



Tourism Release No.76



TOURISM STATISTICAL RELEASE

APRIL – 2023

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**).

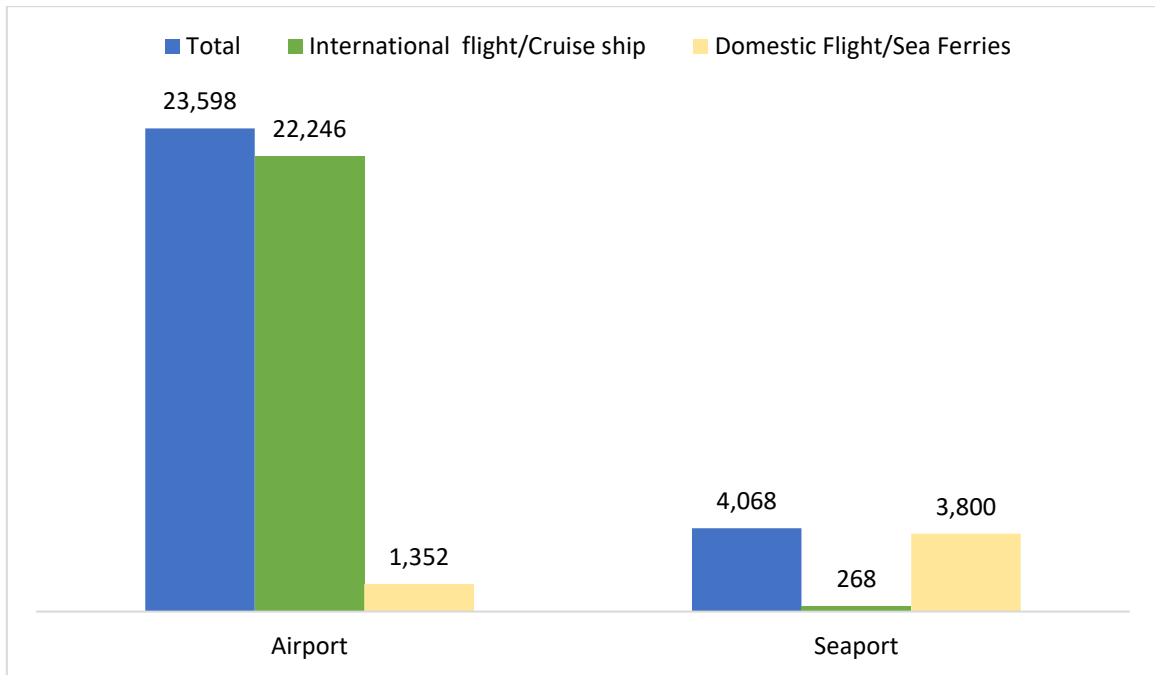
For the past four months, Zanzibar has received **207,824** visitors from January- April 2023 which is an increase of **39.7** percent compared with the corresponding months (January-April 2022). About **190,649** visitors entered through airport while **17,175** visitors entered through seaport. Most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

Table1: 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 |

Source: OCGS, ZCT & Immigration Department, Zanzibar

Figure 1: International Visitors by Entry Points, April 2023



Source: OCGS, ZCT & Immigration Department, Zanzibar

Table 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 |

Source: OCGS, ZCT & Immigration Department, Zanzibar

Table 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 | 67 | 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 |

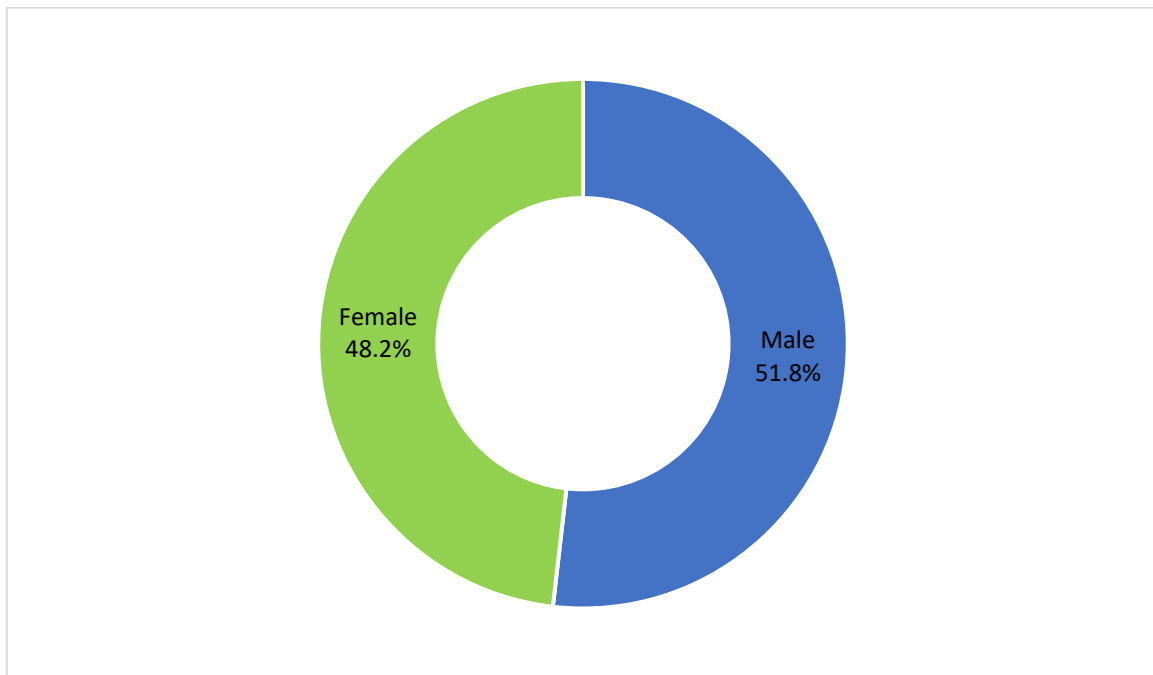
Source: OCGS, ZCT & Immigration Department, Zanzibar

Table 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 |

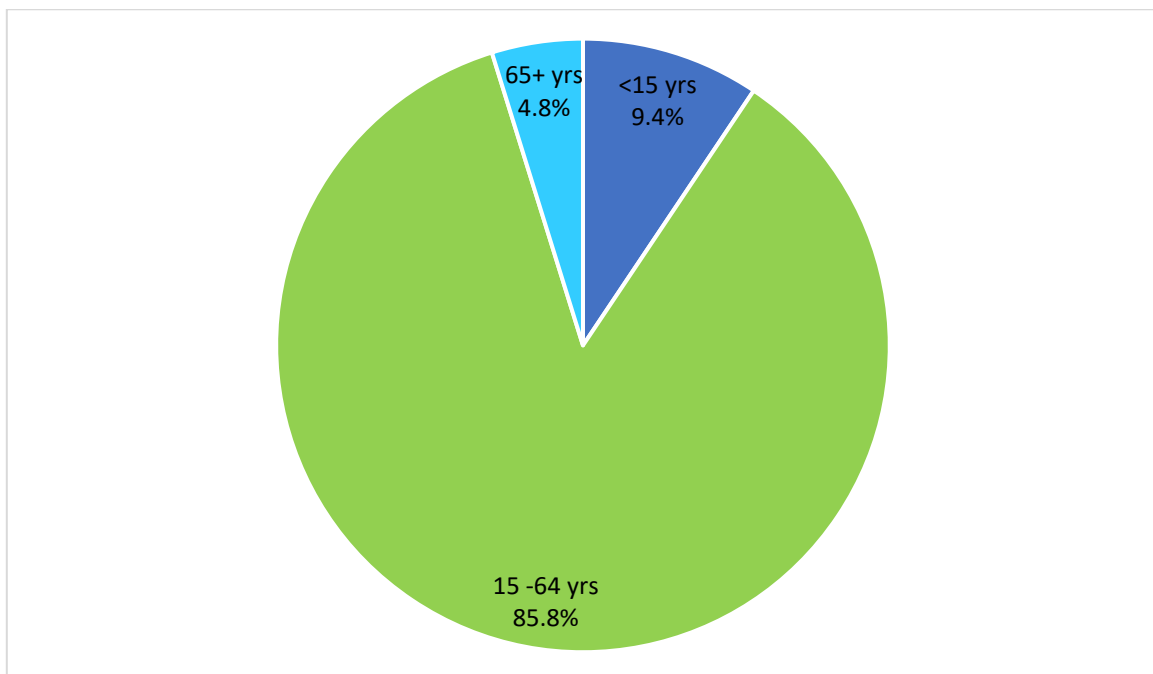
Source: OCGS, ZCT & Immigration Department, Zanzibar

Figure 2: International Visitors by Sex, April 2023



Source: OCGS, ZCT & Immigration Department, Zanzibar

Figure 3: International Visitors by Categorized Age, April 2023



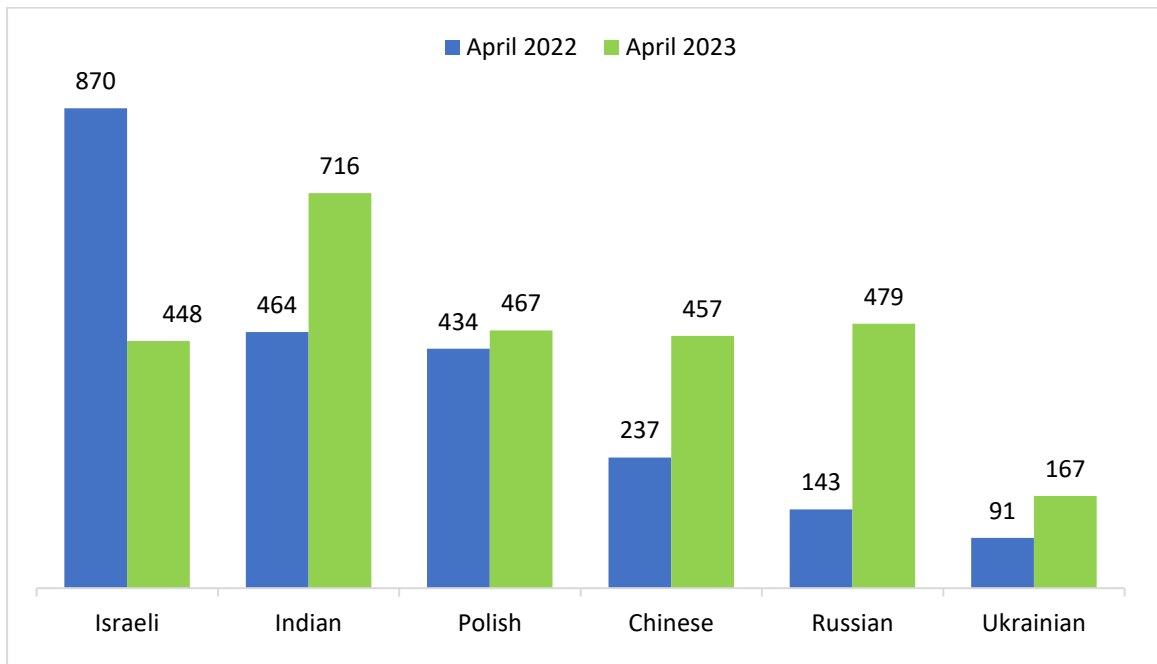
Source: OCGS, ZCT & Immigration Department, Zanzibar

Table 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 |

Source: OCGS, ZCT & Immigration Department, Zanzibar

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



Source: OCGS, ZCT & Immigration Department, Zanzibar

Table 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 ¹ | | | | 7.2 | 7.0 | 7.1 |

Source: OCGS, ZCT & Immigration Department, Zanzibar

¹ 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 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 |

Source: OCGS, ZCT & Immigration Department, Zanzibar

Table 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 |

Source: OCGS, ZCT & Immigration Department, Zanzibar

Annex I: 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 |

Source: OCGS, ZCT & Immigration Department, Zanzibar

Annex II: 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 |

Source: OCGS, ZCT & Immigration Department, Zanzibar

Glossary

Information on the number of visitors, their nationality and age distribution are among the important economic indicators. Tourism industry has contributed significantly to the Zanzibar's economy and it is therefore necessary that such information is made available on a timely manner. This 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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