



Tourism Release No.85



TOURISM STATISTICAL RELEASE MARCH – 2024

Issued date - 25/04/2024

TOURISM STATISTICS

Zanzibar recorded **51,873** international visitors in March 2024 which is an increase of **13.0** percent compared with **45,915** visitors recorded in March 2023 and decreased by **27.0** percent compared with **71,095** visitors recorded in the preceding month (February 2024).

Tourists from Europe continued to dominate the market by accounting (**77.7** percent) of the total visitors in March 2024. In country wise, Italy dominated the Tourism market by accounting **15.7** percent of all visitors entered in March 2024, followed by German (**10.7** 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 March 2024, **46,582** visitors equivalent to **89.8** percent of the total visitors entered through Airport, where by **44,974** visitors of them entered by international flights and **1,608** by domestic flights. The remaining **5,291** 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 March 2024, about **50,433** visitors equivalent to **97.2** percent came for holidays, **0.8** percent came for visiting friends and relatives and **2.0** percent came for other purposes.

Table 4 & Figure 2 shows that **24,145** visitors (**46.5** percent) were male and **27,728** (**53.5** percent) were female. Male decreased by **25.4** percent and Female decrease by **28.4** percent compared with the preceding month of February 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 **3,488** (**6.7** percent) visitors were aged less than 15 years **43,400** (**83.7** percent) were aged 15 to 64 years and **4,985** (**9.6** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The visitors from emerging markets in March 2024 (Poland, India, Russia, Israel, China and Ukraine) increased by **41.8** percent compared with the visitors recorded in March 2023. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that **18.6** percent of visitors stayed in the country for eight days in February, 2024. The overall average intended length of stay for visitors in March 2024 was eight nights (**8**).

The total of **779,216** bed-spaces was available in March 2024. Out of these bed-spaces, estimates of **390,880** beds were sold during February 2024 representing a bed occupancy rate of **50.2** percent (**Table 7**).

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

Nationality	March 2023			February 2024			March 2024			% Change March 2024 and Feb 2024	%Change, March 2024 and March 2023
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	2,300	5	6	3,611	5.1	5	2,652	5.1	5	-26.6	15.3
British	1,976	4.3	8	3,529	5.0	6	2,166	4.2	7	-38.6	9.6
German	4,083	8.9	3	5,806	8.2	4	5,163	10.0	2	-11.1	26.5
Italian	5,929	12.9	1	9,695	13.6	1	8,151	15.7	1	-15.9	37.5
French	4,559	9.9	2	8,771	12.3	2	3,552	6.8	4	-59.5	-22.1
Dutch	1,278	2.8	10	1,929	2.7	9	1,353	2.6	10	-29.9	5.9
Belgium	521	1.1	15	1,078	1.5	12	430	0.8	17	-60.1	-17.5
Russian	840	1.8	12	889	1.3	14	867	1.7	12	-2.5	3.2
Turkish	384	0.8	17	537	0.8	19	356	0.7	19	-33.7	-7.3
Polish	2,753	6	5	6,938	9.8	3	3,669	7.1	3	-47.1	33.3
Ukrainian	326	0.7	18	776	1.1	15	852	1.6	13	9.8	161.3
Czech Republic	3,030	6.6	4	2,591	3.6	7	2,469	4.8	6	-4.7	-18.5
Spanish	447	1	16	587	0.8	18	643	1.2	16	9.5	43.8
Other European	7,138	15.5		11,998	16.9		7,984	15.4		-33.5	11.9
Subtotal	35,564	77.5		58,735	82.6		40,307	77.7		-31	13
ASIA											
Japanese	69	0.2	23	157	0.2	22	116	0.2	22	-26.1	68.1
Chinese	311	0.7	19	1090	1.5	11	736	1.4	14	-32.5	136.7
Indian	546	1.2	14	642	0.9	17	720	1.4	15	12.1	31.9
Israeli	134	0.3	22	68	0.1	23	120	0.2	21	76.5	-10.4
Other Asian	1,182	2.6		1,645	2.3		825	1.6		-49.8	-30.2
Subtotal	2,242	4.9		3,602	5.1		2,517	4.9		-30.1	12.3
AFRICA											
Kenyan	1,132	2.5	11	1,182	1.7	10	1,345	2.6	11	13.8	18.8
South African	1,554	3.4	9	1,077	1.5	13	1,887	3.6	9	75.2	21.4
Egyptian	190	0.4	21	320	0.5	21	116	0.2	22	-63.8	-38.9
Other African	2,016	4.4		2,353	3.3		2,445	4.7		3.9	21.3
Subtotal	4,892	10.7		4,932	6.9		5,793	11.2		17.5	18.4
AMERICA											
American	2,017	4.4	7	2,159	3.0	8	2,141	4.1	8	-0.8	6.1
Canadian	588	1.3	13	643	0.9	16	371	0.7	18	-42.3	-36.9
Other American	336	0.7		643	0.9		436	0.8		-32.2	29.8
Subtotal	2,941	6.4		3,445	4.8		2,948	5.7		-14.4	0.2
OCEANIA											
Australian	226	0.5	20	335	0.5	20	225	0.4	20	-32.8	-0.4
New Zealand	30	0.1	24	46	0.1	24	68	0.1	24	47.8	126.7
Subtotal	256	0.6		381	0.5		293	0.6		-23.1	14.5
Not stated	20	0		0	0.0		15	0.0			
TOTAL	45,915	100		71,095	100.0		51,873	100.0		-27.0	13.0

Figure 1: International Visitors by Entry Points, March 2024

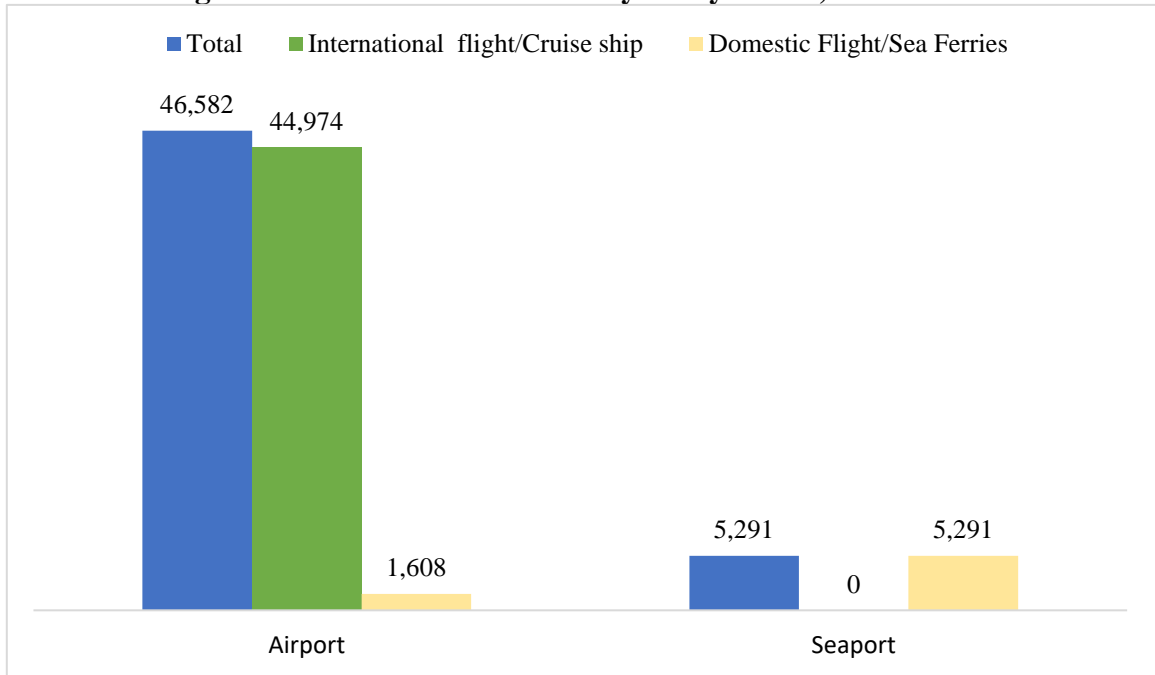


Table 2: International Visitors by Nationality through Entry Points, March 2024

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	2,230	147	2,377	0	275	275
British	1,782	43	1,825	0	341	341
German	4,702	86	4,788	0	375	375
Italian	8,001	56	8,057	0	94	94
French	3,271	74	3,345	0	207	207
Dutch	1,241	35	1,276	0	77	77
Belgium	327	33	360	0	70	70
Russian	782	14	796	0	71	71
Turkish	293	12	305	0	51	51
Polish	3,598	28	3,626	0	43	43
Ukrainian	823	16	839	0	13	13
Czech Republic	2,401	25	2,426	0	43	43
Spanish	562	25	587	0	56	56
Other Europeans	7,373	342	7,715	0	269	269
Subtotal	37,386	936	38,322	0	1,985	1,985
ASIA						
Japanese	58	20	78	0	38	38
Chinese	486	19	505	0	231	231
Indian	427	23	450	0	270	270
Israeli	81	30	111	0	9	9
Other Asians	596	70	666	0	159	159
Subtotal	1,648	162	1,810	0	707	707
AFRICA						
Kenyan	828	69	897	0	448	448
South African	1,735	39	1,774	0	113	113
Egyptian	86	7	93	0	23	23
Other Africans	1,276	183	1,459	0	986	986
Subtotal	3,925	298	4,223	0	1,570	1,570
AMERICA						
American	1,367	53	1,420	0	721	721
Canadian	218	30	248	0	123	123
Other Americans	317	67	384	0	52	52
Subtotal	1,902	150	2,052	0	896	896
OCEANIA						
Australian	86	37	123	0	102	102
New Zealand	20	17	37	0	31	31
Subtotal	106	54	160	0	133	133
Not stated	7	8	15	0	0	0
TOTAL	44,974	1,608	46,582	0	5,291	5,291

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

Nationality	Holidays	Visiting Friends and Relative	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE								
Scandinavian	2,621	25	0	0	1	0	5	2,652
British	2,062	25	0	0	0	2	77	2,166
German	5,112	43	1	2	0	0	5	5,163
Italian	8,039	98	1	1	0	1	11	8,151
French	3,437	22	0	0	0	0	93	3,552
Dutch	1,340	4	0	0	1	0	8	1,353
Belgium	421	2	0	0	0	0	7	430
Russian	856	10	0	0	1	0	0	867
Turkish	352	4	0	0	0	0	0	356
Polish	3,650	17	1	0	0	0	1	3,669
Ukrainian	842	7	0	0	0	0	3	852
Czech Republic	2,453	10	0	0	3	1	2	2,469
Spanish	633	7	0	0	0	0	3	643
Other Europeans	7,816	45	1	0	2	0	120	7,984
Subtotal	39,634	319	4	3	8	4	335	40,307
ASIA								
Japanese	110	0	0	0	0	0	6	116
Chinese	734	2	0	0	0	0	0	736
Indian	715	3	2	0	0	0	0	720
Israeli	120	0	0	0	0	0	0	120
Other Asians	815	8	0	0	0	2	0	825
Subtotal	2,494	13	2	0	0	2	6	2,517
AFRICA								
Kenyan	1,331	13	0	0	0	0	1	1,345
South African	1,851	20	0	0	0	0	16	1,887
Egyptian	116	0	0	0	0	0	0	116
Other Africans	2,426	10	1	0	0	0	8	2,445
Subtotal	5,724	43	1	0	0	0	25	5,793
AMERICA								
American	1,603	15	0	0	0	1	522	2,141
Canadian	336	2	0	0	0	0	33	371
Other Americans	424	0	0	0	0	0	12	436
Subtotal	2,363	17	0	0	0	1	567	29,48
OCEANIA								
Australian	155	0	0	0	0	0	70	225
New Zealand	48	0	0	0	0	0	20	68
Subtotal	203	0	0	0	0	0	90	293
Not stated	15	0	0	0	0	0	0	15
TOTAL	50,433	392	7	3	8	7	1,023	51,873
TOTAL PERCENT	97.2	0.8	0.0	0.0	0.0	0.0	2.0	100

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	1,243	1,409	2,652
British	996	1,170	2,166
German	2,381	2,782	5,163
Italian	3,697	4,454	8,151
French	1,646	1,906	3,552
Dutch	629	724	1,353
Belgium	149	281	430
Russian	386	481	867
Turkish	185	171	356
Polish	1,624	2,045	3,669
Ukrainian	291	561	852
Czech Republic	1,047	1,422	2,469
Spanish	298	345	643
Other European Country	3,680	4,304	7,984
Subtotal	18,252	22,055	40,307
ASIA			
Japanese	62	54	116
Chinese	489	247	736
Indian	473	247	720
Israeli	66	54	120
Other Asian	478	347	825
Subtotal	1,568	949	2,517
AFRICA			
Kenyan	695	650	1,345
South African	765	1,122	1,887
Egyptian	80	36	116
Other African	1,192	1,253	2,445
Subtotal	2,732	3,061	5,793
AMERICA			
American	1,005	1,136	2,141
Canadian	209	162	371
Other American	223	213	436
Subtotal	1,437	1,511	2,948
OCEANIA			
Australian	102	123	225
New Zealand	45	23	68
Subtotal	147	146	293
Not stated	9	6	15
TOTAL MARCH 2024	24,145	27,728	51,873
TOTAL FEBRUARY 2024	32,371	38,724	71,095
TOTAL PERCENT	46.5	53.5	100
% CHANGE, MARCH 2024 AND FEBRUARY 2024	-25.4	-28.4	-27.0

Figure 2: International Visitors by Sex, March 2024

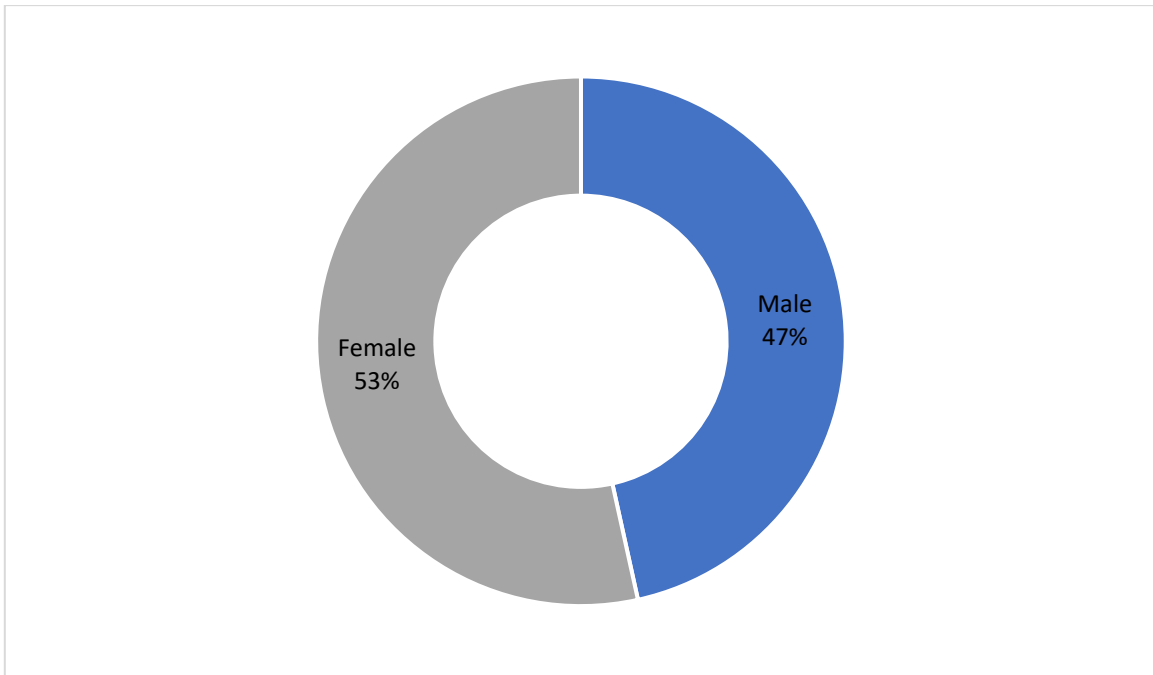


Figure 3: International Visitors by Categorized Age, March 2024

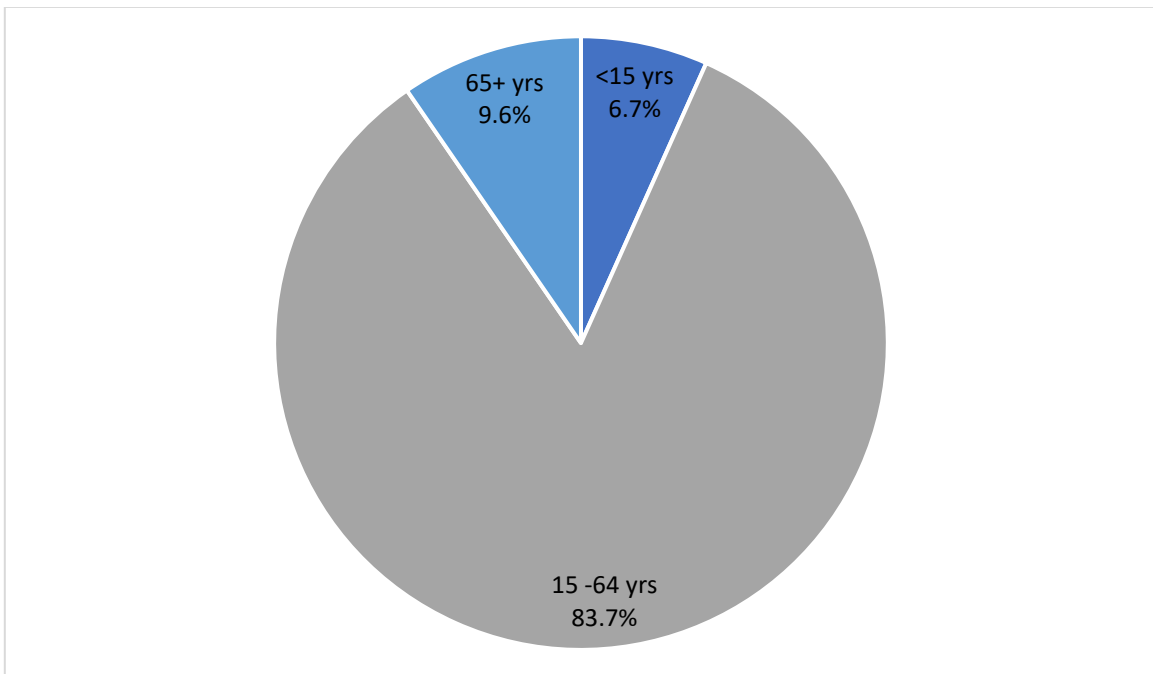


Table 5: International Visitors by Nationality and Categorized Age, March2024

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	185	2,195	272	2,652
British	159	1,698	309	2,166
German	299	4,392	472	5,163
Italian	633	6,414	1,104	8,151
French	175	2,980	397	3,552
Dutch	41	1,137	175	1,353
Belgium	26	373	31	430
Russian	60	784	23	867
Turkish	14	324	18	356
Polish	224	3,176	269	3,669
Ukrainian	108	716	28	852
Czech Republic	228	2,003	238	2,469
Spanish	42	573	28	643
Other European	651	6,703	630	7,984
Subtotal	2,845	33,468	3,994	40,307
ASIA				
Japanese	6	84	26	116
Chinese	34	696	6	736
Indian	41	657	22	720
Israeli	8	104	8	120
Other Asian	40	737	48	825
Subtotal	129	2,278	110	2,517
AFRICA				
Kenyan	80	1,203	62	1,345
South African	155	1,651	81	1,887
Egyptian	5	104	7	116
Other African	128	2,250	67	2,445
Subtotal	368	5,208	217	5,793
AMERICA				
American	97	1,531	513	2,141
Canadian	34	287	50	371
Other American	5	414	17	436
Subtotal	136	2,232	580	2,948
OCEANIA				
Australian	10	148	67	225
New Zealand	0	51	17	68
Subtotal	10	199	84	293
Not stated	0	15	0	15
TOTAL	3,488	43,400	4,985	51,873
TOTAL (%)	6.7	83.7	9.6	100

Figure 4: Visitors Arrival from Emerging Markets, March2024 and March 2023

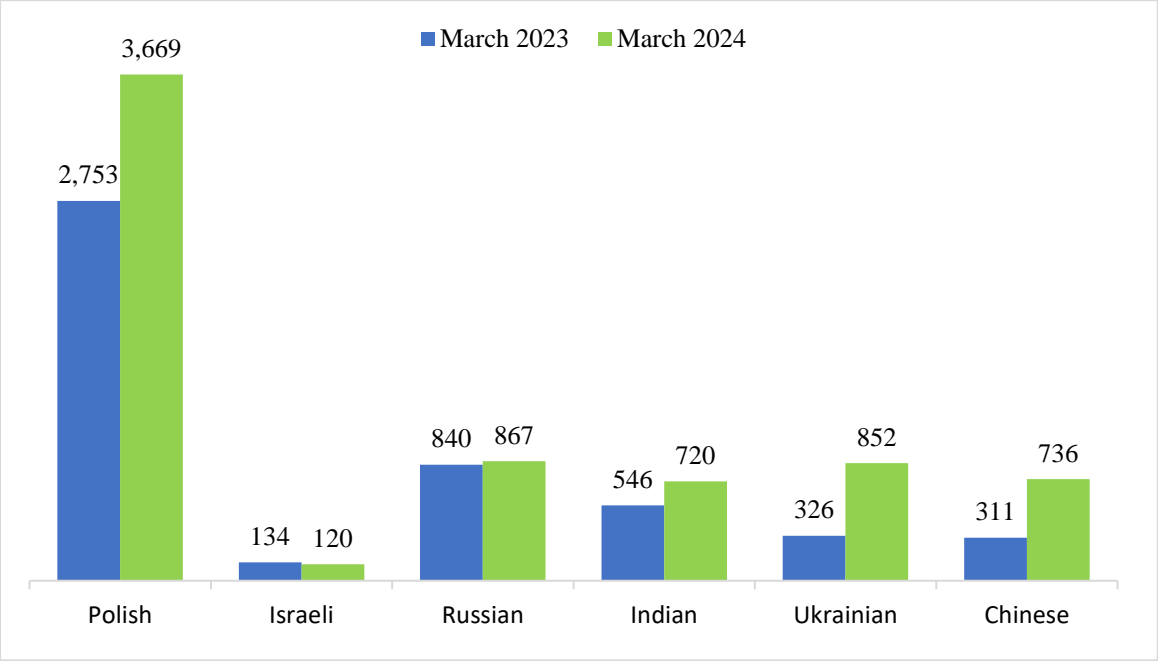


Table 6: Intended Length of Stay and Sex of International Visitors, March 2024

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	718	643	1,361	2.6	718	643	1,361
2	387	396	783	1.5	774	792	1,566
3	580	610	1,190	2.3	1,740	1,830	3,570
4	648	678	1,326	2.6	2,592	2,712	5,304
5	3,845	7,175	11,020	21.2	19,225	35,875	55,100
6	3,648	1,921	5,569	10.7	21,888	11,526	33,414
7	4,289	5,029	9,318	18.0	30,023	35,203	65,226
8	4,505	5,145	9,650	18.6	36,040	41,160	77,200
9	1,327	1,443	2,770	5.3	11,943	12,987	24,930
10	1,384	1,501	2,885	5.6	13,840	15,010	28,850
11	540	607	1,147	2.2	5,940	6,677	12,617
12	515	544	1,059	2.0	6,180	6,528	12,708
13	218	234	452	0.9	2,834	3,042	5,876
14	595	686	1,281	2.5	8,330	9,604	17,934
15	270	291	561	1.1	4,050	4,365	8,415
16	107	132	239	0.5	1,712	2,112	3,824
17	36	48	84	0.2	612	816	1,428
18	45	57	102	0.2	810	1,026	1,836
19	15	13	28	0.1	285	247	532
20	45	55	100	0.2	900	1,100	2,000
21	65	61	126	0.2	1,365	1,281	2,646
22	15	21	36	0.1	330	462	792
23	5	3	8	0.0	115	69	184
24	5	10	15	0.0	120	240	360
25	9	11	20	0.0	225	275	500
26	1	2	3	0.0	26	52	78
27	5	6	11	0.0	135	162	297
28	7	3	10	0.0	196	84	280
29	7	3	10	0.0	203	87	290
30	100	117	217	0.4	3,000	3,510	6,510
31+	209	283	492	0.9	6,479	8,773	15,252
Total	24,145	27,728	51,873	100.0	182,630	208,250	390,880
	Intended Average Length of Stay ¹				7.6	7.5	7.5

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, March 2024

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	1,361	2.6	1,361
2	783	1.5	1,566
3	1,190	2.3	3,570
4	1,326	2.6	5,304
5	11,020	21.2	55,100
6	5,569	10.7	33,414
7	9,318	18.0	65,226
8	9,650	18.6	77,200
9	2,770	5.3	24,930
10	2,885	5.6	28,850
11	1,147	2.2	12,617
12	1,059	2.0	12,708
13	452	0.9	5,876
14	1,281	2.5	17,934
15	561	1.1	8,415
16	239	0.5	3,824
17	84	0.2	1,428
18	102	0.2	1,836
19	28	0.1	532
20	100	0.2	2,000
21	126	0.2	2,646
22	36	0.1	792
23	8	0.0	184
24	15	0.0	360
25	20	0.0	500
26	3	0.0	78
27	11	0.0	297
28	10	0.0	280
29	10	0.0	290
30	217	0.4	6,510
31+	492	0.9	15,252
Total	51,873	100.0	390,880
Number of beds available in March, 2024			779,216
Bed Occupancy Rate			50.2

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

Nationality	March 2023	February 2024	March 2024	% Change March2024 and March2023	% Change March 2024 and Feb 2024
Russian	840	889	867	3.2	-2.5
Polish	2,753	6,938	3,669	33.3	-47.1
Ukrainian	326	776	852	161.3	9.8
Chinese	311	1090	736	136.7	-32.5
Indian	546	642	720	31.9	12.1
Israeli	134	68	120	-10.4	76.5
Total	4,910	10,403	6,964	41.8	-33.1

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	
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	196,436

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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