



Tourism Release No.90



TOURISM STATISTICAL RELEASE JULY – 2024

Issued date 22/08/2024

TOURISM STATISTICS

Zanzibar recorded **68,223** international visitors in July 2024 which is an increase of **16.2** percent compared with **58,711** visitors recorded in July 2023 and increased by **32.3** percent compared with **51,559** visitors recorded in the preceding month (June 2024).

Tourists from Europe continued to dominate the market by accounting (**66.4** percent) of the total visitors in July 2024. In country wise, Italy dominated the Tourism market by accounting **11.3** percent of all visitors entered in July 2024, followed by French (**8.0** percent) while Japan recorded less than **1** percent which is the least. Other performances are as shown in (**Table 1**).

The data shows that in July 2024, **60,178** visitors equivalent to **88.2** percent of the total visitors entered through Airport, where by **56,821** visitors of them entered by international flights and **3,357** by domestic flights. The remaining **8,045** visitors entered through seaport by sea Ferries from Tanzania Mainland as shown in **Figure 1 & Table 2**.

Information on the purpose of visit (**Table 3**) shows that in July 2024, about **67,585** visitors equivalent to **99.1** percent came for holidays, **0.5** percent came for visiting friends and relatives and **0.4** percent came for other purposes.

Table 4 & Figure 2 shows that **34,818** visitors (**51.0** percent) were male and **33,405** (**49.0** percent) were female. Male and Female were increased by **43.2** and **22.6** percent respectively compared with the preceding month, June 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 **6,761** (**9.9** percent) visitors were aged less than 15 years **58,629** (**85.9** percent) were aged 15 to 64 years and **2,833** (**4.2** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The visitors from emerging markets in July 2024 (Poland, India, Russia, Israel, China and Ukraine) increased by **9.4** percent compared with the visitors recorded in July 2023. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that **19.2** percent of visitors stayed in the country for seven days in July, 2024. The overall average intended length of stay for visitors in July 2024 was eighth nights (**8**).

The total of **779,216** bed-spaces was available in July 2024. Out of these bed-spaces, estimates of **579,868** beds were sold during July 2024 representing a bed occupancy rate of **74.4** percent (**Table 7**).

Table1: International Visitors by Nationality July 2024, June 2024 and July 2023

Nationality	July 2023			June 2024			July 2024			% Change July 2024 and June 2024	%Change, July 2024 and July 2023
	Number	%Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	2,080	3.5	8	1,530	3.0	9	2,320	3.4	9	51.6	11.5
British	4,710	8	2	4,242	8.2	2	5,090	7.5	3	20.0	8.1
German	4,610	7.9	3	11,003	21.3	1	4,587	6.7	4	-58.3	-0.5
Italian	4,311	7.3	4	3,087	6.0	7	7,705	11.3	1	149.6	78.7
French	5,955	10.1	1	4,130	8.0	3	5,442	8.0	2	31.8	-8.6
Dutch	1,901	3.2	9	1,536	3.0	8	2,152	3.2	10	40.1	13.2
Belgium	1,220	2.1	14	460	0.9	16	1,170	1.7	14	154.3	-4.1
Russian	763	1.3	16	439	0.9	17	817	1.2	17	86.1	7.1
Turkish	432	0.7	19	515	1.0	15	577	0.8	19	12.0	33.6
Polish	4,003	6.8	5	3,318	6.4	6	4,519	6.6	5	36.2	12.9
Ukrainian	159	0.3	22	697	1.4	11	177	0.3	22	-74.6	11.3
Czech Republic	692	1.2	18	517	1.0	14	675	1.0	18	30.6	-2.5
Spanish	1,357	2.3	12	1,281	2.5	10	2,340	3.4	8	82.7	72.4
Other European	6,497	11.1		5,995	11.6		7,722	11.3		28.8	18.9
Subtotal	38,690	65.9		38,750	75.2		45,293	66.4		17	17
ASIA											
Japanese	101	0.2	23	60	0.1	24	146	0.2	24	143.3	44.6
Chinese	1,265	2.2	13	291	0.6	19	1,766	2.6	12	506.9	39.6
Indian	1,080	1.8	15	562	1.1	13	1,242	1.8	13	121.0	15.0
Israeli	1,527	2.6	11	89	0.2	22	1,107	1.6	15	1143.8	-27.5
Other Asian	3,106	5.3		973	1.9		3,761	5.5		286.5	21.1
Subtotal	7,079	12.1		1,975	3.8		8,022	11.8		306.2	13.3
AFRICA											
Kenyan	1,541	2.6	10	697	1.4	11	2,113	3.1	11	203.2	37.1
South African	2,469	4.2	7	3,364	6.5	5	2,363	3.5	7	-29.8	-4.3
Egyptian	361	0.6	21	254	0.5	20	334	0.5	21	31.5	-7.5
Other African	3,154	5.4		1,799	3.5		3,828	5.6		112.8	21.4
Subtotal	7,525	12.8		6,114	11.9		8,638	12.7		41.3	14.8
AMERICA											
American	3,743	6.4	6	3,839	7.4	4	3,992	5.9	6	4.0	6.7
Canadian	695	1.2	17	331	0.6	18	914	1.3	16	176.1	31.5
Other American	503	0.9		273	0.5		633	0.9		131.9	25.8
Subtotal	4,941	8.4		4,443	8.6		5,539	8.1		24.7	12.1
OCEANIA											
Australian	378	0.6	20	201	0.4	21	567	0.8	20	182.1	50.0
New Zealand	90	0.2	24	76	0.1	23	164	0.2	23	115.8	82.2
Subtotal	468	0.8		277	0.5		731	1.1		163.9	56.2
Not stated	8	0		0	0.0		0	0.0			
TOTAL	58,711	100		51,559	100.0		68,223	100.0		32.3	16.2

Figure 1: International Visitors by Entry Points, July 2024

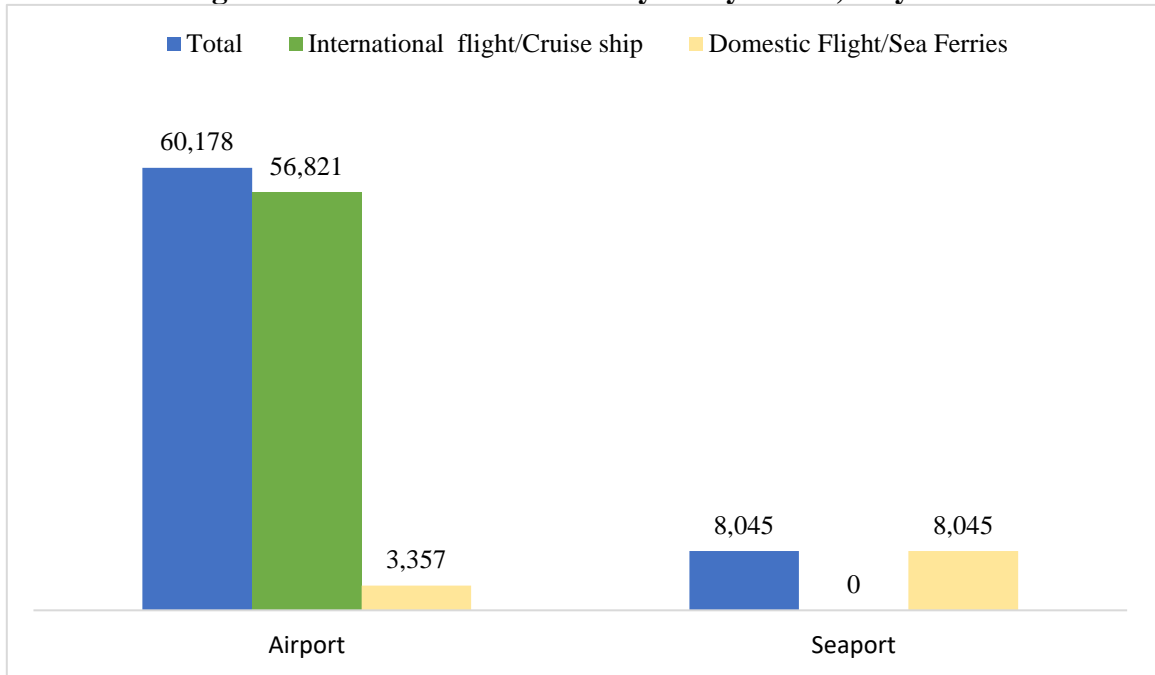


Table 2: International Visitors by Nationality through Entry Points, July 2024

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	1,517	429	1,946	0	374	374
British	4,157	167	4,324	0	766	766
German	3,934	300	4,234	0	353	353
Italian	7,444	138	7,582	0	123	123
French	4,952	146	5,098	0	344	344
Dutch	1,859	140	1,999	0	153	153
Belgium	874	135	1,009	0	161	161
Russian	755	15	770	0	47	47
Turkish	506	18	524	0	53	53
Polish	4,382	78	4,460	0	59	59
Ukrainian	147	20	167	0	10	10
Czech Republic	567	96	663	0	12	12
Spanish	2,162	127	2,289	0	51	51
Other Europeans	6,433	632	7,065	0	657	657
Subtotal	39,689	2,441	42,130	0	3,163	3,163
ASIA						
Japanese	76	16	92	0	54	54
Chinese	1,293	18	1,311	0	455	455
Indian	723	62	785	0	457	457
Israeli	1,067	28	1,095	0	12	12
Other Asians	3,135	98	3,233	0	528	528
Subtotal	6,294	222	6,516	0	1,506	1,506
AFRICA						
Kenyan	1,450	85	1,535	0	578	578
South African	2,146	91	2,237	0	126	126
Egyptian	281	11	292	0	42	42
Other Africans	2,364	136	2,500	0	1328	1,328
Subtotal	6,241	323	6,564	0	2,074	2,074
AMERICA						
American	3,120	102	3,222	0	770	770
Canadian	584	91	675	0	239	239
Other Americans	509	52	561	0	72	72
Subtotal	4,213	245	4,458	0	1,081	1,081
OCEANIA						
Australian	314	75	389	0	178	178
New Zealand	70	51	121	0	43	43
Subtotal	384	126	510	0	221	221
Not stated	0	0	0	0	0	0
TOTAL	56,821	3,357	60,178	0	8,045	8,045

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

Nationality	Holidays	Visiting Friends and Relative	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE								
Scandinavian	2,305	7	0	0	0	0	8	2,320
vBritish	5,058	18	2	2	2	0	8	5,090
German	4,573	12	0	0	1	0	1	4,587
Italian	7,660	34	0	0	0	0	11	7,705
French	5,418	19	0	0	3	0	2	5,442
Dutch	2,138	11	0	0	0	0	3	2,152
Belgium	1,160	8	0	0	0	0	2	1,170
Russian	808	5	0	0	2	2	0	817
Turkish	573	4	0	0	0	0	0	577
Polish	4,491	22	0	0	1	0	5	4,519
Ukrainian	176	1	0	0	0	0	0	177
Czech Republic	669	4	0	0	2	0	0	675
Spanish	2,328	6	0	0	0	0	6	2,340
Other Europeans	7,475	39	1	1	5	0	201	7,722
Subtotal	44,832	190	3	3	16	2	247	45,293
ASIA								
Japanese	146	0	0	0	0	0	0	146
Chinese	1,743	22	0	0	0	0	1	1,766
Indian	1,237	4	0	0	0	0	1	1,242
Israeli	1,090	8	0	0	0	0	9	1,107
Other Asians	3,734	18	0	0	2	0	7	3,761
Subtotal	7,950	52	0	0	2	-	18	8,022
AFRICA								
Kenyan	2,100	4	0	0	1	3	5	2,113
South African	2,343	7	0	0	2	0	11	2,363
Egyptian	334	0	0	0	0	0	0	334
Other Africans	3,799	15	0	0	2	0	12	3,828
Subtotal	8,576	26	0	0	5	3	28	8,638
AMERICA								
American	3,966	20	0	0	1	0	5	3,992
Canadian	907	3	0	0	0	0	4	914
Other Americans	626	7	0	0	0	0	0	633
Subtotal	5,499	30	0	0	1	0	9	5,539
OCEANIA								
Australian	566	1	0	0	0	0	0	567
New Zealand	162	0	0	0	0	0	2	164
Subtotal	728	1	0	0	0	0	2	731
Not stated	0	0	0	0	0	0	0	0
TOTAL	67,585	299	3	3	24	5	304	68,223
TOTAL PERCENT	99.1	0.5	0.0	0.0	0.0	0.0	0.4	100

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	1,165	1,155	2,320
British	2,511	2,579	5,090
German	2,310	2,277	4,587
Italian	3,697	4,008	7,705
French	2,762	2,680	5,442
Dutch	1,074	1,078	2,152
Belgium	529	641	1,170
Russian	445	372	817
Turkish	320	257	577
Polish	2,158	2,361	4,519
Ukrainian	85	92	177
Czech Republic	357	318	675
Spanish	1,175	1,165	2,340
Other European Country	3,942	3,780	7,722
Subtotal	22,530	22,763	45,293
ASIA			
Japanese	81	65	146
Chinese	1,029	737	1,766
Indian	795	447	1,242
Israeli	582	525	1,107
Other Asian	2,218	1,543	3,761
Subtotal	4,705	3,317	8,022
AFRICA			
Kenyan	1,105	1,008	2,113
South African	1,100	1,263	2,363
Egyptian	236	98	334
Other African	2,035	1,793	3,828
Subtotal	4,476	4,162	8,638
AMERICA			
American	1,864	2,128	3,992
Canadian	496	418	914
Other American	342	291	633
Subtotal	2,702	2,837	5,539
OCEANIA			
Australian	320	247	567
New Zealand	85	79	164
Subtotal	405	326	731
Not stated	0	0	0
TOTAL JULY 2024	34,818	33,405	68,223
TOTAL JUNE 2024	24,320	27,239	51,559
TOTAL PERCENT	51.0	49.0	100
% CHANGE, JULY 2024 AND JUNE 2024	43.2	22.6	32.3

Figure 2: International Visitors by Sex, July 2024

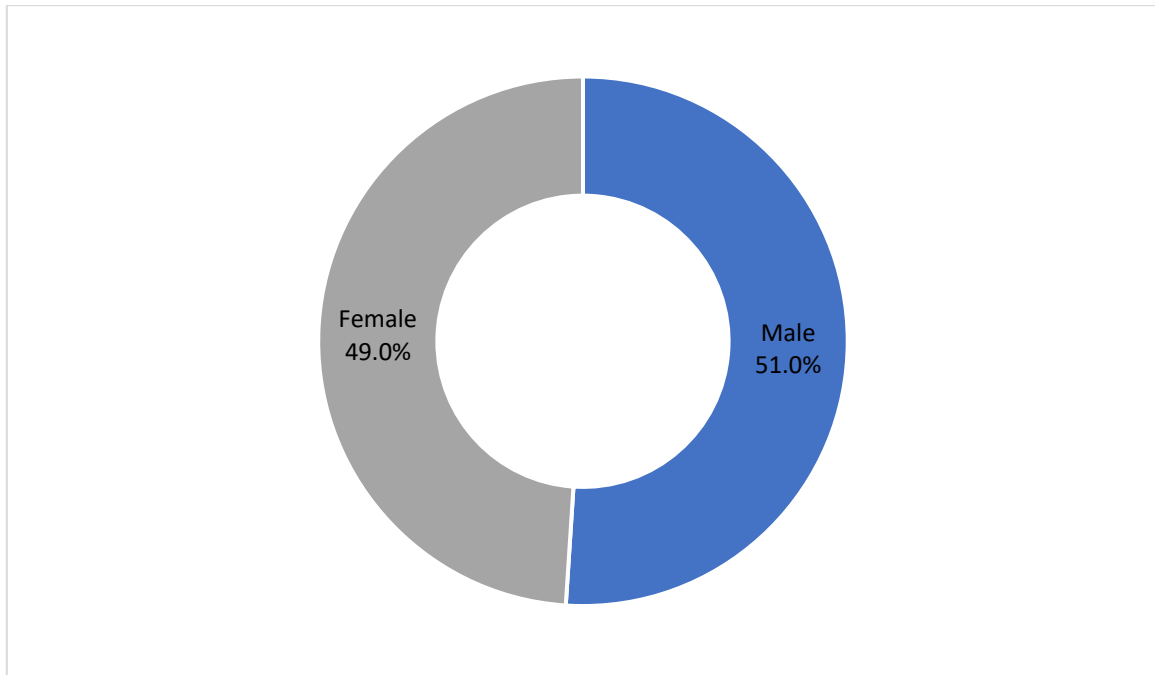


Figure 3: International Visitors by Categorized Age, July 2024

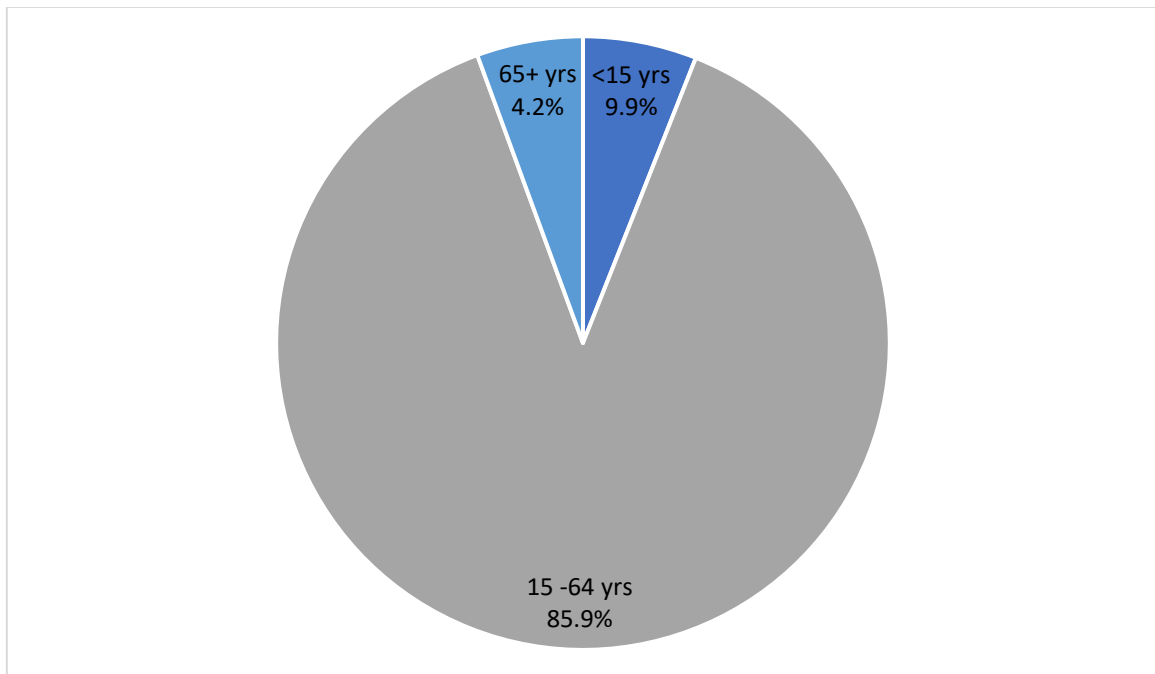


Table 5: International Visitors by Nationality and Categorized Age, July 2024

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	321	1,932	67	2,320
British	600	4,248	242	5,090
German	403	4,020	164	4,587
Italian	561	6,834	310	7,705
French	743	4,525	174	5,442
Dutch	259	1,848	45	2,152
Belgium	125	1,026	19	1,170
Russian	88	720	9	817
Turkish	49	519	9	577
Polish	495	3,906	118	4,519
Ukrainian	32	136	9	177
Czech Republic	75	582	18	675
Spanish	138	2,139	63	2,340
Other European	757	6,699	266	7,722
Subtotal	4,646	39,134	1,513	45,293
ASIA				
Japanese	8	122	16	146
Chinese	156	1,550	60	1,766
Indian	82	1,090	70	1,242
Israeli	132	908	67	1,107
Other Asian	422	3,074	265	3,761
Subtotal	800	6,744	478	8,022
AFRICA				
Kenyan	169	1,860	84	2,113
South African	158	2,065	140	2,363
Egyptian	28	300	6	334
Other African	378	3,360	90	3,828
Subtotal	733	7,585	320	8,638
AMERICA				
American	372	3,303	317	3,992
Canadian	115	747	52	914
Other American	48	526	59	633
Subtotal	535	4,576	428	5,539
OCEANIA				
Australian	39	452	76	567
New Zealand	8	138	18	164
Subtotal	47	590	94	731
Not stated	0	0	0	0
TOTAL	6,761	58,629	2,833	68,223
TOTAL (%)	9.9	85.9	4.2	100

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

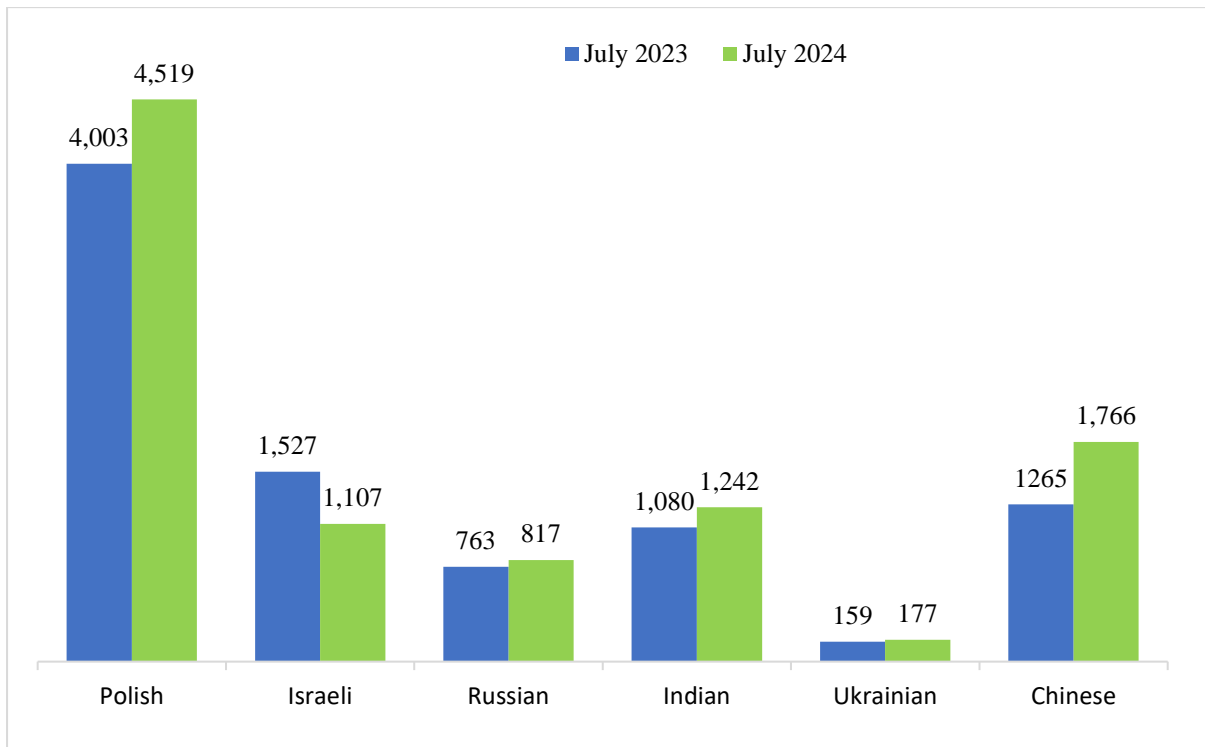


Table 6: Intended Length of Stay and Sex of International Visitors, July 2024

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	461	254	715	1.0	461	254	715
2	575	418	993	1.5	1,150	836	1,986
3	1,012	824	1,836	2.7	3,036	2,472	5,508
4	1,144	904	2,048	3.0	4,576	3,616	8,192
5	8,320	2,034	10,354	15.2	41,600	10,170	51,770
6	2,552	7,483	10,035	14.7	15,312	44,898	60,210
7	6,347	6,775	13,122	19.2	44,429	47,425	91,854
8	4,387	4,871	9,258	13.6	35,096	38,968	74,064
9	2,305	2,320	4,625	6.8	20,745	20,880	41,625
10	1,396	1,357	2,753	4.0	13,960	13,570	27,530
11	540	590	1,130	1.7	5,940	6,490	12,430
12	693	659	1,352	2.0	8,316	7,908	16,224
13	389	349	738	1.1	5,057	4,537	9,594
14	1,473	1,322	2,795	4.1	20,622	18,508	39,130
15	970	978	1,948	2.9	14,550	14,670	29,220
16	276	320	596	0.9	4,416	5,120	9,536
17	161	122	283	0.4	2,737	2,074	4,811
18	123	121	244	0.4	2,214	2,178	4,392
19	80	68	148	0.2	1,520	1,292	2,812
20	188	173	361	0.5	3,760	3,460	7,220
21	218	251	469	0.7	4,578	5,271	9,849
22	41	63	104	0.2	902	1,386	2,288
23	35	30	65	0.1	805	690	1,495
24	22	27	49	0.1	528	648	1,176
25	52	40	92	0.1	1,300	1,000	2,300
26	21	26	47	0.1	546	676	1,222
27	17	26	43	0.1	459	702	1,161
28	53	64	117	0.2	1,484	1,792	3,276
29	-	15	15	0.0	-	435	435
30	341	344	685	1.0	10,230	10,320	20,550
31+	627	576	1,203	1.8	19,437	17,856	37,293
Total	34,819	33,404	68,223	100.0	289,766	290,102	579,868
	Intended Average Length of Stay ¹				8.3	8.7	8.5

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, July 2024

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	715	1.0	715
2	993	1.5	1,986
3	1,836	2.7	5,508
4	2,048	3.0	8,192
5	10,354	15.2	51,770
6	10,035	14.7	60,210
7	13,122	19.2	91,854
8	9,258	13.6	74,064
9	4,625	6.8	41,625
10	2,753	4.0	27,530
11	1,130	1.7	12,430
12	1,352	2.0	16,224
13	738	1.1	9,594
14	2,795	4.1	39,130
15	1,948	2.9	29,220
16	596	0.9	9,536
17	283	0.4	4,811
18	244	0.4	4,392
19	148	0.2	2,812
20	361	0.5	7,220
21	469	0.7	9,849
22	104	0.2	2,288
23	65	0.1	1,495
24	49	0.1	1,176
25	92	0.1	2,300
26	47	0.1	1,222
27	43	0.1	1,161
28	117	0.2	3,276
29	15	0.0	435
30	685	1.0	20,550
31+	1,203	1.8	37,293
Total	68,223	100.0	579,868
Number of beds available in July, 2024			779,216
Bed Occupancy Rate			74.4

Annex I: Visitors Arrival from Emerging Markets, July 2024, June 2024 and July 2023

Nationality	July 2023	June 2024	July 2024	% Change July 2024 and July 2023	% Change July 2024 and June 2024
Russian	763	439	817	7.1	86.1
Polish	4,003	3,318	4,519	12.9	36.2
Ukrainian	159	697	177	11.3	-74.6
Chinese	1265	291	1,766	39.6	506.9
Indian	1080	562	1,242	15.0	121.0
Israeli	1,527	89	1,107	-27.5	1143.8
Total	8,797	5,396	9,628	9.4	78.4

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	51,559
July	3,079	29,714	58,157	58,711	68,223
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	375,208

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:

Office of the Chief Government Statistician

P.O. BOX 2321

Email: zanstat@ocgs.go.tz

Zanzibar Commission for Tourism

P.O.BOX 1410

*Email:
marketing@zanzibartourism.go.tz*