



Tourism Release No.85



TOURISM STATISTICAL RELEASE FEBRUARY – 2024

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TOURISM STATISTICS

Zanzibar recorded **71,095** international visitors in February 2024 which is an increase of **8.7** percent compared with **65,430** visitors recorded in February 2023 and decreased by **3.2** percent compared with **73,468** visitors recorded in the preceding month (January 2024).

Tourists from Europe continued to dominate the market by accounting (**82.6** percent) of the total visitors in February 2024. In country wise, Italy dominated the Tourism market by accounting **13.6** percent of all visitors entered in February 2024, followed by France (**12.3** 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 February 2024, **63,242** visitors equivalent to **89.0** percent of the total visitors entered through Airport, where by **61,708** visitors of them entered by international flights and **1,534** by domestic flights. The remaining **7,853** visitors entered through seaport of whom **1,656** entered by cruise ship and **6,197** 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 2024, about **69,812** visitors equivalent to **98.2** percent came for holidays, **0.9** percent came for visiting friends and relatives and **0.9** percent came for other purposes.

Table 4 & Figure 2 shows that **32,371** visitors (**45.5** percent) were male and **38,724** (**54.5** percent) were female. Male decreased by **11.8** percent and Female increase by **5.3** percent compared with the preceding month of January 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 **5,693** (**8.0** percent) visitors were aged less than 15 years **59,232** (**83.3**percent) were aged 15 to 64 years and **6,170** (**8.7** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The visitors from emerging markets in February 2024 (Poland, India, Russia, Israel, China and Ukraine) increased by **14.9** percent compared with the visitors recorded in February 2023. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that **20.1** percent of visitors stayed in the country for eight days in February, 2024. The overall average intended length of stay for visitors in February 2024 was eight nights (**8**).

The total of **728,944** bed-spaces was available in February 2024. Out of these bed-spaces, estimates of **572,461** beds were sold during February 2024 representing a bed occupancy rate of **78.5** percent (**Table 7**).

Table1: International Visitors by Nationality, February 2024, January 2024 and February 2023

Nationality	February 2023			January 2024			February 2024			% Change Feb 2024 and Jan 2024	%Change, Feb2024 and Feb 2023
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	3,617	5.5	5	3,300	4.5	5	3,611	5.1	5	9.4	-0.2
British	2,959	4.5	6	3,202	4.4	6	3,529	5.0	6	10.2	19.3
German	5,632	8.6	4	5,212	7.1	4	5,806	8.2	4	11.4	3.1
Italian	8,378	12.8	2	11,173	15.2	1	9,695	13.6	1	-13.2	15.7
French	9,570	14.6	1	7,119	9.7	3	8,771	12.3	2	23.2	-8.3
Dutch	1,801	2.8	8	2,009	2.7	9	1,929	2.7	9	-4.0	7.1
Belgium	1,074	1.6	12	696	0.9	15	1,078	1.5	12	54.9	0.4
Russian	1,339	2	10	977	1.3	13	889	1.3	14	-9.0	-33.6
Turkish	426	0.7	19	671	0.9	16	537	0.8	19	-20.0	26.1
Polish	5,702	8.7	3	9,295	12.7	2	6,938	9.8	3	-25.4	21.7
Ukrainian	491	0.8	17	845	1.2	14	776	1.1	15	-8.2	58.0
Czech Republic	2,682	4.1	7	2,202	3.0	8	2,591	3.6	7	17.7	-3.4
Spanish	478	0.7	18	560	0.8	17	587	0.8	18	4.8	22.8
Other European	11,417	17.4		12,374	16.8		11,998	16.9		-3.0	5.1
Subtotal	55,566	84.9		59,635	81.2		58,735	82.6		-2	6
ASIA											
Japanese	63	0.1	23	123	0.2	22	157	0.2	22	27.6	149.2
Chinese	287	0.4	20	537	0.7	19	1,090	1.5	11	103.0	279.8
Indian	615	0.9	15	539	0.7	18	642	0.9	17	19.1	4.4
Israeli	623	1	14	85	0.1	23	68	0.1	23	-20.0	-89.1
Other Asian	1,222	1.9		1,626	2.2		1,645	2.3		1.2	34.6
Subtotal	2,810	4.3		2,910	4.0		3,602	5.1		23.8	28.2
AFRICA											
Kenyan	1,100	1.7	11	1,069	1.5	12	1,182	1.7	10	10.6	7.5
South African	980	1.5	13	1,738	2.4	10	1,077	1.5	13	-38.0	9.9
Egyptian	226	0.3	21	246	0.3	21	320	0.5	21	30.1	41.6
Other African	2,007	3.1		2,869	3.9		2,353	3.3		-18.0	17.2
Subtotal	4,313	6.6		5,922	8.1		4,932	6.9		-16.7	14.4
AMERICA											
American	1,449	2.2	9	2,755	3.7	7	2,159	3.0	8	-21.6	49.0
Canadian	610	0.9	16	1089	1.5	11	643	0.9	16	-41.0	5.4
Other American	413	0.6		593	0.8		643	0.9		8.4	55.7
Subtotal	2,472	3.8		4,437	6.0		3,445	4.8		-22.4	39.4
OCEANIA											
Australian	207	0.3	22	496	0.7	20	335	0.5	20	-32.5	61.8
New Zealand	21	0	24	55	0.1	24	46	0.1	24	-16.4	119.0
Subtotal	228	0.3		551	0.7		381	0.5		-30.9	67.1
Not stated	41	0.1		13	0.0		0	0.0			
TOTAL	65,430	100		73,468	100.0		71,095	100.0		-3.2	8.7

Figure 1: International Visitors by Entry Points, February 2024

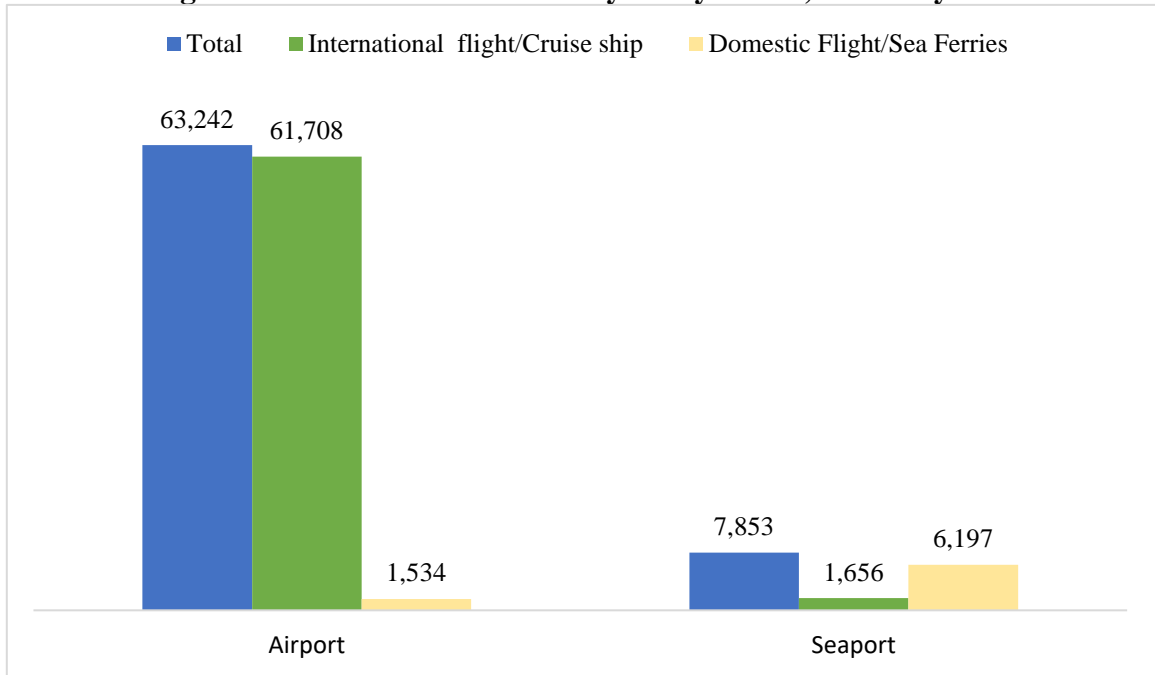


Table 2: International Visitors by Nationality through Entry Points, February 2024

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	3,048	142	3,190	45	376	421
British	2,944	87	3,031	48	450	498
German	4,858	225	5,083	276	447	723
Italian	9,435	51	9,486	91	118	209
French	7,650	278	7,928	353	490	843
Dutch	1,670	52	1,722	25	182	207
Belgium	869	33	902	37	139	176
Russian	828	11	839	4	46	50
Turkish	424	5	429	2	106	108
Polish	6,796	23	6,819	3	116	119
Ukrainian	767	2	769	0	7	7
Czech Republic	2,549	7	2,556	4	31	35
Spanish	423	11	434	105	48	153
Other Europeans	11,190	186	11,376	141	481	622
Subtotal	53,451	1,113	54,564	1,134	3,037	4,171
ASIA						
Japanese	75	42	117	0	40	40
Chinese	500	60	560	190	340	530
Indian	429	11	440	0	202	202
Israeli	64	0	64	0	4	4
Other Asians	1,269	21	1,290	29	326	355
Subtotal	2,337	134	2,471	219	912	1,131
AFRICA						
Kenyan	683	21	704	0	478	478
South African	993	15	1,008	0	69	69
Egyptian	252	0	252	0	68	68
Other Africans	1,479	11	1,490	0	863	863
Subtotal	3,407	47	3,454	0	1,478	1,478
AMERICA						
American	1,470	133	1,603	156	400	556
Canadian	403	41	444	55	144	199
Other Americans	480	55	535	32	76	108
Subtotal	2,353	229	2,582	243	620	863
OCEANIA						
Australian	138	11	149	50	136	186
New Zealand	22	0	22	10	14	24
Subtotal	160	11	171	60	150	210
Not stated	0	0	0	0	0	0
TOTAL	61,708	1,534	63,242	1,656	6,197	7,853

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

Nationality	Holidays	Visiting Friends and Relative	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE								
Scandinavian	3,569	42	0	0	0	0	0	3,300
British	3,473	31	1	0	0	0	24	3,202
German	5,737	35	0	0	0	0	34	5,212
Italian	9,563	111	3	0	3	0	15	11,173
French	8,458	87	1	0	0	3	222	7,119
Dutch	1,917	11	0	0	1	0	0	2,009
Belgium	1,038	9	0	0	0	0	31	696
Russian	866	13	2	0	0	0	8	977
Turkish	536	1	0	0	0	0	0	671
Polish	6,887	35	4	0	3	0	9	9,295
Ukrainian	771	4	0	0	0	0	1	845
Czech Republic	2,573	16	0	0	0	0	2	2,202
Spanish	573	5	0	0	0	0	9	560
Other Europeans	11,798	87	1	0	3	1	108	12,374
Subtotal	57,759	487	12	0	10	4	463	59,635
ASIA								
Japanese	157	0	0	0	0	0	0	123
Chinese	1,018	3	0	0	0	0	69	537
Indian	639	3	0	0	0	0	0	539
Israeli	67	1	0	0	0	0	0	85
Other Asians	1,555	7	2	0	0	0	81	1,626
Subtotal	3,436	14	2	0	0	0	150	2,910
AFRICA								
Kenyan	1,169	10	0	0	2	0	1	1,069
South African	1,066	7	0	1	1	0	2	1,738
Egyptian	318	2	0	0	0	0	0	246
Other Africans	2,306	34	1	0	3	0	9	2,869
Subtotal	4,859	53	1	1	6	0	12	5,922
AMERICA								
American	2,129	21	1	0	1	0	7	2,755
Canadian	630	1	1	0	1	0	10	1,089
Other Americans	632	4	2	0	0	0	5	593
Subtotal	3,391	26	4	0	2	0	22	4,437
OCEANIA								
Australian	321	3	0	0	0	0	11	496
New Zealand	46	0	0	0	0	0	0	55
Subtotal	367	3	0	0	0	0	11	551
Not stated	0	0	0	0	0	0	0	13
TOTAL	69,812	583	19	1	18	4	658	73,468
TOTAL PERCENT	98.2	0.9	0.0	0.0	0.0	0.0	0.9	100

Table 4: International Visitors by Nationality and Sex, February 2024

Nationality	Male	Female	Total
EUROPE			
Scandinavian	1,637	1,974	3,611
British	1,583	1,946	3,529
German	2,690	3,116	5,806
Italian	4,252	5,443	9,695
French	4,028	4,743	8,771
Dutch	876	1,053	1,929
Belgium	424	654	1,078
Russian	361	528	889
Turkish	278	259	537
Polish	3,123	3,815	6,938
Ukrainian	265	511	776
Czech Republic	1,180	1,411	2,591
Spanish	254	333	587
Other European Country	5,376	6,622	11,998
Subtotal	26,327	32,408	58,735
ASIA			
Japanese	81	76	157
Chinese	505	585	1,090
Indian	406	236	642
Israeli	29	39	68
Other Asian	897	748	1,645
Subtotal	1,918	1,684	3,602
AFRICA			
Kenyan	587	595	1,182
South African	430	647	1,077
Egyptian	198	122	320
Other African	1,187	1,166	2,353
Subtotal	2,402	2,530	4,932
AMERICA			
American	896	1,263	2,159
Canadian	305	338	643
Other American	322	321	643
Subtotal	1,523	1,922	3,445
OCEANIA			
Australian	178	157	335
New Zealand	23	23	46
Subtotal	201	180	381
Not stated	0	0	0
TOTAL FEBRUARY 2024	32,371	38,724	71,095
TOTAL JANUARY 2024	36,703	36,765	73,468
TOTAL PERCENT	45.5	54.5	100
% CHANGE, FEBRUARY 2024 AND JANUARY 2024	-11.8	5.3	-3.2

Figure 2: International Visitors by Sex, February 2024

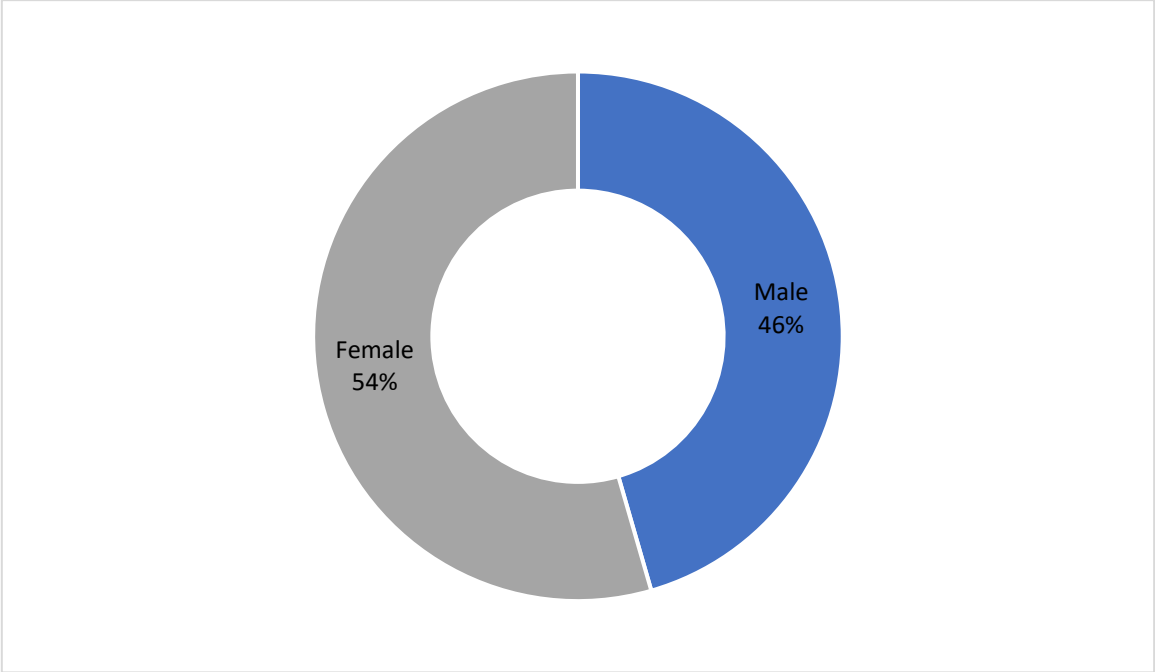


Figure 3: International Visitors by Categorized Age, February 2024

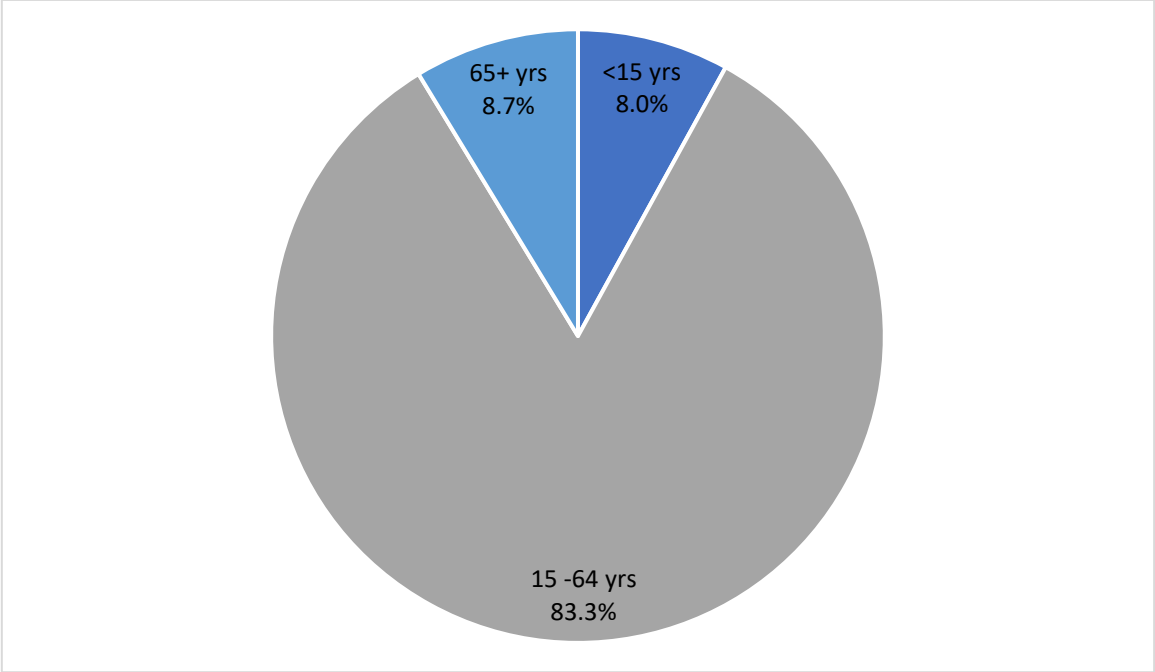


Table 5: International Visitors by Nationality and Categorized Age, February 2024

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	445	2,858	308	3,611
British	231	2,768	530	3,529
German	193	4,834	779	5,806
Italian	751	7,863	1,081	9,695
French	1,045	7,003	723	8,771
Dutch	91	1,617	221	1,929
Belgium	82	899	97	1,078
Russian	75	790	24	889
Turkish	24	501	12	537
Polish	690	5,876	372	6,938
Ukrainian	84	668	24	776
Czech Republic	295	2,105	191	2,591
Spanish	35	514	38	587
Other European	1,028	10,096	874	11,998
Subtotal	5,069	48,392	5,274	58,735
ASIA				
Japanese	7	132	18	157
Chinese	140	878	72	1,090
Indian	41	578	23	642
Israeli	4	58	6	68
Other Asian	58	1,456	131	1,645
Subtotal	250	3,102	250	3,602
AFRICA				
Kenyan	53	1,092	37	1,182
South African	63	960	54	1,077
Egyptian	14	301	5	320
Other African	75	2,242	36	2,353
Subtotal	205	4,595	132	4,932
AMERICA				
American	103	1,719	337	2,159
Canadian	32	507	104	643
Other American	21	588	34	643
Subtotal	156	2,814	475	3,445
OCEANIA				
Australian	11	290	34	335
New Zealand	2	39	5	46
Subtotal	13	329	39	381
Not stated	0	0	0	0
TOTAL	5,693	59,232	6,170	71,095
TOTAL (%)	8.0	83.3	8.7	100

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

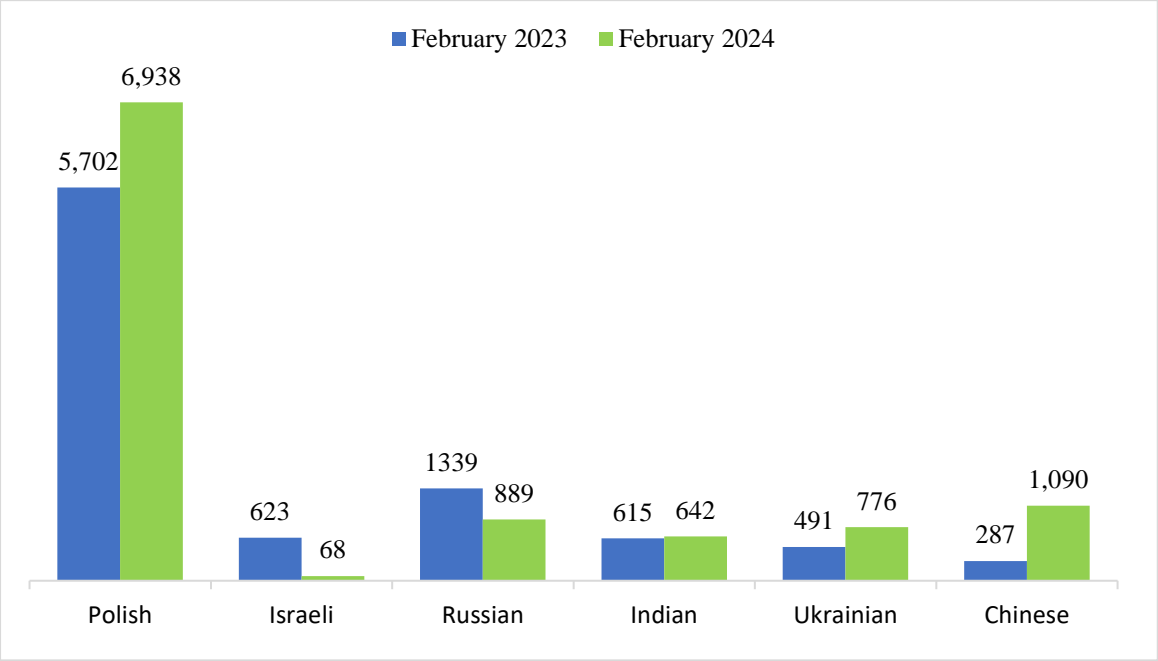


Table 6: Intended Length of Stay and Sex of International Visitors, February 2024

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	681	595	1,276	1.8	681	595	1,276
2	518	438	956	1.3	1,036	876	1,912
3	743	736	1,479	2.1	2,229	2,208	4,437
4	852	881	1,733	2.4	3,408	3,524	6,932
5	7,098	2,628	9,726	13.7	35,490	13,140	48,630
6	2,266	8,712	10,978	15.4	13,596	52,272	65,868
7	5,256	6,194	11,450	16.1	36,792	43,358	80,150
8	6,413	7,907	14,320	20.1	51,304	63,256	114,560
9	1,857	2,164	4,021	5.7	16,713	19,476	36,189
10	1,769	2,390	4,159	5.8	17,690	23,900	41,590
11	864	1,175	2,039	2.9	9,504	12,925	22,429
12	905	1,099	2,004	2.8	10,860	13,188	24,048
13	321	426	747	1.1	4,173	5,538	9,711
14	1,020	1,211	2,231	3.1	14,280	16,954	31,234
15	518	695	1,213	1.7	7,770	10,425	18,195
16	191	216	407	0.6	3,056	3,456	6,512
17	89	107	196	0.3	1,513	1,819	3,332
18	87	108	195	0.3	1,566	1,944	3,510
19	53	58	111	0.2	1,007	1,102	2,109
20	112	114	226	0.3	2,240	2,280	4,520
21	132	153	285	0.4	2,772	3,213	5,985
22	28	41	69	0.1	616	902	1,518
23	21	31	52	0.1	483	713	1,196
24	21	20	41	0.1	504	480	984
25	24	32	56	0.1	600	800	1,400
26	10	8	18	0.0	260	208	468
27	10	10	20	0.0	270	270	540
28	21	27	48	0.1	588	756	1,344
29	7	16	23	0.0	203	464	667
30	133	148	281	0.4	3,990	4,440	8,430
31+	351	384	735	1.0	10,881	11,904	22,785
Total	32,371	38,724	71,095	100.0	256,075	316,386	572,461
	Intended Average Length of Stay ¹				7.9	8.2	8.1

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, February 2024

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	1,276	1.8	1,276
2	956	1.3	1,912
3	1,479	2.1	4,437
4	1,733	2.4	6,932
5	9,726	13.7	48,630
6	10,978	15.4	65,868
7	11,450	16.1	80,150
8	14,320	20.1	114,560
9	4,021	5.7	36,189
10	4,159	5.8	41,590
11	2,039	2.9	22,429
12	2,004	2.8	24,048
13	747	1.1	9,711
14	2,231	3.1	31,234
15	1,213	1.7	18,195
16	407	0.6	6,512
17	196	0.3	3,332
18	195	0.3	3,510
19	111	0.2	2,109
20	226	0.3	4,520
21	285	0.4	5,985
22	69	0.1	1,518
23	52	0.1	1,196
24	41	0.1	984
25	56	0.1	1,400
26	18	0.0	468
27	20	0.0	540
28	48	0.1	1,344
29	23	0.0	667
30	281	0.4	8,430
31+	735	1.0	22,785
Total	71,095	100.0	572,461
Number of beds available in February, 2024			728,944
Bed Occupancy Rate			78.5

Annex I: Visitors Arrival from Emerging Markets, February 2024, January 2024 and February 2023

Nationality	February 2023	January 2024	February 2024	% Change Feb2024 and Feb 2023	% Change Feb 2024 and Jan2024
Russian	1,339	977	889	-33.6	-9.0
Polish	5,702	9,295	6,938	21.7	-25.4
Ukrainian	491	845	776	58.0	-8.2
Chinese	287	537	1,090	279.8	103.0
Indian	615	539	642	4.4	19.1
Israeli	623	85	68	-89.1	-20.0
Total	9,057	12,278	10,403	14.9	-15.3

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	
April	334	13,839	20,540	27,666	
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	
Total	260,644	394,185	548,503	638,498	144,563

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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