



## Tourism Release No.84



**TOURISM STATISTICAL RELEASE JANUARY – 2024**

***Issued date: 21<sup>st</sup> February, 2024***

## TOURISM STATISTICS

Zanzibar recorded **73,468** international visitors in January 2024 which is an increase of **6.8** percent compared with **68,813** visitors recorded in January 2023 and increased by **4.7** percent compared with **70,186** visitors recorded in the preceding month (December 2023).

Tourists from Europe continued to dominate the market by accounting (**81.2** percent) of the total visitors in January 2024. In country wise, Italy dominated the Tourism market by accounting **15.2** percent of all visitors entered in January 2024, followed by Poland (**12.7** 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 January 2024, **65,662** visitors equivalent to **89.3** percent of the total visitors entered through Airport, where by **63,982** visitors of them entered by international flights and **1,680** by domestic flights. The remaining **7,806** visitors entered through seaport of whom **2,214** entered by cruise ship and **5,592** 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 2024, about **72,815** visitors equivalent to **99.1** percent came for holidays, **0.7** percent came for visiting friends and relatives and **0.2** percent came for other purposes.

**Table 4 & Figure 2** shows that **36,703** visitors (**50** percent) were male and **36,765** (**50** percent) were female. Male decreased by **18.3** percent and Female increased by **45.5** percent compared with the preceding month of December 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 **4,789** (**6.5** percent) visitors were aged less than 15 years **62,359** (**84.9** percent) were aged 15 to 64 years and **6,320** (**8.6** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The visitors from emerging markets in January 2024 (Poland, India, Russia, Israel, China and Ukraine) increased by **41.6** percent compared with the visitors recorded in January 2023. Other performances are shown in (**Figure 4 & Annex I**).

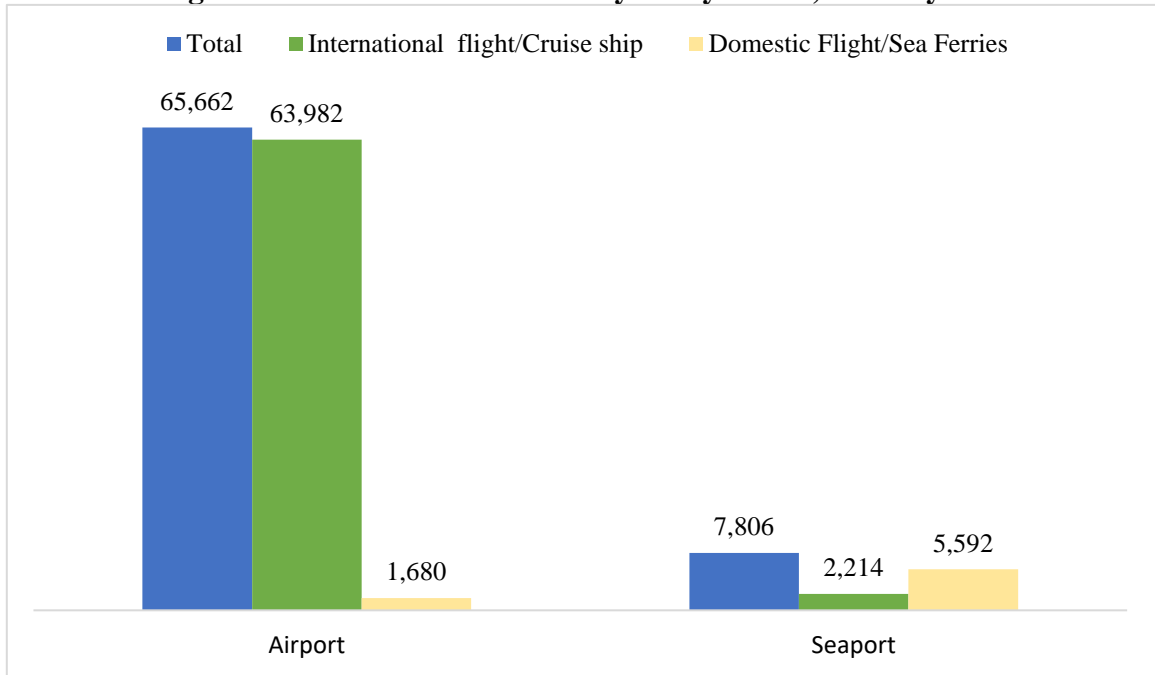
**Table 6** shows that **19.5** percent of visitors stayed in the country for seven days in January, 2024. The overall average intended length of stay for visitors in January 2024 was eight nights (**8.4**).

The total of **779,216** bed-spaces was available in January 2024. Out of these bed-spaces, estimates of **617,822** beds were sold during January 2024 representing a bed occupancy rate of **79.3** percent (**Table 7**).

**Table1: International Visitors by Nationality, January2024, December 2023 and January2023**

Nationality	January 2023			December 2023			January 2024			% Change Jan 2024 and Dec 2023	%Change, Jan2024 and Jan 2023
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
<b>EUROPE</b>											
Scandinavian	3,588	5.2	5	2,693	3.8	7	3,300	4.5	5	22.5	-8.0
British	2,615	3.8	6	4,247	6.1	5	3,202	4.4	6	-24.6	22.4
German	4,634	6.7	4	4,189	6.0	6	5,212	7.1	4	24.4	12.5
Italian	10,338	15	1	8,602	12.3	1	11,173	15.2	1	29.9	8.1
French	8,658	12.6	2	5,784	8.2	2	7,119	9.7	3	23.1	-17.8
Dutch	2,524	3.7	7	1,714	2.4	11	2,009	2.7	9	17.2	-20.4
Belgium	1,001	1.5	12	700	1.0	16	696	0.9	15	-0.6	-30.5
Russian	998	1.5	13	952	1.4	13	977	1.3	13	2.6	-2.1
Turkish	541	0.8	16	505	0.7	19	671	0.9	16	32.9	24.0
Polish	6,102	8.9	3	5,727	8.2	3	9,295	12.7	2	62.3	52.3
Ukrainian	508	0.7	17	756	1.1	14	845	1.2	14	11.8	66.3
Czech Republic	2,293	3.3	8	2,301	3.3	10	2,202	3.0	8	-4.3	-4.0
Spanish	636	0.9	14	746	1.1	15	560	0.8	17	-24.9	-11.9
Other European	11,910	17.3	0	11,845	16.9		12,374	16.8		4.5	3.9
<b>Subtotal</b>	<b>56,346</b>	<b>81.9</b>		<b>50,761</b>	<b>72.3</b>		<b>59,635</b>	<b>81.2</b>		<b>17</b>	<b>6</b>
<b>ASIA</b>											
Japanese	56	0.1	23	155	0.2	22	123	0.2	22	-20.6	119.6
Chinese	407	0.6	19	526	0.7	18	537	0.7	19	2.1	31.9
Indian	459	0.7	18	988	1.4	12	539	0.7	18	-45.4	17.4
Israeli	195	0.3	21	143	0.2	23	85	0.1	23	-40.6	-56.4
Other Asian	1,378	2	0	1,845	2.6		1,626	2.2		-11.9	18.0
<b>Subtotal</b>	<b>2,495</b>	<b>3.6</b>		<b>3,657</b>	<b>5.2</b>		<b>2,910</b>	<b>4.0</b>		<b>-20.4</b>	<b>16.6</b>
<b>AFRICA</b>											
Kenyan	1,698	2.5	10	2,372	3.4	9	1,069	1.5	12	-54.9	-37.0
South African	1,593	2.3	11	4,500	6.4	4	1,738	2.4	10	-61.4	9.1
Egyptian	152	0.2	22	369	0.5	21	246	0.3	21	-33.3	61.8
Other African	3,055	4.4	0	4,347	6.2		2,869	3.9		-34.0	-6.1
<b>Subtotal</b>	<b>6,498</b>	<b>9.4</b>		<b>11,588</b>	<b>16.5</b>		<b>5,922</b>	<b>8.1</b>		<b>-48.9</b>	<b>-8.9</b>
<b>AMERICA</b>											
American	1,858	2.7	9	2,527	3.6	8	2,755	3.7	7	9.0	48.3
Canadian	602	0.9	15	622	0.9	17	1,089	1.5	11	75.1	80.9
Other American	542	0.8	0	470	0.7		593	0.8		26.2	9.4
<b>Subtotal</b>	<b>3,002</b>	<b>4.4</b>		<b>3,619</b>	<b>5.2</b>		<b>4,437</b>	<b>6.0</b>		<b>22.6</b>	<b>47.8</b>
<b>OCEANIA</b>											
Australian	381	0.6	20	445	0.6	20	496	0.7	20	11.5	30.2
New Zealand	44	0.1	24	109	0.2	24	55	0.1	24	-49.5	25.0
<b>Subtotal</b>	<b>425</b>	<b>0.6</b>		<b>554</b>	<b>0.8</b>		<b>551</b>	<b>0.7</b>		<b>-0.5</b>	<b>29.6</b>
Not stated	47	0.1	0	7	0.0		13	0.0			
<b>TOTAL</b>	<b>68,813</b>	<b>100</b>		<b>70,186</b>	<b>100.0</b>		<b>73,468</b>	<b>100.0</b>		<b>4.7</b>	<b>6.8</b>

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



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

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
<b>EUROPE</b>						
Scandinavian	2,690	132	2,822	31	447	478
British	2,400	63	2,463	470	269	739
German	4,581	224	4,805	77	330	407
Italian	10,964	118	11,082	2	89	91
French	6,756	151	6,907	5	207	212
Dutch	1,773	135	1,908	4	97	101
Belgium	596	36	632	1	63	64
Russian	906	11	917	2	58	60
Turkish	590	0	590	0	81	81
Polish	9,198	17	9,215	3	77	80
Ukrainian	824	3	827	10	8	18
Czech Republic	2,159	8	2,167	0	35	35
Spanish	483	39	522	3	35	38
Other Europeans	11,570	298	11,868	77	429	506
<b>Subtotal</b>	<b>55,490</b>	<b>1,235</b>	<b>56,725</b>	<b>685</b>	<b>2,225</b>	<b>2,910</b>
<b>ASIA</b>						
Japanese	84	6	90	1	32	33
Chinese	205	19	224	61	252	313
Indian	321	6	327	1	211	212
Israeli	80	3	83	0	2	2
Other Asians	1,295	78	1,373	12	241	253
<b>Subtotal</b>	<b>1,985</b>	<b>112</b>	<b>2,097</b>	<b>75</b>	<b>738</b>	<b>813</b>
<b>AFRICA</b>						
Kenyan	575	47	622	1	446	447
South African	1,600	39	1,639	2	97	99
Egyptian	205	0	205	2	39	41
Other Africans	1,564	21	1,585	0	1,284	1,284
<b>Subtotal</b>	<b>3,944</b>	<b>107</b>	<b>4,051</b>	<b>5</b>	<b>1,866</b>	<b>1,871</b>
<b>AMERICA</b>						
American	1,430	113	1,543	809	403	1,212
Canadian	388	41	429	528	132	660
Other Americans	484	9	493	59	41	100
<b>Subtotal</b>	<b>2,302</b>	<b>163</b>	<b>2,465</b>	<b>1,396</b>	<b>576</b>	<b>1,972</b>
<b>OCEANIA</b>						
Australian	229	63	292	49	155	204
New Zealand	21	0	21	2	32	34
<b>Subtotal</b>	<b>250</b>	<b>63</b>	<b>313</b>	<b>51</b>	<b>187</b>	<b>238</b>
Not stated	11	0	11	2	0	2
<b>TOTAL</b>	<b>63,982</b>	<b>1,680</b>	<b>65,662</b>	<b>2,214</b>	<b>5,592</b>	<b>7,806</b>

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

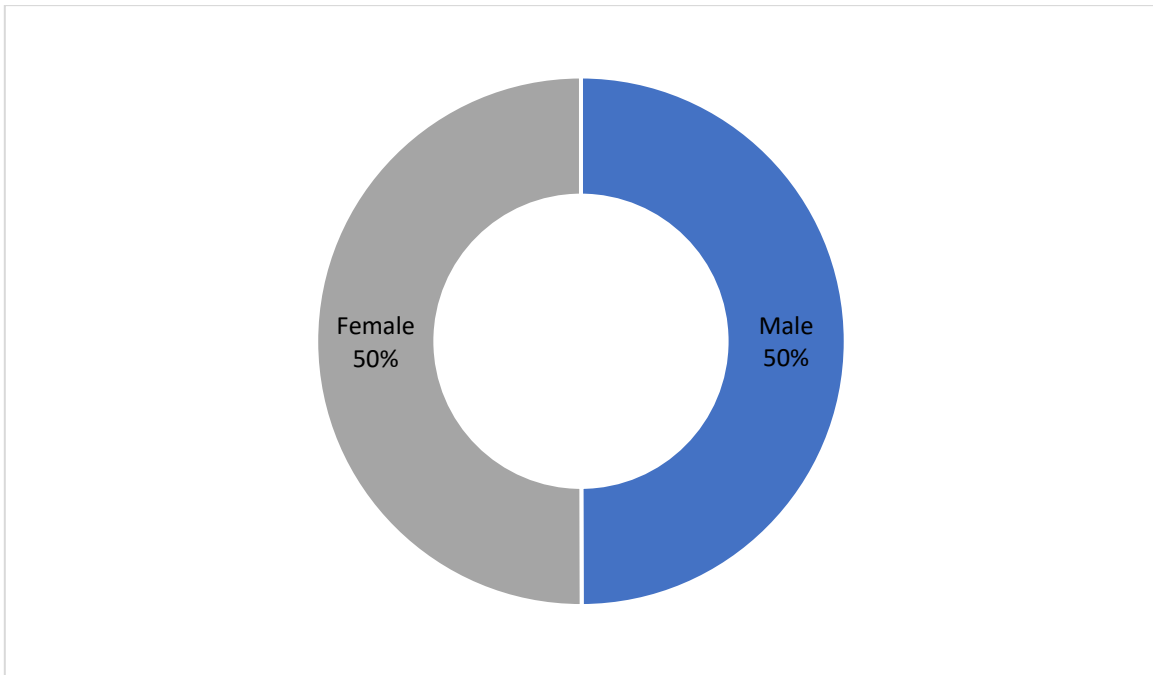
Nationality	Holidays	Visiting Friends and Relative	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
<b>EUROPE</b>								
Scandinavian	3,269	25	0	0	0	1	5	3,300
British	3,164	28	0	0	0	0	10	3,202
German	5,157	42	4	0	1	0	8	5,212
Italian	11,055	111	1	1	0	1	4	11,173
French	7,057	49	4	2	0	0	7	7,119
Dutch	2,004	4	0	0	0	0	1	2,009
Belgium	694	1	0	0	0	0	1	696
Russian	963	12	0	0	0	0	2	977
Turkish	669	0	0	0	0	0	2	671
Polish	9,256	31	1	0	0	3	4	9,295
Ukrainian	838	3	0	0	0	0	4	845
Czech Republic	2,185	12	0	0	1	0	4	2,202
Spanish	554	3	0	0	0	0	3	560
Other Europeans	12,243	77	4	0	4	1	45	12,374
<b>Subtotal</b>	<b>59,108</b>	<b>398</b>	<b>14</b>	<b>3</b>	<b>6</b>	<b>6</b>	<b>100</b>	<b>59,635</b>
<b>ASIA</b>								
Japanese	122	1	0	0	0	0	0	123
Chinese	536	1	0	0	0	0	0	537
Indian	531	2	2	2	0	0	2	539
Israeli	83	2	0	0	0	0	0	85
Other Asians	1,616	10	0	0	0	0	0	1,626
<b>Subtotal</b>	<b>2,888</b>	<b>16</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2,910</b>
<b>AFRICA</b>								
Kenyan	1,057	4	1	1	0	1	5	1,069
South African	1,716	16	0	1	2	0	3	1,738
Egyptian	246	0	0	0	0	0	0	246
Other Africans	2,845	17	0	0	0	0	7	2,869
<b>Subtotal</b>	<b>5,864</b>	<b>37</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>15</b>	<b>5,922</b>
<b>AMERICA</b>								
American	2,720	31	0	0	0	0	4	2,755
Canadian	1,086	3	0	0	0	0	0	1,089
Other Americans	590	3	0	0	0	0	0	593
<b>Subtotal</b>	<b>4,396</b>	<b>37</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>4,437</b>
<b>OCEANIA</b>								
Australian	491	5	0	0	0	0	0	496
New Zealand	55	0	0	0	0	0	0	55
<b>Subtotal</b>	<b>546</b>	<b>5</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>551</b>
<b>Not stated</b>	<b>13</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>13</b>
<b>TOTAL</b>	<b>72,815</b>	<b>493</b>	<b>17</b>	<b>7</b>	<b>8</b>	<b>7</b>	<b>121</b>	<b>73,468</b>
<b>TOTAL PERCENT</b>	<b>99.1</b>	<b>0.7</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.2</b>	<b>100</b>

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

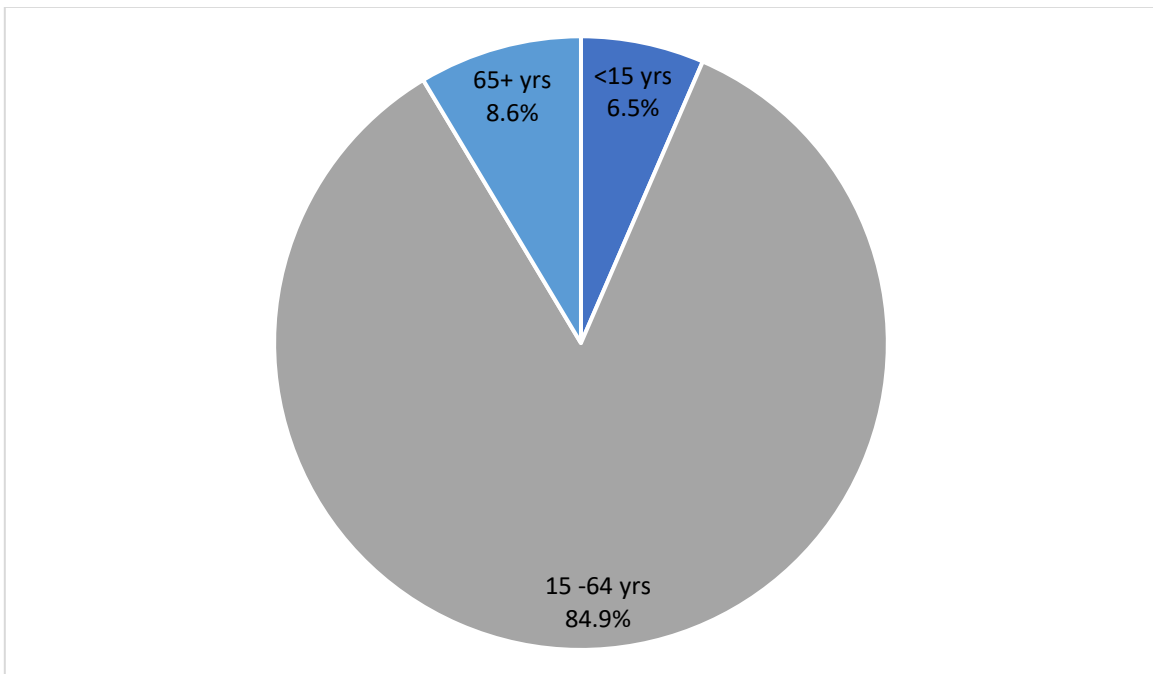
<b>Nationality</b>	<b>Male</b>	<b>Female</b>	<b>Total</b>
<b>EUROPE</b>			
Scandinavian	1,583	1,717	3,300
British	1,556	1,646	3,202
German	2,569	2,643	5,212
Italian	5,552	5,621	11,173
French	3,537	3,582	7,119
Dutch	1,019	990	2,009
Belgium	258	438	696
Russian	451	526	977
Turkish	414	257	671
Polish	4,607	4,688	9,295
Ukrainian	311	534	845
Czech Republic	1,038	1,164	2,202
Spanish	300	260	560
Other European Country	6,140	6,234	12,374
<b>Subtotal</b>	<b>29,335</b>	<b>30,300</b>	<b>59,635</b>
<b>ASIA</b>			
Japanese	64	59	123
Chinese	335	202	537
Indian	356	183	539
Israeli	52	33	85
Other Asian	936	690	1,626
<b>Subtotal</b>	<b>1,743</b>	<b>1,167</b>	<b>2,910</b>
<b>AFRICA</b>			
Kenyan	574	495	1,069
South African	803	935	1,738
Egyptian	150	96	246
Other African	1,519	1,350	2,869
<b>Subtotal</b>	<b>3,046</b>	<b>2,876</b>	<b>5,922</b>
<b>AMERICA</b>			
American	1,382	1,373	2,755
Canadian	580	509	1,089
Other American	333	260	593
<b>Subtotal</b>	<b>2,295</b>	<b>2,142</b>	<b>4,437</b>
<b>OCEANIA</b>			
Australian	240	256	496
New Zealand	35	20	55
<b>Subtotal</b>	<b>275</b>	<b>276</b>	<b>551</b>
Not stated	9	4	13
<b>TOTAL JANUARY 2024</b>	<b>36,703</b>	<b>36,765</b>	<b>73,468</b>
<b>TOTAL DECEMBER 2023</b>	<b>44,917</b>	<b>25,269</b>	<b>70,186</b>
<b>TOTAL PERCENT</b>	<b>50.0</b>	<b>50.0</b>	<b>100</b>
<b>% CHANGE, JANUARY 2024 AND DECEMBER 2023</b>	<b>-18.3</b>	<b>45.5</b>	<b>4.7</b>



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



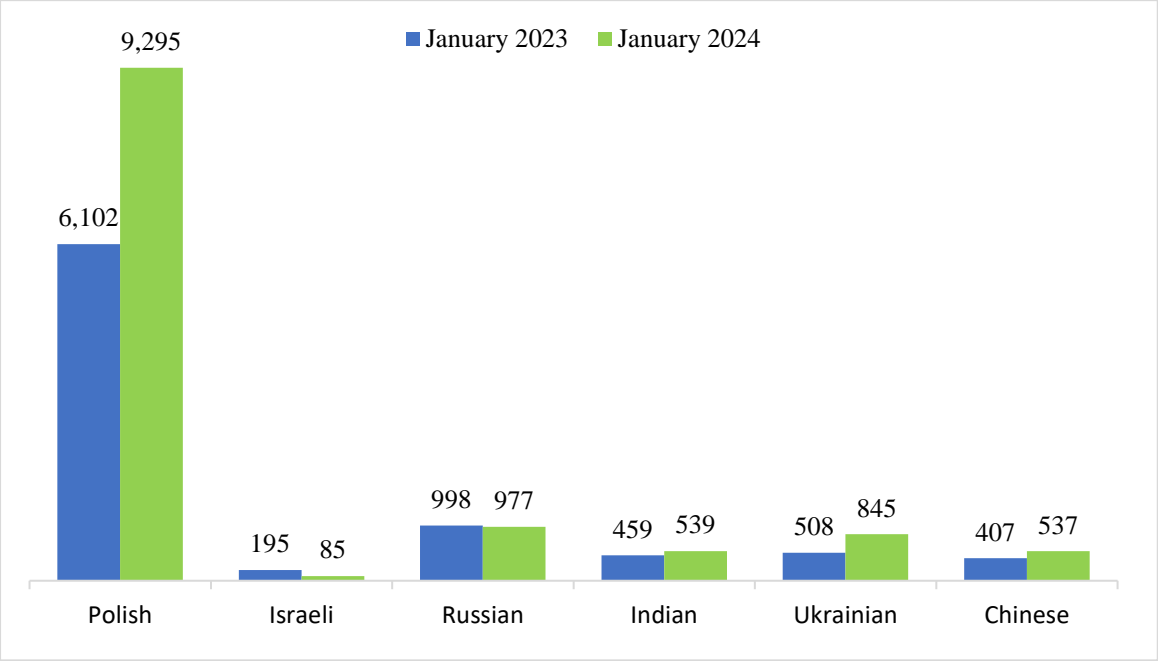
**Figure 3: International Visitors by Categorized Age, January 2024**



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

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
<b>EUROPE</b>				
Scandinavian	177	2,798	325	3,300
British	121	2,605	476	3,202
German	134	4,426	652	5,212
Italian	823	9,017	1,333	11,173
French	198	6,093	828	7,119
Dutch	63	1,700	246	2,009
Belgium	25	611	60	696
Russian	108	850	19	977
Turkish	58	579	34	671
Polish	1,086	7,844	365	9,295
Ukrainian	118	704	23	845
Czech Republic	182	1,809	211	2,202
Spanish	13	507	40	560
Other European	869	10,659	846	12,374
<b>Subtotal</b>	<b>3,975</b>	<b>50,202</b>	<b>5,458</b>	<b>59,635</b>
<b>ASIA</b>				
Japanese	13	105	5	123
Chinese	28	497	12	537
Indian	18	490	31	539
Israeli	7	75	3	85
Other Asian	59	1,407	160	1,626
<b>Subtotal</b>	<b>125</b>	<b>2,574</b>	<b>211</b>	<b>2,910</b>
<b>AFRICA</b>				
Kenyan	53	976	40	1,069
South African	188	1,483	67	1,738
Egyptian	4	229	13	246
Other African	231	2,562	76	2,869
<b>Subtotal</b>	<b>476</b>	<b>5,250</b>	<b>196</b>	<b>5,922</b>
<b>AMERICA</b>				
American	107	2,396	252	2,755
Canadian	33	920	136	1,089
Other American	30	534	29	593
<b>Subtotal</b>	<b>170</b>	<b>3,850</b>	<b>417</b>	<b>4,437</b>
<b>OCEANIA</b>				
Australian	36	427	33	496
New Zealand	7	43	5	55
<b>Subtotal</b>	<b>43</b>	<b>470</b>	<b>38</b>	<b>551</b>
<b>Not stated</b>	<b>0</b>	<b>13</b>	<b>0</b>	<b>13</b>
<b>TOTAL</b>	<b>4,789</b>	<b>62,359</b>	<b>6,320</b>	<b>73,468</b>
<b>TOTAL (%)</b>	<b>6.5</b>	<b>84.9</b>	<b>8.6</b>	<b>100</b>

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



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

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	608	446	1,054	1.4	608	446	1,054
2	602	441	1,043	1.4	1,204	882	2,086
3	695	603	1,298	1.8	2,085	1,809	3,894
4	775	732	1,507	2.1	3,100	2,928	6,028
5	7,747	1,994	9,741	13.3	38,735	9,970	48,705
6	1,768	6,501	8,269	11.3	10,608	39,006	49,614
7	7,396	6,944	14,340	19.5	51,772	48,608	100,380
8	6,502	7,512	14,014	19.1	52,016	60,096	112,112
9	2,315	2,646	4,961	6.8	20,835	23,814	44,649
10	2,047	2,177	4,224	5.7	20,470	21,770	42,240
11	993	1,167	2,160	2.9	10,923	12,837	23,760
12	1,191	1,356	2,547	3.5	14,292	16,272	30,564
13	382	419	801	1.1	4,966	5,447	10,413
14	1,272	1,406	2,678	3.6	17,808	19,684	37,492
15	676	682	1,358	1.8	10,140	10,230	20,370
16	206	257	463	0.6	3,296	4,112	7,408
17	125	119	244	0.3	2,125	2,023	4,148
18	80	75	155	0.2	1,440	1,350	2,790
19	57	60	117	0.2	1,083	1,140	2,223
20	121	118	239	0.3	2,420	2,360	4,780
21	200	184	384	0.5	4,200	3,864	8,064
22	37	57	94	0.1	814	1,254	2,068
23	22	20	42	0.1	506	460	966
24	37	28	65	0.1	888	672	1,560
25	17	10	27	0.0	425	250	675
26	18	18	36	0.0	468	468	936
27	18	14	32	0.0	486	378	864
28	34	65	99	0.1	952	1,820	2,772
29	29	15	44	0.1	841	435	1,276
30	256	205	461	0.6	7,680	6,150	13,830
31+	477	494	971	1.3	14,787	15,314	30,101
<b>Total</b>	<b>36,703</b>	<b>36,765</b>	<b>73,468</b>	<b>100.0</b>	<b>301,973</b>	<b>315,849</b>	<b>617,822</b>
					<b>Intended Average Length of Stay<sup>1</sup></b>	<b>8.2</b>	<b>8.6</b>
						<b>8.4</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, January 2024**

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	1,054	1.4	1,054
2	1,043	1.4	2,086
3	1,298	1.8	3,894
4	1,507	2.1	6,028
5	9,741	13.3	48,705
6	8,269	11.3	49,614
7	14,340	19.5	100,380
8	14,014	19.1	112,112
9	4,961	6.8	44,649
10	4,224	5.7	42,240
11	2,160	2.9	23,760
12	2,547	3.5	30,564
13	801	1.1	10,413
14	2,678	3.6	37,492
15	1,358	1.8	20,370
16	463	0.6	7,408
17	244	0.3	4,148
18	155	0.2	2,790
19	117	0.2	2,223
20	239	0.3	4,780
21	384	0.5	8,064
22	94	0.1	2,068
23	42	0.1	966
24	65	0.1	1,560
25	27	0.0	675
26	36	0.0	936
27	32	0.0	864
28	99	0.1	2,772
29	44	0.1	1,276
30	461	0.6	13,830
31+	971	1.3	30,101
<b>Total</b>	<b>73,468</b>	<b>100.0</b>	<b>617,822</b>
<b>Number of beds available in January, 2024</b>			<b>779,216</b>
<b>Bed Occupancy Rate</b>			<b>79.3</b>

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

Nationality	January 2023	December 2023	January 2024	% Change Jan2024 and Jan 2023	% Change Jan 2024 and Dec 2023
Russian	998	952	977	-2.1	2.6
Polish	6,102	5,727	9,295	52.3	62.3
Ukrainian	508	756	845	66.3	11.8
Chinese	407	526	537	31.9	2.1
Indian	459	988	539	17.4	-45.4
Israeli	195	143	85	-56.4	-40.6
<b>Total</b>	<b>8,669</b>	<b>9,092</b>	<b>12,278</b>	<b>41.6</b>	<b>35.0</b>

**Annex II: International Visitors by Month, 2020 - 2023**

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	
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	
<b>Total</b>	<b>260,644</b>	<b>394,185</b>	<b>548,503</b>	<b>638,498</b>	<b>73,468</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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