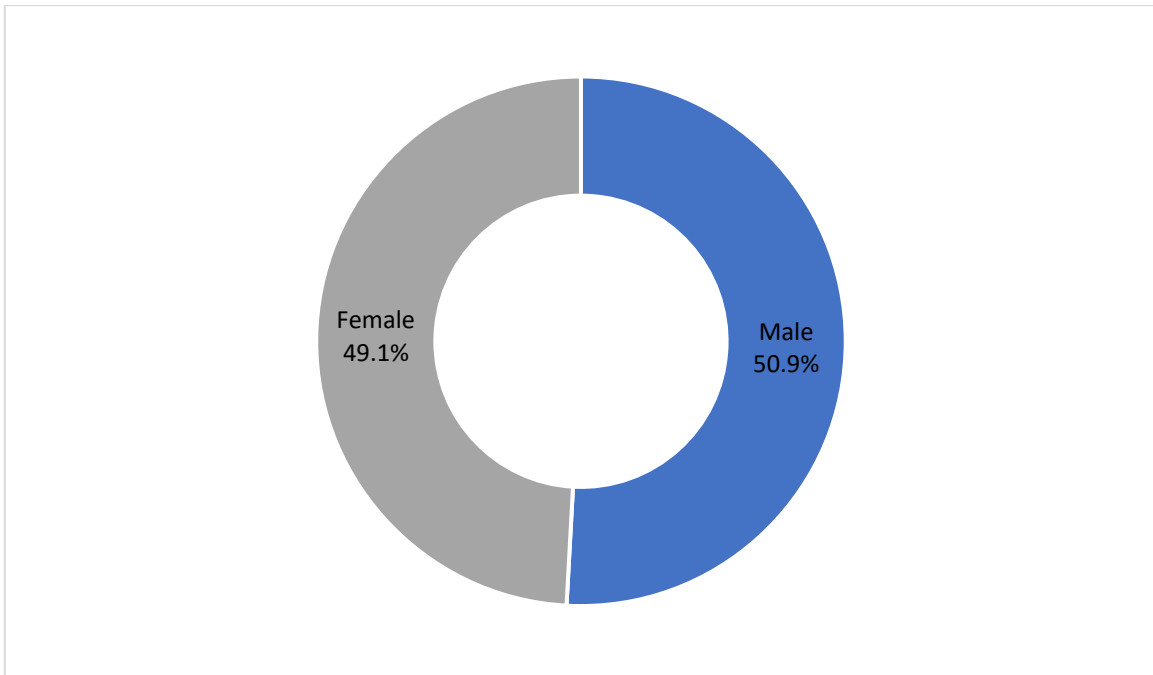
Nationality	Holidays	Visiting Friends and Relative	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
<b>EUROPE</b>								
Scandinavian	850	7	-	0	0	0	16	873
British	1,633	15	-	0	0	0	60	1,708
German	5,192	21	1	0	2	0	45	5,261
Italian	464	4	-	0	0	0	17	485
French	3,050	27	1	1	3	0	17	3,099
Dutch	917	5	-	0	0	0	10	932
Belgium	344	1	-	0	0	0	4	349
Russian	281	10	-	0	0	0	4	295
Turkish	361	0	-	1	0	0	12	374
Polish	550	0	-	0	0	0	4	554
Ukrainian	109	0	-	0	0	0	5	114
Czech Republic	172	0	-	0	0	0	0	172
Spanish	497	5	1	0	0	0	12	515
Other Europeans	2,332	10	-	0	0	0	224	2,566
<b>Subtotal</b>	<b>16,752</b>	<b>105</b>	<b>3</b>	<b>2</b>	<b>5</b>	<b>-</b>	<b>430</b>	<b>17,297</b>
<b>ASIA</b>								
Japanese	105	0	-	0	0	0	6	111
Chinese	668	5	2	0	0	0	49	724
Indian	672	3	-	0	0	0	86	761
Israeli	86	0	-	0	0	0	0	86
Other Asians	1,287	6	-	2	9	0	52	1,356
<b>Subtotal</b>	<b>2,818</b>	<b>14</b>	<b>2</b>	<b>2</b>	<b>9</b>	<b>-</b>	<b>193</b>	<b>3,038</b>
<b>AFRICA</b>								
Kenyan	1,023	4	-	1	2	0	61	1,091
South African	1,801	13	1	0	0	0	4	1,819
Egyptian	202	2	-	0	0	0	8	212
Other Africans	2,625	25	2	1	0	0	153	2,806
<b>Subtotal</b>	<b>5,651</b>	<b>44</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>-</b>	<b>226</b>	<b>5,928</b>
<b>AMERICA</b>								
American	1,914	5	-	2	0	0	452	2,373
Canadian	389	1	-	0	0	0	92	482
Other Americans	353	0	-	0	4	0	21	378
<b>Subtotal</b>	<b>2,656</b>	<b>6</b>	<b>-</b>	<b>2</b>	<b>4</b>	<b>-</b>	<b>565</b>	<b>3,233</b>
<b>OCEANIA</b>								
Australian	376	0	-	0	0	0	44	420
New Zealand	54	4	-	0	0	0	15	73
<b>Subtotal</b>	<b>430</b>	<b>4</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>59</b>	<b>493</b>
<b>Not stated</b>	<b>6</b>	<b>0</b>	<b>-</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>6</b>
<b>TOTAL</b>	<b>28,313</b>	<b>173</b>	<b>8</b>	<b>8</b>	<b>20</b>	<b>-</b>	<b>1,473</b>	<b>29,995</b>
<b>TOTAL PERCENT</b>	<b>94.4</b>	<b>0.6</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>4.9</b>	<b>100</b>

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

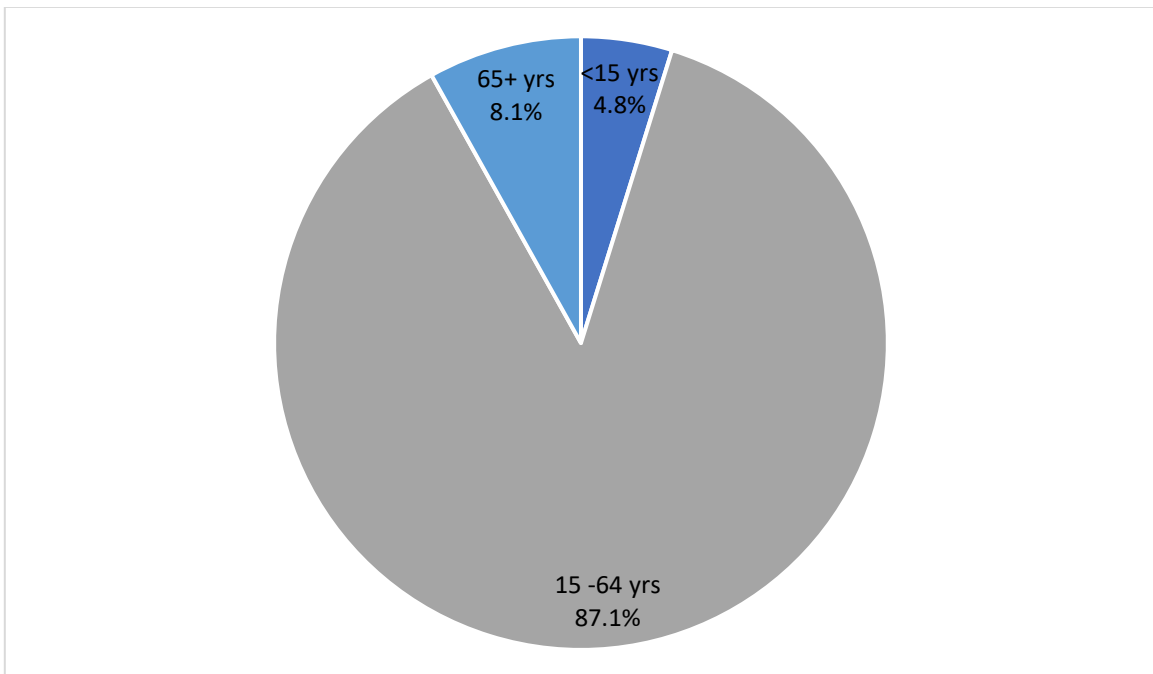
Nationality	Male	Female	Total
<b>EUROPE</b>			
Scandinavian	407	466	873
British	819	889	1,708
German	2,544	2,717	5,261
Italian	248	237	485
French	1,599	1,500	3,099
Dutch	460	472	932
Belgium	174	175	349
Russian	128	167	295
Turkish	229	145	374
Polish	262	292	554
Ukrainian	55	59	114
Czech Republic	89	83	172
Spanish	222	293	515
Other European Country	1,277	1,289	2,566
<b>Subtotal</b>	<b>8,513</b>	<b>8,784</b>	<b>17,297</b>
<b>ASIA</b>			
Japanese	63	48	111
Chinese	460	264	724
Indian	462	299	761
Israeli	34	52	86
Other Asian	857	499	1,356
<b>Subtotal</b>	<b>1,876</b>	<b>1,162</b>	<b>3,038</b>
<b>AFRICA</b>			
Kenyan	584	507	1,091
South African	769	1,050	1,819
Egyptian	154	58	212
Other African	1,642	1,164	2,806
<b>Subtotal</b>	<b>3,149</b>	<b>2,779</b>	<b>5,928</b>
<b>AMERICA</b>			
American	1,016	1,357	2,373
Canadian	227	255	482
Other American	215	163	378
<b>Subtotal</b>	<b>1,458</b>	<b>1,775</b>	<b>3,233</b>
<b>OCEANIA</b>			
Australian	208	212	420
New Zealand	50	23	73
<b>Subtotal</b>	<b>258</b>	<b>235</b>	<b>493</b>
Not stated	3	3	6
<b>TOTAL MAY 2024</b>	<b>15,257</b>	<b>14,738</b>	<b>29,995</b>
<b>TOTAL APRIL 2024</b>	<b>14,930</b>	<b>14,065</b>	<b>28,995</b>
<b>TOTAL PERCENT</b>	<b>50.9</b>	<b>49.1</b>	<b>100</b>
<b>% CHANGE, MAY 2024 AND APRIL 2024</b>	<b>2.2</b>	<b>4.8</b>	<b>3.4</b>



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



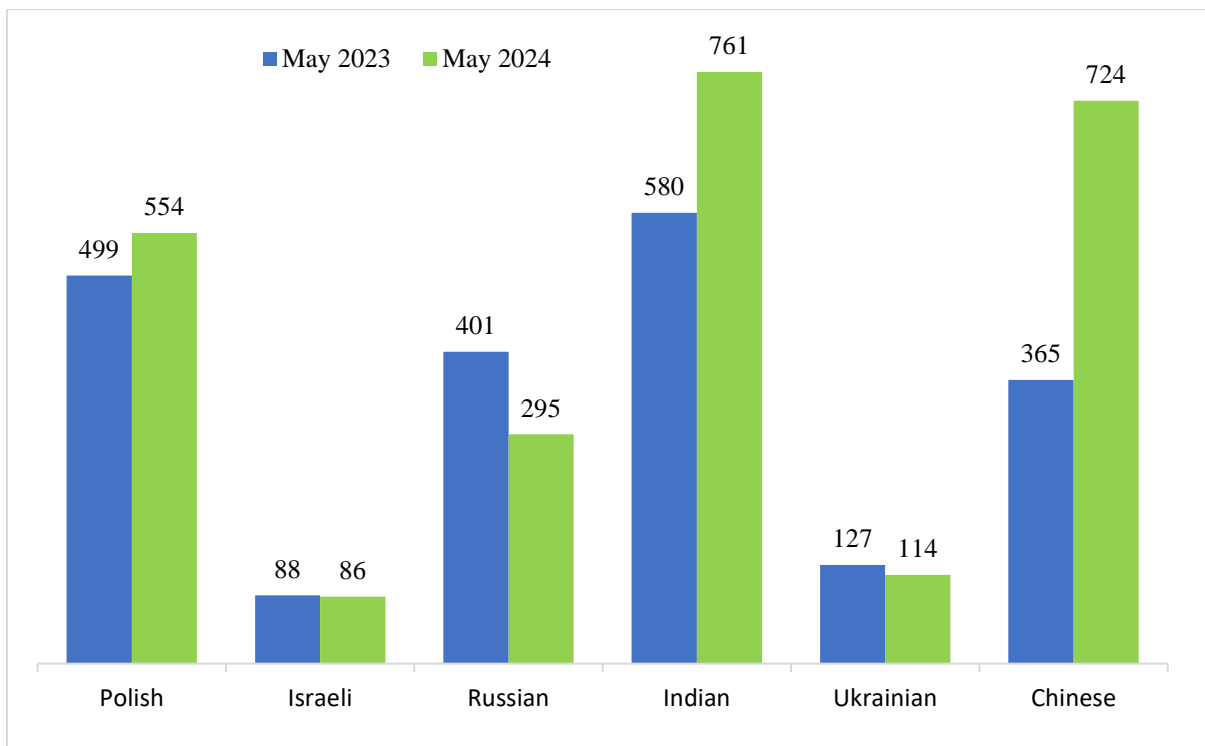
**Figure 3: International Visitors by Categorized Age, May 2024**



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

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
<b>EUROPE</b>				
Scandinavian	47	779	47	873
British	114	1,424	170	1,708
German	310	4,628	323	5,261
Italian	6	433	46	485
French	113	2,761	225	3,099
Dutch	35	829	68	932
Belgium	19	311	19	349
Russian	24	255	16	295
Turkish	10	344	20	374
Polish	22	511	21	554
Ukrainian	8	97	9	114
Czech Republic	25	140	7	172
Spanish	20	479	16	515
Other European	128	2,304	134	2,566
<b>Subtotal</b>	<b>881</b>	<b>15,295</b>	<b>1,121</b>	<b>17,297</b>
<b>ASIA</b>				
Japanese	4	102	5	111
Chinese	25	684	15	724
Indian	86	628	47	761
Israeli	2	79	5	86
Other Asian	44	1,195	117	1,356
<b>Subtotal</b>	<b>161</b>	<b>2,688</b>	<b>189</b>	<b>3,038</b>
<b>AFRICA</b>				
Kenyan	43	1,021	27	1,091
South African	93	1,558	168	1,819
Egyptian	12	198	2	212
Other African	119	2,618	69	2,806
<b>Subtotal</b>	<b>267</b>	<b>5,395</b>	<b>266</b>	<b>5,928</b>
<b>AMERICA</b>				
American	84	1,671	618	2,373
Canadian	33	314	135	482
Other American	3	336	39	378
<b>Subtotal</b>	<b>120</b>	<b>2,321</b>	<b>792</b>	<b>3,233</b>
<b>OCEANIA</b>				
Australian	3	357	60	420
New Zealand	-	58	15	73
<b>Subtotal</b>	<b>3</b>	<b>415</b>	<b>75</b>	<b>493</b>
<b>Not stated</b>	-	6	-	6
<b>TOTAL</b>	<b>1,432</b>	<b>26,120</b>	<b>2,443</b>	<b>29,995</b>
<b>TOTAL (%)</b>	<b>4.8</b>	<b>87.1</b>	<b>8.1</b>	<b>100</b>

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



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

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	585	494	1,079	3.6	585	494	1,079
2	399	306	705	2.4	798	612	1,410
3	622	475	1,097	3.7	1,866	1,425	3,291
4	714	639	1,353	4.5	2,856	2,556	5,412
5	2,565	877	3,442	11.5	12,825	4,385	17,210
6	936	2,885	3,821	12.7	5,616	17,310	22,926
7	2,917	3,047	5,964	19.9	20,419	21,329	41,748
8	1,713	1,816	3,529	11.8	13,704	14,528	28,232
9	1,376	1,359	2,735	9.1	12,384	12,231	24,615
10	835	732	1,567	5.2	8,350	7,320	15,670
11	331	282	613	2.0	3,641	3,102	6,743
12	383	304	687	2.3	4,596	3,648	8,244
13	185	174	359	1.2	2,405	2,262	4,667
14	630	467	1,097	3.7	8,820	6,538	15,358
15	239	216	455	1.5	3,585	3,240	6,825
16	67	79	146	0.5	1,072	1,264	2,336
17	35	33	68	0.2	595	561	1,156
18	38	33	71	0.2	684	594	1,278
19	14	19	33	0.1	266	361	627
20	52	36	88	0.3	1,040	720	1,760
21	102	86	188	0.6	2,142	1,806	3,948
22	10	15	25	0.1	220	330	550
23	10	7	17	0.1	230	161	391
24	11	12	23	0.1	264	288	552
25	17	15	32	0.1	425	375	800
26	2	4	6	0.0	52	104	156
27	5	3	8	0.0	135	81	216
28	8	21	29	0.1	224	588	812
29	7	5	12	0.0	203	145	348
30	171	108	279	0.9	5,130	3,240	8,370
31+	278	189	467	1.6	8,618	5,859	14,477
<b>Total</b>	<b>15,257</b>	<b>14,738</b>	<b>29,995</b>	<b>100.0</b>	<b>123,750</b>	<b>117,457</b>	<b>241,207</b>
	Intended Average Length of Stay <sup>1</sup>				<b>8.1</b>	<b>8.0</b>	<b>8.0</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, May 2024**

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	1,079	3.6	1,079
2	705	2.4	1,410
3	1,097	3.7	3,291
4	1,353	4.5	5,412
5	3,442	11.5	17,210
6	3,821	12.7	22,926
7	5,964	19.9	41,748
8	3,529	11.8	28,232
9	2,735	9.1	24,615
10	1,567	5.2	15,670
11	613	2.0	6,743
12	687	2.3	8,244
13	359	1.2	4,667
14	1,097	3.7	15,358
15	455	1.5	6,825
16	146	0.5	2,336
17	68	0.2	1,156
18	71	0.2	1,278
19	33	0.1	627
20	88	0.3	1,760
21	188	0.6	3,948
22	25	0.1	550
23	17	0.1	391
24	23	0.1	552
25	32	0.1	800
26	6	0.0	156
27	8	0.0	216
28	29	0.1	812
29	12	0.0	348
30	279	0.9	8,370
31+	467	1.6	14,477
<b>Total</b>	<b>29,995</b>	<b>100.0</b>	<b>241,207</b>
<b>Number of beds available in May, 2024</b>			<b>779,216</b>
<b>Bed Occupancy Rate</b>			<b>31.0</b>

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

Nationality	May 2023	April 2024	May 2024	% Change May2024 and May2023	% Change May 2024 and April 2024
Russian	401	464	295	-26.4	-36.4
Polish	499	450	554	11.0	23.1
Ukrainian	127	110	114	-10.2	3.6
Chinese	365	539	724	98.4	34.3
Indian	580	753	761	31.2	1.1
Israeli	88	431	86	-2.3	-80.0
<b>Total</b>	<b>2,060</b>	<b>2,747</b>	<b>2,534</b>	<b>23.0</b>	<b>-7.8</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	29,995
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>255,426</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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