



Tourism Release No.89



TOURISM STATISTICAL RELEASE JUNE – 2024

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TOURISM STATISTICS

Zanzibar recorded **51,559** international visitors in June 2024 which is an increase of **8.3** percent compared with **47,595** visitors recorded in June 2023 and increased by **71.9** percent compared with **29,995** visitors recorded in the preceding month (May 2024).

Tourists from Europe continued to dominate the market by accounting (**75.2** percent) of the total visitors in June 2024. In country wise, Germany dominated the Tourism market by accounting **21.3** percent of all visitors entered in June 2024, followed by British (**8.2** 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 June 2024, **45,853** visitors equivalent to **88.9** percent of the total visitors entered through Airport, where by **42,513** visitors of them entered by international flights and **3,340** by domestic flights. The remaining **5,706** 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 June 2024, about **51,028** visitors equivalent to **99.0** percent came for holidays, **0.5** percent came for visiting friends and relatives and **0.5** percent came for other purposes.

Table 4 & Figure 2 shows that **24,320** visitors (**47.2** percent) were male and **27,239** (**52.8** percent) were female. Male and Female were increased by **59.4** and **84.8** percent respectively compared with the preceding month, May 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 **3,108** (**6.0** percent) visitors were aged less than 15 years **45,578** (**88.4** percent) were aged 15 to 64 years and **2,873** (**5.6** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The visitors from emerging markets in June 2024 (Poland, India, Russia, Israel, China and Ukraine) decreased by **19.1** percent compared with the visitors recorded in June 2023. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that **18.3** percent of visitors stayed in the country for seven days in June, 2024. The overall average intended length of stay for visitors in June 2024 was eighth nights (**8**).

The total of **754,080** bed-spaces was available in June 2024. Out of these bed-spaces, estimates of **241,207** beds were sold during June 2024 representing a bed occupancy rate of **56.2** percent (**Table 7**).

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

Nationality	June 2023			May 2024			June 2024			% Change June 2024 and May 2024	%Change, June 2024 and June 2023
	Number	%Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	1,633	3.4	7	873	2.9	8	1,530	3.0	9	75.3	-6.3
British	3,505	7.4	4	1,708	5.7	5	4,242	8.2	2	148.4	21.0
German	5,240	11	1	5,261	17.5	1	11,003	21.3	1	109.1	110.0
Italian	1,601	3.4	8	485	1.6	13	3,087	6.0	7	536.5	92.8
French	4,431	9.3	2	3,099	10.3	2	4,130	8.0	3	33.3	-6.8
Dutch	1,219	2.6	11	932	3.1	7	1,536	3.0	8	64.8	26.0
Belgium	751	1.6	13	349	1.2	17	460	0.9	16	31.8	-38.7
Russian	702	1.5	15	295	1.0	18	439	0.9	17	48.8	-37.5
Turkish	735	1.5	14	374	1.2	16	515	1.0	15	37.7	-29.9
Polish	3,561	7.5	3	554	1.8	11	3,318	6.4	6	498.9	-6.8
Ukrainian	166	0.3	22	114	0.4	21	697	1.4	11	511.4	319.9
Czech Republic	547	1.1	18	172	0.6	20	517	1.0	14	200.6	-5.5
Spanish	1,092	2.3	12	515	1.7	12	1,281	2.5	10	148.7	17.3
Other European	5,194	10.9		2,566	8.6		5,995	11.6		133.6	15.4
Subtotal	30,377	63.8		17,297	57.7		38,750	75.2		124	28
ASIA											
Japanese	88	0.2	24	111	0.4	22	60	0.1	24	-45.9	-31.8
Chinese	398	0.8	21	724	2.4	10	291	0.6	19	-59.8	-26.9
Indian	1,233	2.6	10	761	2.5	9	562	1.1	13	-26.1	-54.4
Israeli	611	1.3	17	86	0.3	23	89	0.2	22	3.5	-85.4
Other Asian	2,986	6.3		1,356	4.5		973	1.9		-28.2	-67.4
Subtotal	5,316	11.2		3,038	10.1		1,975	3.8		-35.0	-62.8
AFRICA											
Kenyan	1,542	3.2	9	1,091	3.6	6	697	1.4	11	-36.1	-54.8
South African	2,268	4.8	6	1,819	6.1	4	3,364	6.5	5	84.9	48.3
Egyptian	434	0.9	19	212	0.7	19	254	0.5	20	19.8	-41.5
Other African	2,763	5.8		2,806	9.4		1,799	3.5		-35.9	-34.9
Subtotal	7,007	14.7		5,928	19.8		6,114	11.9		3.1	-12.7
AMERICA											
American	3,219	6.8	5	2,373	7.9	3	3,839	7.4	4	61.8	19.3
Canadian	641	1.3	16	482	1.6	14	331	0.6	18	-31.3	-48.4
Other American	481	1		378	1.3		273	0.5		-27.8	-43.2
Subtotal	4,341	9.1		3,233	10.8		4,443	8.6		37.4	2.3
OCEANIA											
Australian	407	0.9	20	420	1.4	15	201	0.4	21	-52.1	-50.6
New Zealand	112	0.2	23	73	0.2	24	76	0.1	23	4.1	-32.1
Subtotal	519	1.1		493	1.6		277	0.5		-43.8	-46.6
Not stated	35	0.1		6	0.0		0	0.0			
TOTAL	47,595	100		29,995	100.0		51,559	100.0		71.9	8.3

Figure 1: International Visitors by Entry Points, June 2024

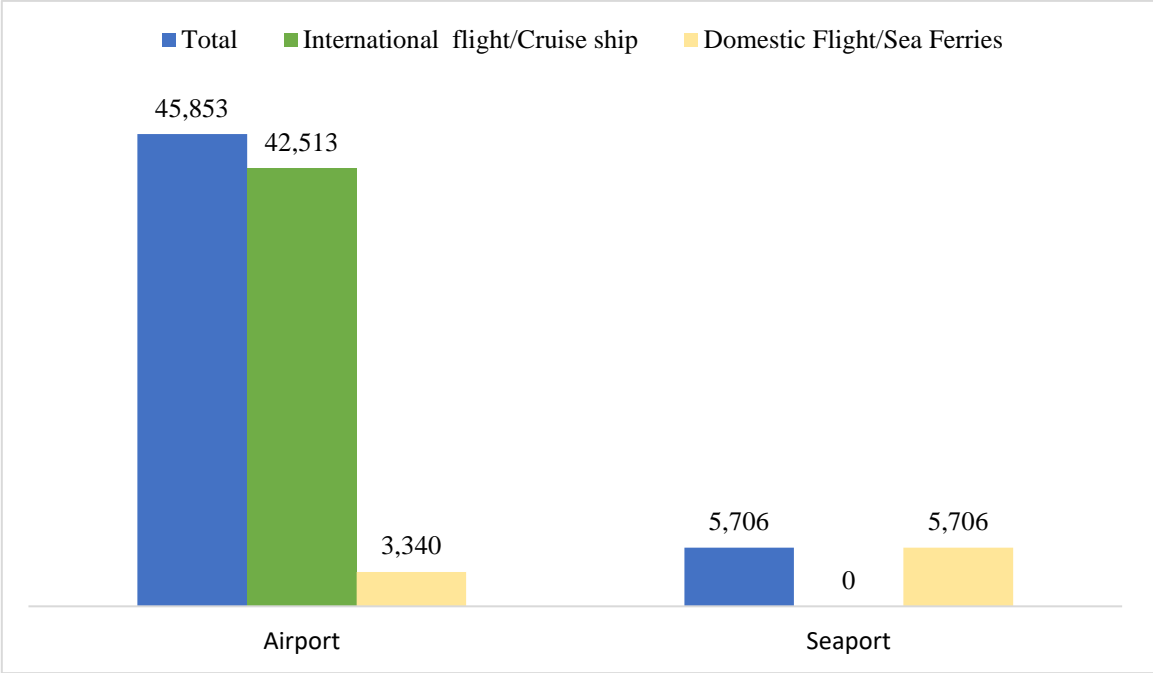


Table 2: International Visitors by Nationality through Entry Points, June 2024

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	936	445	1,381	0	149	149
British	3,641	167	3,808	0	434	434
German	10,644	140	10,784	0	219	219
Italian	2,867	138	3,005	0	82	82
French	3,837	143	3,980	0	150	150
Dutch	1,324	140	1,464	0	72	72
Belgium	262	135	397	0	63	63
Russian	377	15	392	0	47	47
Turkish	288	16	304	0	211	211
Polish	3,225	71	3,296	0	22	22
Ukrainian	672	19	691	0	6	6
Czech Republic	413	96	509	0	8	8
Spanish	1,074	176	1,250	0	31	31
Other Europeans	4,390	687	5,077	0	918	918
Subtotal	33,950	2,388	36,338	0	2,412	2,412
ASIA						
Japanese	9	16	25	0	35	35
Chinese	21	10	31	0	260	260
Indian	83	62	145	0	417	417
Israeli	54	28	82	0	7	7
Other Asians	562	68	630	0	343	343
Subtotal	729	184	913	0	1,062	1,062
AFRICA						
Kenyan	285	63	348	0	349	349
South African	3,164	91	3,255	0	109	109
Egyptian	182	11	193	0	61	61
Other Africans	854	158	1,012	0	787	787
Subtotal	4,485	323	4,808	0	1,306	1,306
AMERICA						
American	3,076	152	3,228	0	611	611
Canadian	67	132	199	0	132	132
Other Americans	164	41	205	0	68	68
Subtotal	3,307	325	3,632	0	811	811
OCEANIA						
Australian	38	71	109	0	92	92
New Zealand	4	49	53	0	23	23
Subtotal	42	120	162	0	115	115
Not stated	0	0	0	0	0	0
TOTAL	42,513	3,340	45,853	0	5,706	5,706

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

Nationality	Holidays	Visiting Friends and Relative	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE								
Scandinavian	1,507	16	0	0	0	0	7	1,530
British	4,216	15	0	0	0	2	9	4,242
German	10,964	30	0	0	0	0	9	11,003
Italian	3,053	28	0	0	0	0	6	3,087
French	4,096	27	0	0	0	2	5	4,130
Dutch	1,529	4	0	0	0	0	3	1,536
Belgium	458	1	0	0	0	0	1	460
Russian	426	10	0	1	0	0	2	439
Turkish	513	1	0	0	0	0	1	515
Polish	3,307	6	0	0	0	0	5	3,318
Ukrainian	691	6	0	0	0	0	0	697
Czech Republic	517	0	0	0	0	0	0	517
Spanish	1,263	14	4	0	0	0	0	1,281
Other Europeans	5,791	42	1	0	1	0	160	5,995
Subtotal	38,331	200	5	1	1	4	208	38,750
ASIA								
Japanese	59	1	0	0	0	0	0	60
Chinese	288	2	0	0	0	0	1	291
Indian	555	3	0	0	0	0	4	562
Israeli	88	1	0	0	0	0	0	89
Other Asians	965	5	0	0	0	0	3	973
Subtotal	1,955	12	0	0	0	0	8	1,975
AFRICA								
Kenyan	691	1	0	0	0	0	5	697
South African	3,348	14	0	0	0	0	2	3,364
Egyptian	253	1	0	0	0	0	0	254
Other Africans	1,782	7	0	0	0	1	9	1,799
Subtotal	6,074	23	0	0	0	1	16	6,114
AMERICA								
American	3,792	29	0	0	3	0	15	3,839
Canadian	329	0	0	0	0	0	2	331
Other Americans	270	2	0	0	0	0	1	273
Subtotal	4,391	31	0	0	3	0	18	4,443
OCEANIA								
Australian	201	0	0	0	0	0	0	201
New Zealand	76	0	0	0	0	0	0	76
Subtotal	277	0	0	0	0	0	0	277
Not stated	0	0	0	0	0	0	0	0
TOTAL	51,028	266	5	1	4	5	250	51,559
TOTAL PERCENT	99.0	0.5	0.0	0.0	0.0	0.0	0.5	100

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	670	860	1,530
British	1,926	2,316	4,242
German	5,311	5,692	11,003
Italian	1,548	1,539	3,087
French	1,950	2,180	4,130
Dutch	726	810	1,536
Belgium	187	273	460
Russian	209	230	439
Turkish	328	187	515
Polish	1,614	1,704	3,318
Ukrainian	320	377	697
Czech Republic	231	286	517
Spanish	566	715	1,281
Other European Country	2,629	3,366	5,995
Subtotal	18,215	20,535	38,750
ASIA			
Japanese	28	32	60
Chinese	193	98	291
Indian	347	215	562
Israeli	41	48	89
Other Asian	561	412	973
Subtotal	1,170	805	1,975
AFRICA			
Kenyan	350	347	697
South African	1,456	1,908	3,364
Egyptian	162	92	254
Other African	917	882	1,799
Subtotal	2,885	3,229	6,114
AMERICA			
American	1,602	2,237	3,839
Canadian	160	171	331
Other American	148	125	273
Subtotal	1,910	2,533	4,443
OCEANIA			
Australian	100	101	201
New Zealand	40	36	76
Subtotal	140	137	277
Not stated	0	0	0
TOTAL JUNE 2024	24,320	27,239	51,559
TOTAL MAY 2024	15,257	14,738	29,995
TOTAL PERCENT	47.2	52.8	100
% CHANGE, JUNE 2024 AND MAY 2024	59.4	84.8	71.9

Figure 2: International Visitors by Sex, June 2024

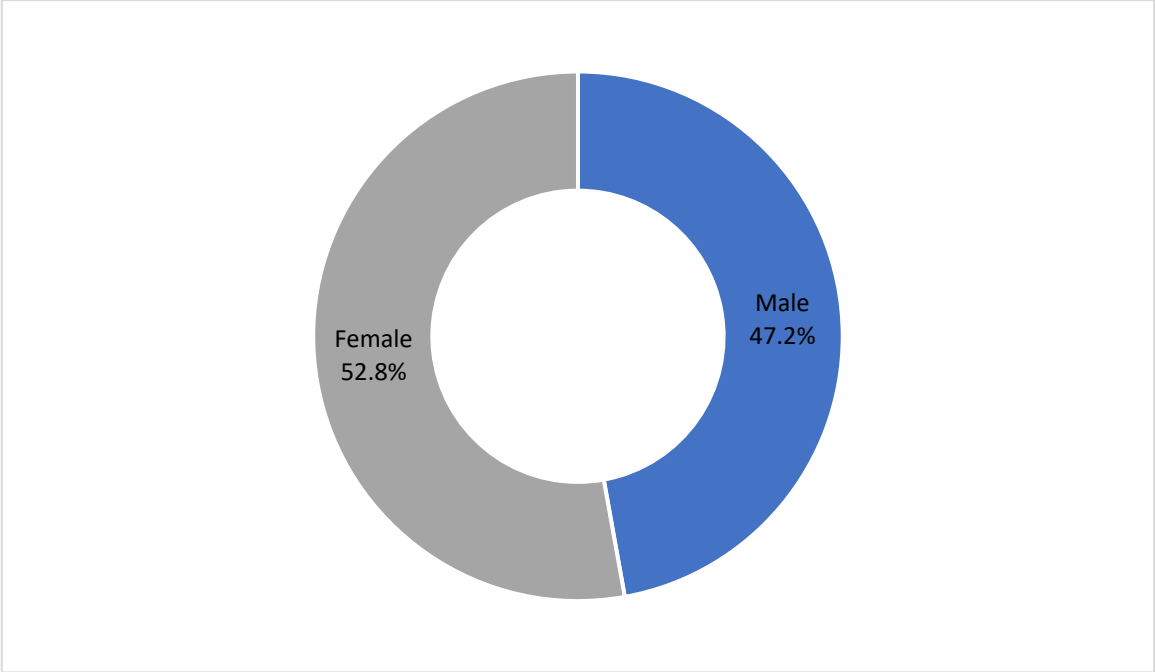


Figure 3: International Visitors by Categorized Age, June 2024

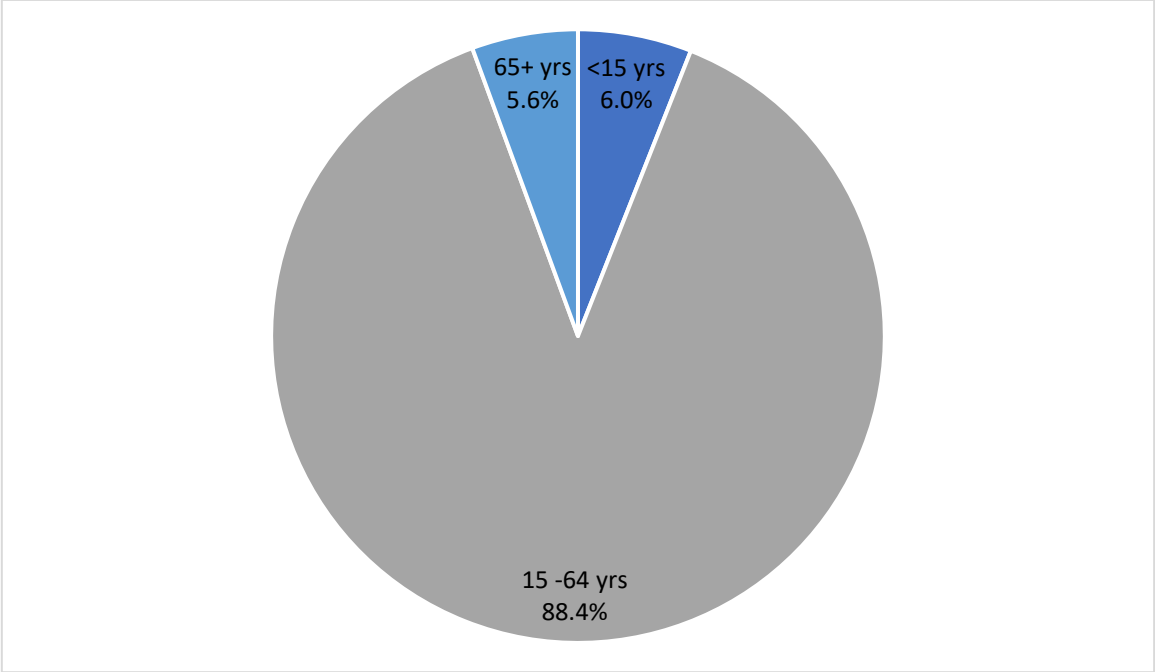


Table 5: International Visitors by Nationality and Categorized Age, June 2024

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	123	1,344	63	1,530
British	166	3,731	345	4,242
German	398	9,940	665	11,003
Italian	233	2,687	167	3,087
French	193	3,684	253	4,130
Dutch	27	1,423	86	1,536
Belgium	20	427	13	460
Russian	44	388	7	439
Turkish	29	472	14	515
Polish	257	2,927	134	3,318
Ukrainian	56	622	19	697
Czech Republic	55	443	19	517
Spanish	46	1,189	46	1,281
Other European	412	5,346	237	5,995
Subtotal	2,059	34,623	2,068	38,750
ASIA				
Japanese	1	45	14	60
Chinese	8	278	5	291
Indian	53	485	24	562
Israeli	7	79	3	89
Other Asian	58	836	79	973
Subtotal	127	1,723	125	1,975
AFRICA				
Kenyan	23	654	20	697
South African	372	2,779	213	3,364
Egyptian	23	229	2	254
Other African	79	1,671	49	1,799
Subtotal	497	5,333	284	6,114
AMERICA				
American	360	3,171	308	3,839
Canadian	48	257	26	331
Other American	7	251	15	273
Subtotal	415	3,679	349	4,443
OCEANIA				
Australian	7	162	32	201
New Zealand	3	58	15	76
Subtotal	10	220	47	277
Not stated	0	0	0	0
TOTAL	3,108	45,578	2,873	51,559
TOTAL (%)	6.0	88.4	5.6	100

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

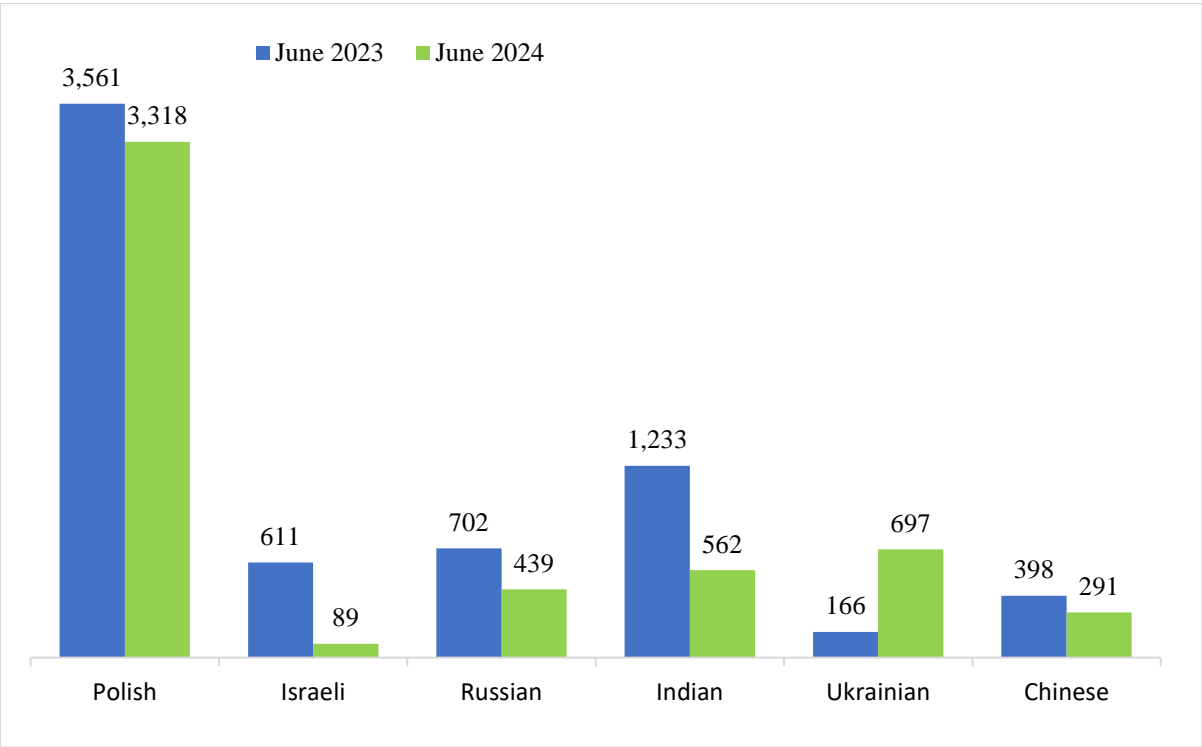


Table 6: Intended Length of Stay and Sex of International Visitors, June 2024

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	344	205	549	1.06	344	205	549
2	504	350	854	1.66	1,008	700	1,708
3	783	689	1,472	2.85	2,349	2,067	4,416
4	915	949	1,864	3.62	3,660	3,796	7,456
5	5,518	2,256	7,774	15.08	27,590	11,280	38,870
6	1,731	5,865	7,596	14.73	10,386	35,190	45,576
7	4,379	5,076	9,455	18.34	30,653	35,532	66,185
8	3,651	4,502	8,153	15.81	29,208	36,016	65,224
9	1,326	1,752	3,078	5.97	11,934	15,768	27,702
10	1,326	1,465	2,791	5.41	13,260	14,650	27,910
11	320	439	759	1.47	3,520	4,829	8,349
12	398	487	885	1.72	4,776	5,844	10,620
13	242	297	539	1.05	3,146	3,861	7,007
14	971	1,020	1,991	3.86	13,594	14,280	27,874
15	511	484	995	1.93	7,665	7,260	14,925
16	231	235	466	0.90	3,696	3,760	7,456
17	72	55	127	0.25	1,224	935	2,159
18	59	66	125	0.24	1,062	1,188	2,250
19	23	37	60	0.12	437	703	1,140
20	86	71	157	0.30	1,720	1,420	3,140
21	108	156	264	0.51	2,268	3,276	5,544
22	22	20	42	0.08	484	440	924
23	31	22	53	0.10	713	506	1,219
24	11	11	22	0.04	264	264	528
25	25	27	52	0.10	625	675	1,300
26	5	5	10	0.02	130	130	260
27	16	8	24	0.05	432	216	648
28	42	32	74	0.14	1,176	896	2,072
29	13	6	19	0.04	377	174	551
30	191	191	382	0.74	5,730	5,730	11,460
31+	467	460	927	1.80	14,477	14,260	28,737
Total	24,321	27,238	51,559	100.0	197,908	225,851	423,759
	Intended Average Length of Stay ¹				8.1	8.3	8.2

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, June 2024

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	549	1.06	549
2	854	1.66	1,708
3	1,472	2.85	4,416
4	1,864	3.62	7,456
5	7,774	15.08	38,870
6	7,596	14.73	45,576
7	9,455	18.34	66,185
8	8,153	15.81	65,224
9	3,078	5.97	27,702
10	2,791	5.41	27,910
11	759	1.47	8,349
12	885	1.72	10,620
13	539	1.05	7,007
14	1,991	3.86	27,874
15	995	1.93	14,925
16	466	0.90	7,456
17	127	0.25	2,159
18	125	0.24	2,250
19	60	0.12	1,140
20	157	0.30	3,140
21	264	0.51	5,544
22	42	0.08	924
23	53	0.10	1,219
24	22	0.04	528
25	52	0.10	1,300
26	10	0.02	260
27	24	0.05	648
28	74	0.14	2,072
29	19	0.04	551
30	382	0.74	11,460
31+	927	1.80	28,737
Total	51,559	100.0	423,759
Number of beds available in June, 2024			754,080
Bed Occupancy Rate			56.2

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

Nationality	June 2023	May 2024	June 2024	% Change June 2024 and June 2023	% Change June 2024 and May 2024
Russian	702	295	439	-37.5	48.8
Polish	3,561	554	3,318	-6.8	498.9
Ukrainian	166	114	697	319.9	511.4
Chinese	398	724	291	-26.9	-59.8
Indian	1233	761	562	-54.4	-26.1
Israeli	611	86	89	-85.4	3.5
Total	6,671	2,534	5,396	-19.1	112.9

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	
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	306,985

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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