



## Tourism Release No.81



## TOURISM STATISTICAL RELEASE SEPTEMBER – 2023

## TOURISM STATISTICS

Zanzibar recorded **53,839** international visitors in September 2023 which is an increase of **16.2** percent compared with **46,338** visitors recorded in September 2022 and decreased by **12.4** percent compared with **61,466** visitors recorded in the preceding month (August 2023).

Tourists from Europe continued to dominate the market by accounting (**68.4** percent) of the total visitors in September 2023. In country wise, German dominated the Tourism market by accounting **11.1** percent of all visitors entered in September 2023, followed by Italy (**10.4** 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 **46,601** visitors equivalent to **86.6** percent of the total visitors entered through Airport, where by **45,491** visitors of them entered by international flights and **1,110** by domestic flights. The remaining **7,238** visitors entered through seaport by using Sea Ferries from Tanzania Mainland as shown in **Figure 1 & Table 2**.

Information on the purpose of visit (**Table 3**) shows that in September 2023, about **53,689** visitors equivalent to **99.7** percent came for holidays, **0.1** percent came for visiting friends and relatives and **0.2** percent came for other purposes.

**Table 4 & Figure 2** shows that **28,645** visitors (**53.2** percent) were male and **25,194** (**46.8** percent) were female. Male and Female decreased by **5.3** and **19.3** respectively compared with the preceding month of September 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 **1,745** (**3.2** percent) visitors were aged less than 15 years, **49,140** (**91.3** percent) were aged 15 to 64 years and **2,954** (**5.5** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The visitors from emerging markets (Poland, India, Russia, Israel, China and Ukraine) increased by **40.6** percent compared with the visitors recorded in September 2022. Other performances are shown in (**Figure 4 & Annex I**).

**Table 6** shows that **21.6** percent of visitors stayed in the country for seven days in September 2023. The overall average intended length of stay for visitors in September 2023 was eight nights (**8.2**).

The total of **678,570** bed-spaces was available in September 2023. Out of these bed-spaces, estimates of **442,392** beds were sold during September 2023 representing a bed occupancy rate of **64.2** percent (**Table 7**).

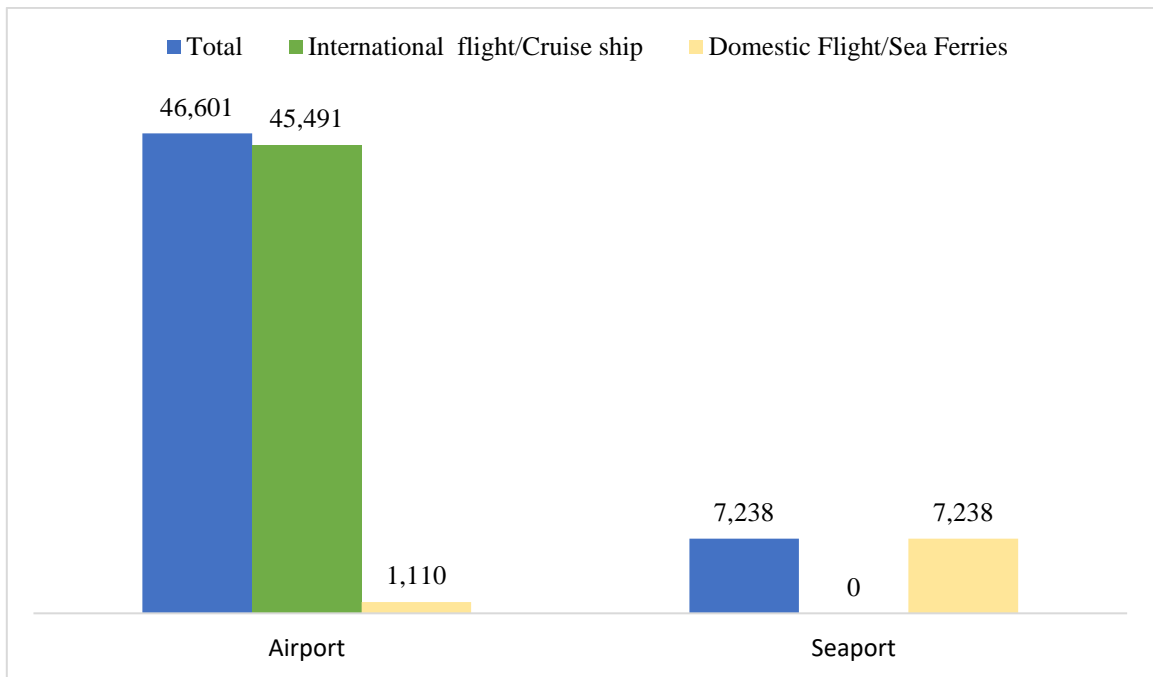
For the past nine months, Zanzibar has received **456,055** visitors from January- September 2023 which is an increase of **23.6** percent compared with the corresponding months (January- September 2022). About **407,747** visitors entered through airport while **48,308** visitors entered through seaport. Most of visitors were from Europe (**72.1** percent). In country wise, French (**11.1** percent) was the leading market for the 9 months in Zanzibar tourism market (**Table 8**).

**Table1: International Visitors by Nationality, September 2023, August 2023 and September 2022**

| Nationality     | September 2022 |             |      | August 2023   |              |      | September 2023 |              |      | % Change Sept 2023 and Aug 2023 | %Change, Sept 2023 and Sept 2022 |
|-----------------|----------------|-------------|------|---------------|--------------|------|----------------|--------------|------|---------------------------------|----------------------------------|
|                 | Number         | % Share     | Rank | Number        | % Share      | Rank | Number         | % Share      | Rank |                                 |                                  |
| <b>EUROPE</b>   |                |             |      |               |              |      |                |              |      |                                 |                                  |
| Scandinavian    | 1,033          | 2.2         | 12   | 951           | 1.5          | 13   | 1,220          | 2.3          | 12   | 28.3                            | 18.1                             |
| British         | 3,993          | 8.6         | 3    | 4,534         | 7.4          | 4    | 4,124          | 7.7          | 4    | -9.0                            | 3.3                              |
| German          | 5,371          | 11.6        | 2    | 4,541         | 7.4          | 3    | 5,988          | 11.1         | 1    | 31.9                            | 11.5                             |
| Italian         | 3,598          | 7.8         | 4    | 10,216        | 16.6         | 1    | 5,617          | 10.4         | 2    | -45.0                           | 56.1                             |
| French          | 5,989          | 12.9        | 1    | 6,246         | 10.2         | 2    | 5,386          | 10.0         | 3    | -13.8                           | -10.1                            |
| Dutch           | 1,583          | 3.4         | 9    | 1,589         | 2.6          | 10   | 1,255          | 2.3          | 11   | -21.0                           | -20.7                            |
| Belgium         | 1,212          | 2.6         | 11   | 732           | 1.2          | 15   | 807            | 1.5          | 15   | 10.2                            | -33.4                            |
| Russian         | 711            | 1.5         | 15   | 672           | 1.1          | 16   | 583            | 1.1          | 17   | -13.2                           | -18.0                            |
| Turkish         | 287            | 0.6         | 19   | 477           | 0.8          | 19   | 387            | 0.7          | 19   | -18.9                           | 34.8                             |
| Polish          | 2,902          | 6.3         | 5    | 3,556         | 5.8          | 5    | 3,700          | 6.9          | 5    | 4.0                             | 27.5                             |
| Ukrainian       | 156            | 0.3         | 21   | 163           | 0.3          | 22   | 150            | 0.3          | 22   | -8.0                            | -3.8                             |
| Czech Republic  | 1,339          | 2.9         | 10   | 515           | 0.8          | 18   | 670            | 1.2          | 16   | 30.1                            | -50.0                            |
| Spanish         | 1,623          | 3.5         | 8    | 1,963         | 3.2          | 7    | 1,334          | 2.5          | 10   | -32.0                           | -17.8                            |
| Other European  | 5,168          | 11.2        |      | 5,824         | 9.5          |      | 5,601          | 10.4         |      | -3.8                            | 8.4                              |
| <b>Subtotal</b> | <b>34,965</b>  | <b>75.5</b> |      | <b>41,979</b> | <b>68.3</b>  |      | <b>36,822</b>  | <b>68.4</b>  |      | <b>-12</b>                      | <b>5</b>                         |
| <b>ASIA</b>     |                |             |      |               |              |      |                |              |      |                                 |                                  |
| Japanese        | 41             | 0.1         | 23   | 136           | 0.2          | 23   | 125            | 0.2          | 23   | -8.1                            | 204.9                            |
| Chinese         | 123            | 0.3         | 22   | 877           | 1.4          | 14   | 915            | 1.7          | 13   | 4.3                             | 643.9                            |
| Indian          | 662            | 1.4         | 16   | 1066          | 1.7          | 12   | 869            | 1.6          | 14   | -18.5                           | 31.3                             |
| Israeli         | 880            | 1.9         | 14   | 1916          | 3.1          | 8    | 1,424          | 2.6          | 9    | -25.7                           | 61.8                             |
| Other Asian     | 1,140          | 2.5         |      | 2,735         | 4.4          |      | 1,838          | 3.4          |      | -32.8                           | 61.2                             |
| <b>Subtotal</b> | <b>2,846</b>   | <b>6.1</b>  |      | <b>6,730</b>  | <b>10.9</b>  |      | <b>5,171</b>   | <b>9.6</b>   |      | <b>-23.2</b>                    | <b>81.7</b>                      |
| <b>AFRICA</b>   |                |             |      |               |              |      |                |              |      |                                 |                                  |
| Kenyan          | 1,001          | 2.2         | 13   | 1,913         | 3.1          | 9    | 1,546          | 2.9          | 8    | -19.2                           | 54.4                             |
| South African   | 1,757          | 3.8         | 7    | 1,344         | 2.2          | 11   | 2,107          | 3.9          | 7    | 56.8                            | 19.9                             |
| Egyptian        | 331            | 0.7         | 18   | 360           | 0.6          | 21   | 265            | 0.5          | 21   | -26.4                           | -19.9                            |
| Other African   | 1,885          | 4.1         |      | 4,628         | 7.5          |      | 4,130          | 7.7          |      | -10.8                           | 119.1                            |
| <b>Subtotal</b> | <b>4,974</b>   | <b>10.7</b> |      | <b>8,245</b>  | <b>13.4</b>  |      | <b>8,048</b>   | <b>14.9</b>  |      | <b>-2.4</b>                     | <b>61.8</b>                      |
| <b>AMERICA</b>  |                |             |      |               |              |      |                |              |      |                                 |                                  |
| American        | 1,927          | 4.2         | 6    | 2,843         | 4.6          | 6    | 2,296          | 4.3          | 6    | -19.2                           | 19.1                             |
| Canadian        | 588            | 1.3         | 17   | 639           | 1.0          | 17   | 498            | 0.9          | 18   | -22.1                           | -15.3                            |
| Other American  | 345            | 0.7         |      | 515           | 0.8          |      | 558            | 1.0          |      | 8.3                             | 61.7                             |
| <b>Subtotal</b> | <b>2,860</b>   | <b>6.2</b>  |      | <b>3,997</b>  | <b>6.5</b>   |      | <b>3,352</b>   | <b>6.2</b>   |      | <b>-16.1</b>                    | <b>17.2</b>                      |
| <b>OCEANIA</b>  |                |             |      |               |              |      |                |              |      |                                 |                                  |
| Australian      | 182            | 0.4         | 20   | 420           | 0.7          | 20   | 357            | 0.7          | 20   | -15.0                           | 96.2                             |
| New Zealand     | 37             | 0.1         | 24   | 86            | 0.1          | 24   | 79             | 0.1          | 24   | -8.1                            | 113.5                            |
| <b>Subtotal</b> | <b>219</b>     | <b>0.5</b>  |      | <b>506</b>    | <b>0.8</b>   |      | <b>436</b>     | <b>0.8</b>   |      | <b>-13.8</b>                    | <b>99.1</b>                      |
| Not stated      | 474            | 1.0         |      | 9             | 0.0          |      | 10             | 0.0          |      |                                 |                                  |
| <b>TOTAL</b>    | <b>46,338</b>  | <b>100</b>  |      | <b>61,466</b> | <b>100.0</b> |      | <b>53,839</b>  | <b>100.0</b> |      | <b>-12.4</b>                    | <b>16.2</b>                      |

Source: OCGS, ZCT & Immigration Department, Zanzibar

**Figure 1: International Visitors by Entry Points, September 2023**



Source: OCGS, ZCT & Immigration Department, Zanzibar

**Table 2: International Visitors by Nationality through Entry Points, September 2023**

| Nationality     | Airport              |                 |               | Seaport     |              |              |
|-----------------|----------------------|-----------------|---------------|-------------|--------------|--------------|
|                 | International Flight | Domestic Flight | Total         | Cruise Ship | Sea ferries  | Total        |
| <b>EUROPE</b>   |                      |                 |               |             |              |              |
| Scandinavian    | 1,041                | 25              | 1,066         | 0           | 154          | 154          |
| British         | 3,394                | 111             | 3,505         | 0           | 619          | 619          |
| German          | 5,391                | 132             | 5,523         | 0           | 465          | 465          |
| Italian         | 5,345                | 69              | 5,414         | 0           | 203          | 203          |
| French          | 4,932                | 151             | 5,083         | 0           | 303          | 303          |
| Dutch           | 1,083                | 35              | 1,118         | 0           | 137          | 137          |
| Belgium         | 678                  | 24              | 702           | 0           | 105          | 105          |
| Russian         | 531                  | 3               | 534           | 0           | 49           | 49           |
| Turkish         | 330                  | 4               | 334           | 0           | 53           | 53           |
| Polish          | 3,644                | 9               | 3,653         | 0           | 47           | 47           |
| Ukrainian       | 141                  | 5               | 146           | 0           | 4            | 4            |
| Czech Republic  | 656                  | 0               | 656           | 0           | 14           | 14           |
| Spanish         | 1,200                | 47              | 1,247         | 0           | 87           | 87           |
| Other Europeans | 5,147                | 111             | 5,258         | 0           | 343          | 343          |
| <b>Subtotal</b> | <b>33,513</b>        | <b>726</b>      | <b>34,239</b> | <b>0</b>    | <b>2,583</b> | <b>2,583</b> |
| <b>ASIA</b>     |                      |                 |               |             |              |              |
| Japanese        | 63                   | 3               | 66            | 0           | 59           | 59           |
| Chinese         | 539                  | 50              | 589           | 0           | 326          | 326          |
| Indian          | 480                  | 9               | 489           | 0           | 380          | 380          |
| Israeli         | 1,329                | 36              | 1,365         | 0           | 59           | 59           |
| Other Asians    | 1,462                | 46              | 1,508         | 0           | 330          | 330          |
| <b>Subtotal</b> | <b>3,873</b>         | <b>144</b>      | <b>4,017</b>  | <b>0</b>    | <b>1,154</b> | <b>1,154</b> |
| <b>AFRICA</b>   |                      |                 |               |             |              |              |
| Kenyan          | 786                  | 18              | 804           | 0           | 742          | 742          |
| South African   | 1,992                | 4               | 1,996         | 0           | 111          | 111          |
| Egyptian        | 192                  | 8               | 200           | 0           | 65           | 65           |
| Other Africans  | 2,442                | 34              | 2,476         | 0           | 1,654        | 1,654        |
| <b>Subtotal</b> | <b>5,412</b>         | <b>64</b>       | <b>5,476</b>  | <b>0</b>    | <b>2,572</b> | <b>2,572</b> |
| <b>AMERICA</b>  |                      |                 |               |             |              |              |
| American        | 1,666                | 106             | 1,772         | 0           | 524          | 524          |
| Canadian        | 316                  | 38              | 354           | 0           | 144          | 144          |
| Other Americans | 456                  | 21              | 477           | 0           | 81           | 81           |
| <b>Subtotal</b> | <b>2,438</b>         | <b>165</b>      | <b>2,603</b>  | <b>0</b>    | <b>749</b>   | <b>749</b>   |
| <b>OCEANIA</b>  |                      |                 |               |             |              |              |
| Australian      | 201                  | 10              | 211           | 0           | 146          | 146          |
| New Zealand     | 44                   | 1               | 45            | 0           | 34           | 34           |
| <b>Subtotal</b> | <b>245</b>           | <b>11</b>       | <b>256</b>    | <b>0</b>    | <b>180</b>   | <b>180</b>   |
| Not stated      | 10                   | 0               | 10            | 0           | 0            | 0            |
| <b>TOTAL</b>    | <b>45,491</b>        | <b>1,110</b>    | <b>46,601</b> | <b>0</b>    | <b>7,238</b> | <b>7,238</b> |

Source: OCGS, ZCT &amp; Immigration Department, Zanzibar

**Table 3: International Visitors by Nationality and Purpose of Visit, September 2023**

| Nationality          | Holidays      | Visiting Friends and Relatives | Returning Residences | Prospective Resident | Seeking Employment | Temporary Employment | Business and Conference | In Transit | Others     | Total         |
|----------------------|---------------|--------------------------------|----------------------|----------------------|--------------------|----------------------|-------------------------|------------|------------|---------------|
| <b>EUROPE</b>        |               |                                |                      |                      |                    |                      |                         |            |            |               |
| Scandinavian         | 1,215         | 2                              | 0                    | 2                    | 0                  | 0                    | 0                       | 0          | 1          | 1,220         |
| British              | 4,114         | 8                              | 1                    | 0                    | 0                  | 0                    | 0                       | 0          | 1          | 4,124         |
| German               | 5,974         | 7                              | 2                    | 1                    | 0                  | 0                    | 0                       | 0          | 4          | 5,988         |
| Italian              | 5,609         | 5                              | 0                    | 0                    | 0                  | 1                    | 0                       | 0          | 2          | 5,617         |
| French               | 5,373         | 5                              | 1                    | 0                    | 1                  | 0                    | 0                       | 1          | 5          | 5,386         |
| Dutch                | 1,254         | 1                              | 0                    | 0                    | 0                  | 0                    | 0                       | 0          | 0          | 1,255         |
| Belgium              | 801           | 3                              | 1                    | 0                    | 0                  | 0                    | 2                       | 0          | 0          | 807           |
| Russian              | 576           | 3                              | 3                    | 0                    | 0                  | 0                    | 0                       | 0          | 1          | 583           |
| Turkish              | 386           | 0                              | 0                    | 0                    | 0                  | 0                    | 0                       | 0          | 1          | 387           |
| Polish               | 3,694         | 3                              | 1                    | 1                    | 0                  | 0                    | 0                       | 0          | 1          | 3,700         |
| Ukrainian            | 150           | 0                              | 0                    | 0                    | 0                  | 0                    | 0                       | 0          | 0          | 150           |
| Czech Republic       | 670           | 0                              | 0                    | 0                    | 0                  | 0                    | 0                       | 0          | 0          | 670           |
| Spanish              | 1,333         | 1                              | 0                    | 0                    | 0                  | 0                    | 0                       | 0          | 0          | 1,334         |
| Other Europeans      | 5,582         | 12                             | 3                    | 0                    | 2                  | 0                    | 0                       | 0          | 2          | 5,601         |
| <b>Subtotal</b>      | <b>36,731</b> | <b>50</b>                      | <b>12</b>            | <b>4</b>             | <b>3</b>           | <b>1</b>             | <b>2</b>                | <b>1</b>   | <b>18</b>  | <b>36,822</b> |
| <b>ASIA</b>          |               |                                |                      |                      |                    |                      |                         |            |            |               |
| Japanese             | 125           | 0                              | 0                    | 0                    | 0                  | 0                    | 0                       | 0          | 0          | 125           |
| Chinese              | 912           | 2                              | 0                    | 0                    | 0                  | 0                    | 0                       | 0          | 1          | 915           |
| Indian               | 866           | 1                              | 1                    | 0                    | 0                  | 0                    | 0                       | 1          | 0          | 869           |
| Israeli              | 1,421         | 1                              | 0                    | 0                    | 0                  | 1                    | 0                       | 0          | 1          | 1,424         |
| Other Asians         | 1,832         | 1                              | 2                    | 1                    | 0                  | 0                    | 0                       | 0          | 2          | 1,838         |
| <b>Subtotal</b>      | <b>5,156</b>  | <b>5</b>                       | <b>3</b>             | <b>1</b>             | <b>0</b>           | <b>1</b>             | <b>0</b>                | <b>1</b>   | <b>4</b>   | <b>5,171</b>  |
| <b>AFRICA</b>        |               |                                |                      |                      |                    |                      |                         |            |            |               |
| Kenyan               | 1,538         | 4                              | 1                    | 1                    | 0                  | 2                    | 0                       | 0          | 0          | 1,546         |
| South African        | 2,096         | 8                              | 1                    | 0                    | 0                  | 0                    | 0                       | 1          | 1          | 2,107         |
| Egyptian             | 265           | 0                              | 0                    | 0                    | 0                  | 0                    | 0                       | 0          | 0          | 265           |
| Other Africans       | 4,118         | 3                              | 2                    | 2                    | 2                  | 0                    | 0                       | 0          | 3          | 4,130         |
| <b>Subtotal</b>      | <b>8,017</b>  | <b>15</b>                      | <b>4</b>             | <b>3</b>             | <b>2</b>           | <b>2</b>             | <b>0</b>                | <b>1</b>   | <b>4</b>   | <b>8,048</b>  |
| <b>AMERICA</b>       |               |                                |                      |                      |                    |                      |                         |            |            |               |
| American             | 2,289         | 5                              | 1                    | 0                    | 0                  | 0                    | 0                       | 0          | 1          | 2,296         |
| Canadian             | 495           | 1                              | 0                    | 1                    | 0                  | 0                    | 0                       | 1          | 0          | 498           |
| Other Americans      | 556           | 0                              | 0                    | 0                    | 0                  | 0                    | 0                       | 0          | 2          | 558           |
| <b>Subtotal</b>      | <b>3,340</b>  | <b>6</b>                       | <b>1</b>             | <b>1</b>             | <b>0</b>           | <b>0</b>             | <b>0</b>                | <b>1</b>   | <b>3</b>   | <b>3,352</b>  |
| <b>OCEANIA</b>       |               |                                |                      |                      |                    |                      |                         |            |            |               |
| Australian           | 356           | 1                              | 0                    | 0                    | 0                  | 0                    | 0                       | 0          | 0          | 357           |
| New Zealand          | 79            | 0                              | 0                    | 0                    | 0                  | 0                    | 0                       | 0          | 0          | 79            |
| <b>Subtotal</b>      | <b>435</b>    | <b>1</b>                       | <b>0</b>             | <b>0</b>             | <b>0</b>           | <b>0</b>             | <b>0</b>                | <b>0</b>   | <b>0</b>   | <b>436</b>    |
| <b>Not stated</b>    | <b>10</b>     | <b>0</b>                       | <b>0</b>             | <b>0</b>             | <b>0</b>           | <b>0</b>             | <b>0</b>                | <b>0</b>   | <b>0</b>   | <b>10</b>     |
| <b>TOTAL</b>         | <b>53,689</b> | <b>77</b>                      | <b>20</b>            | <b>9</b>             | <b>5</b>           | <b>4</b>             | <b>2</b>                | <b>4</b>   | <b>29</b>  | <b>53,839</b> |
| <b>TOTAL PERCENT</b> | <b>99.7</b>   | <b>0.1</b>                     | <b>0.0</b>           | <b>0.0</b>           | <b>0.0</b>         | <b>0.0</b>           | <b>0.0</b>              | <b>0.0</b> | <b>0.1</b> | <b>100</b>    |

Source: OCGS, ZCT &amp; Immigration Department, Zanzibar

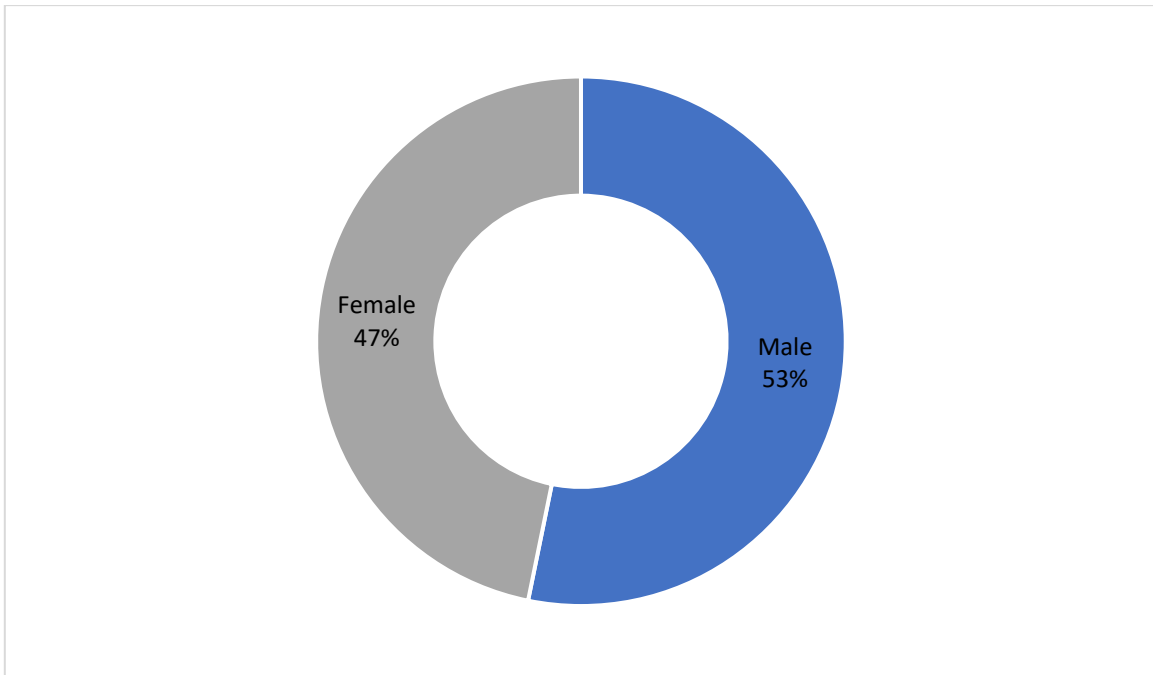
**Table 4: International Visitors by Nationality and Sex, September 2023**

| <b>Nationality</b>                              | <b>Male</b>   | <b>Female</b> | <b>Total</b>  |
|---|---------------|---------------|---------------|
| <b>EUROPE</b>                                   |               |               |               |
| Scandinavian                                    | 581           | 639           | 1,220         |
| British   | 2,164         | 1,960         | 4,124         |
| German  | 3,064         | 2,924         | 5,988         |
| Italian   | 3,136         | 2,481         | 5,617         |
| French  | 2,762         | 2,624         | 5,386         |
| Dutch   | 685           | 570           | 1,255         |
| Belgium   | 388           | 419           | 807           |
| Russian   | 293           | 290           | 583           |
| Turkish   | 245           | 142           | 387           |
| Polish  | 1,944         | 1,756         | 3,700         |
| Ukrainian                                       | 55            | 95            | 150           |
| Czech Republic                                  | 363           | 307           | 670           |
| Spanish   | 730           | 604           | 1,334         |
| Other European Country                          | 2,813         | 2,788         | 5,601         |
| <b>Subtotal</b>                                 | <b>19,223</b> | <b>17,599</b> | <b>36,822</b> |
| <b>ASIA</b>                                     |               |               |               |
| Japanese  | 83            | 42            | 125           |
| Chinese   | 546           | 369           | 915           |
| Indian  | 570           | 299           | 869           |
| Israeli   | 737           | 687           | 1,424         |
| Other Asian                                     | 1,201         | 637           | 1,838         |
| <b>Subtotal</b>                                 | <b>3,137</b>  | <b>2,034</b>  | <b>5,171</b>  |
| <b>AFRICA</b>                                   |               |               |               |
| Kenyan  | 831           | 715           | 1,546         |
| South African                                   | 1,072         | 1,035         | 2,107         |
| Egyptian  | 189           | 76            | 265           |
| Other African                                   | 2,263         | 1,867         | 4,130         |
| <b>Subtotal</b>                                 | <b>4,355</b>  | <b>3,693</b>  | <b>8,048</b>  |
| <b>AMERICA</b>                                  |               |               |               |
| American  | 1,161         | 1,135         | 2,296         |
| Canadian  | 267           | 231           | 498           |
| Other American                                  | 282           | 276           | 558           |
| <b>Subtotal</b>                                 | <b>1,710</b>  | <b>1,642</b>  | <b>3,352</b>  |
| <b>OCEANIA</b>                                  |               |               |               |
| Australian                                      | 173           | 184           | 357           |
| New Zealand                                     | 37            | 42            | 79            |
| <b>Subtotal</b>                                 | <b>210</b>    | <b>226</b>    | <b>436</b>    |
| Not stated                                      | 10            | -             | 10            |
| <b>TOTAL SEPTEMBER, 2023</b>                    | <b>28,645</b> | <b>25,194</b> | <b>53,839</b> |
| <b>TOTAL AUGUST, 2023</b>                       | <b>30,251</b> | <b>31,215</b> | <b>61,466</b> |
| <b>TOTAL PERCENT</b>                            | <b>53.2</b>   | <b>46.8</b>   | <b>100</b>    |
| <b>% CHANGE, SEPTEMBER 2023 AND AUGUST 2023</b> | <b>-5.3</b>   | <b>-19.3</b>  | <b>-12.4</b>  |

Source: OCGS, ZCT & Immigration Department, Zanzibar

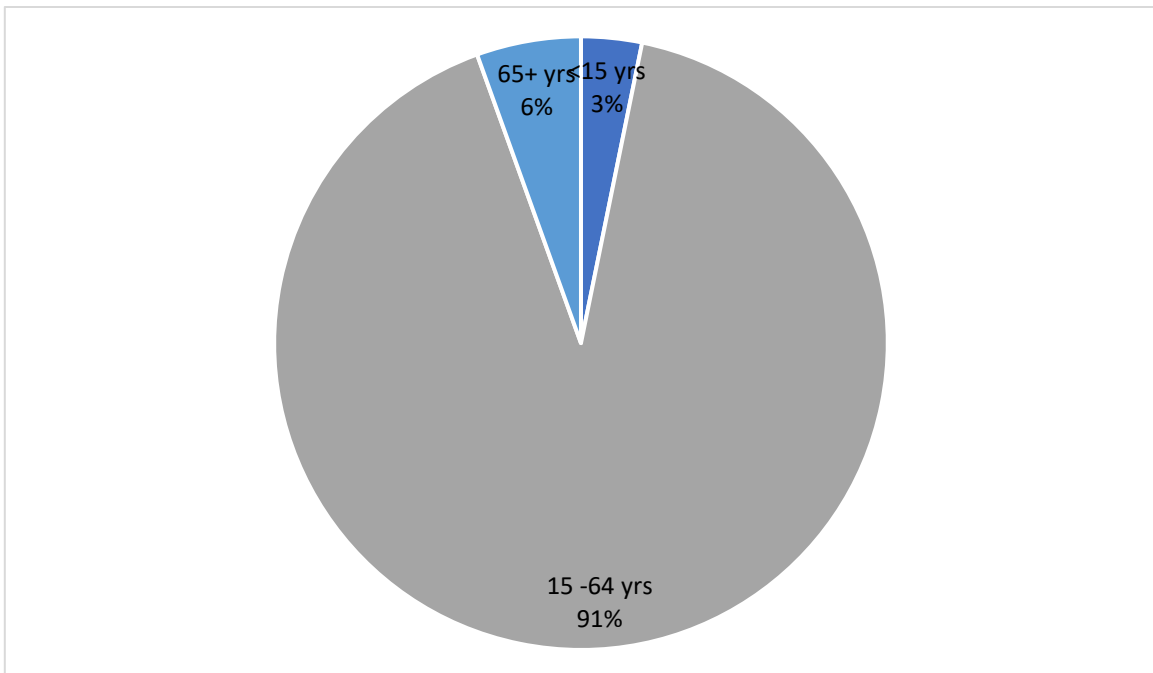


**Figure 2: International Visitors by Sex, September 2023**



Source: OCGS, ZCT & Immigration Department, Zanzibar

**Figure 3: International Visitors by Categorized Age, September 2023**



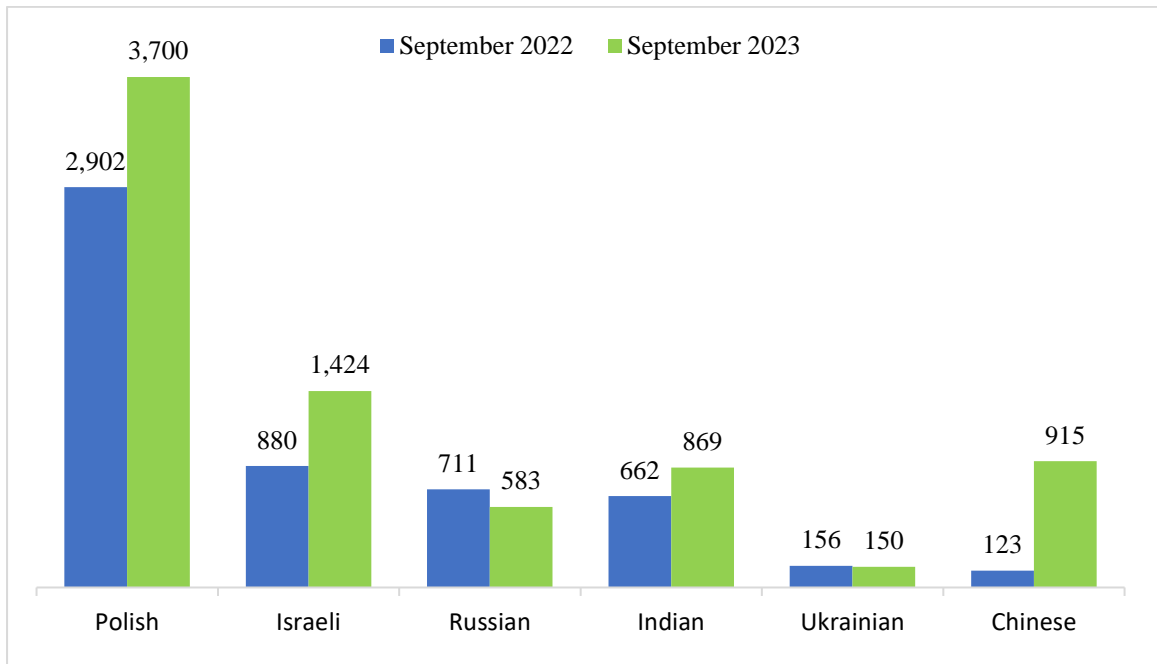
Source: OCGS, ZCT & Immigration Department, Zanzibar

**Table 5: International Visitors by Nationality and Categorized Age, September 2023**

| <b>Nationality</b> | <b>&lt;15 yrs</b> | <b>15 -64 yrs</b> | <b>65+ yrs</b> | <b>Total</b>  |
|--------------------|-------------------|-------------------|----------------|---------------|
| <b>EUROPE</b>      |                   |                   |                |               |
| Scandinavian       | 79                | 1,068             | 73             | 1,220         |
| British            | 139               | 3,601             | 384            | 4,124         |
| German             | 81                | 5,586             | 321            | 5,988         |
| Italian            | 171               | 5,176             | 270            | 5,617         |
| French             | 98                | 4,963             | 325            | 5,386         |
| Dutch              | 19                | 1,163             | 73             | 1,255         |
| Belgium            | 23                | 761               | 23             | 807           |
| Russian            | 21                | 531               | 31             | 583           |
| Turkish            | 17                | 365               | 5              | 387           |
| Polish             | 118               | 3,470             | 112            | 3,700         |
| Ukrainian          | 7                 | 139               | 4              | 150           |
| Czech Republic     | 25                | 615               | 30             | 670           |
| Spanish            | 25                | 1,282             | 27             | 1,334         |
| Other European     | 158               | 5,238             | 205            | 5,601         |
| <b>Subtotal</b>    | <b>981</b>        | <b>33,958</b>     | <b>1,883</b>   | <b>36,822</b> |
| <b>ASIA</b>        |                   |                   |                |               |
| Japanese           | 4                 | 117               | 4              | 125           |
| Chinese            | 30                | 856               | 29             | 915           |
| Indian             | 37                | 790               | 42             | 869           |
| Israeli            | 142               | 1,210             | 72             | 1,424         |
| Other Asian        | 58                | 1,620             | 160            | 1,838         |
| <b>Subtotal</b>    | <b>271</b>        | <b>4,593</b>      | <b>307</b>     | <b>5,171</b>  |
| <b>AFRICA</b>      |                   |                   |                |               |
| Kenyan             | 49                | 1,416             | 81             | 1,546         |
| South African      | 144               | 1,859             | 104            | 2,107         |
| Egyptian           | 7                 | 255               | 3              | 265           |
| Other African      | 196               | 3,837             | 97             | 4,130         |
| <b>Subtotal</b>    | <b>396</b>        | <b>7,367</b>      | <b>285</b>     | <b>8,048</b>  |
| <b>AMERICA</b>     |                   |                   |                |               |
| American           | 55                | 1,953             | 288            | 2,296         |
| Canadian           | 19                | 378               | 101            | 498           |
| Other American     | 10                | 504               | 44             | 558           |
| <b>Subtotal</b>    | <b>84</b>         | <b>2,835</b>      | <b>433</b>     | <b>3,352</b>  |
| <b>OCEANIA</b>     |                   |                   |                |               |
| Australian         | 11                | 306               | 40             | 357           |
| New Zealand        | 2                 | 71                | 6              | 79            |
| <b>Subtotal</b>    | <b>13</b>         | <b>377</b>        | <b>46</b>      | <b>436</b>    |
| <b>Not stated</b>  | -                 | 10                | -              | 10            |
| <b>TOTAL</b>       | <b>1,745</b>      | <b>49,140</b>     | <b>2,954</b>   | <b>53,839</b> |
| <b>TOTAL (%)</b>   | <b>3.2</b>        | <b>91.3</b>       | <b>5.5</b>     | <b>100</b>    |

Source: OCGS, ZCT & Immigration Department, Zanzibar

**Figure 4: Visitors Arrival from Emerging Markets, September 2023 and September 2022**



Source: OCGS, ZCT & Immigration Department, Zanzibar

**Table 6: Intended Length of Stay and Sex of International Visitors, September 2023**

| Intended Length of Stay | Number of Arrival                            |               |               | Percentage Share | Total Nights   |                |                |
|-------------------------|--|---------------|---------------|------------------|----------------|----------------|----------------|
|                         | Male   | Female        | Total         |                  | Male           | Female         | Total          |
| 1                       | 632  | 475           | 1,107         | 2.1              | 632            | 475            | 1,107          |
| 2                       | 645  | 506           | 1,151         | 2.1              | 1,290          | 1,012          | 2,302          |
| 3                       | 769  | 793           | 1,562         | 2.9              | 2,307          | 2,379          | 4,686          |
| 4                       | 950  | 968           | 1,918         | 3.6              | 3,800          | 3,872          | 7,672          |
| 5                       | 5,401  | 3,040         | 8,441         | 15.7             | 27,005         | 15,200         | 42,205         |
| 6                       | 1,714  | 2,023         | 3,737         | 6.9              | 10,284         | 12,138         | 22,422         |
| 7                       | 6,612  | 4,992         | 11,604        | 21.6             | 46,284         | 34,944         | 81,228         |
| 8                       | 4,360  | 4,649         | 9,009         | 16.7             | 34,880         | 37,192         | 72,072         |
| 9                       | 1,496  | 1,419         | 2,915         | 5.4              | 13,464         | 12,771         | 26,235         |
| 10                      | 1,310  | 1,435         | 2,745         | 5.1              | 13,100         | 14,350         | 27,450         |
| 11                      | 543  | 545           | 1,088         | 2.0              | 5,973          | 5,995          | 11,968         |
| 12                      | 656  | 749           | 1,405         | 2.6              | 7,872          | 8,988          | 16,860         |
| 13                      | 303  | 322           | 625           | 1.2              | 3,939          | 4,186          | 8,125          |
| 14                      | 1,185  | 1,186         | 2,371         | 4.4              | 16,590         | 16,604         | 33,194         |
| 15                      | 810  | 816           | 1,626         | 3.0              | 12,150         | 12,240         | 24,390         |
| 16                      | 178  | 235           | 413           | 0.8              | 2,848          | 3,760          | 6,608          |
| 17                      | 86   | 93            | 179           | 0.3              | 1,462          | 1,581          | 3,043          |
| 18                      | 74   | 91            | 165           | 0.3              | 1,332          | 1,638          | 2,970          |
| 19                      | 58   | 69            | 127           | 0.2              | 1,102          | 1,311          | 2,413          |
| 20                      | 76   | 66            | 142           | 0.3              | 1,520          | 1,320          | 2,840          |
| 21                      | 119  | 127           | 246           | 0.5              | 2,499          | 2,667          | 5,166          |
| 22                      | 26   | 21            | 47            | 0.1              | 572            | 462            | 1,034          |
| 23                      | 17   | 13            | 30            | 0.1              | 391            | 299            | 690            |
| 24                      | 23   | 12            | 35            | 0.1              | 552            | 288            | 840            |
| 25                      | 11   | 22            | 33            | 0.1              | 275            | 550            | 825            |
| 26                      | 5  | 8             | 13            | 0.0              | 130            | 208            | 338            |
| 27                      | 6  | 8             | 14            | 0.0              | 162            | 216            | 378            |
| 28                      | 20   | 24            | 44            | 0.1              | 560            | 672            | 1,232          |
| 29                      | 16   | 8             | 24            | 0.0              | 464            | 232            | 696            |
| 30                      | 176  | 134           | 310           | 0.6              | 5,280          | 4,020          | 9,300          |
| 31+                     | 368  | 345           | 713           | 1.3              | 11,408         | 10,695         | 22,103         |
| <b>Total</b>            | <b>28,645</b>                                | <b>25,194</b> | <b>53,839</b> | <b>100.0</b>     | <b>230,127</b> | <b>212,265</b> | <b>442,392</b> |
|                         | Intended Average Length of Stay <sup>1</sup> |               |               |                  | <b>8.0</b>     | <b>8.4</b>     | <b>8.2</b>     |

Source: OCGS, ZCT & Immigration Department, Zanzibar

<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, September 2023**

| Length of Stay                                     | Number of visitors | Percentage Share | Total Nights   |
|--|--------------------|------------------|----------------|
| 1  | 1,107              | 2.1              | 1,107          |
| 2  | 1,151              | 2.1              | 2,302          |
| 3  | 1,562              | 2.9              | 4,686          |
| 4  | 1,918              | 3.6              | 7,672          |
| 5  | 8,441              | 15.7             | 42,205         |
| 6  | 3,737              | 6.9              | 22,422         |
| 7  | 11,604             | 21.6             | 81,228         |
| 8  | 9,009              | 16.7             | 72,072         |
| 9  | 2,915              | 5.4              | 26,235         |
| 10   | 2,745              | 5.1              | 27,450         |
| 11   | 1,088              | 2.0              | 11,968         |
| 12   | 1,405              | 2.6              | 16,860         |
| 13   | 625                | 1.2              | 8,125          |
| 14   | 2,371              | 4.4              | 33,194         |
| 15   | 1,626              | 3.0              | 24,390         |
| 16   | 413                | 0.8              | 6,608          |
| 17   | 179                | 0.3              | 3,043          |
| 18   | 165                | 0.3              | 2,970          |
| 19   | 127                | 0.2              | 2,413          |
| 20   | 142                | 0.3              | 2,840          |
| 21   | 246                | 0.5              | 5,166          |
| 22   | 47                 | 0.1              | 1,034          |
| 23   | 30                 | 0.1              | 690            |
| 24   | 35                 | 0.1              | 840            |
| 25   | 33                 | 0.1              | 825            |
| 26   | 13                 | 0.0              | 338            |
| 27   | 14                 | 0.0              | 378            |
| 28   | 44                 | 0.1              | 1,232          |
| 29   | 24                 | 0.0              | 696            |
| 30   | 310                | 0.6              | 9,300          |
| 31+  | 713                | 1.3              | 22,103         |
| <b>Total</b>                                       | <b>53,839</b>      | <b>100.0</b>     | <b>442,392</b> |
| <b>Number of beds available in September, 2023</b> |                    |                  | <b>678,570</b> |
| <b>Bed Occupancy Rate</b>                          |                    |                  | <b>65.2</b>    |

Source: OCGS, ZCT & Immigration Department, Zanzibar

**Table 8: International Visitors by Nationality through Entry Points, January-September 2023 & 2022**

| Nationality     | January- September 2022 |             |      | January- September 2023 |                  |                |             |      | % Change, Jan- Sept 2023 and Jan- Sept 2022 |
|-----------------|-------------------------|-------------|------|-------------------------|------------------|----------------|-------------|------|---|
|                 | Number                  | % share     | Rank | Number (Airport)        | Number (Seaport) | Total Number   | % Share     | Rank |   |
| <b>EUROPE</b>   |                         |             |      |                         |                  |                |             |      |   |
| Scandinavian    | 11,095                  | 3           | 11   | 15,685                  | 1,751            | 17,436         | 3.8         | 7    | 57.2  |
| British         | 21,249                  | 5.8         | 4    | 24,479                  | 3,797            | 28,276         | 6.2         | 5    | 33.1  |
| German          | 28,267                  | 7.7         | 3    | 38,604                  | 3,737            | 42,341         | 9.3         | 3    | 49.8  |
| Italian         | 18,396                  | 5           | 6    | 46,297                  | 1,080            | 47,377         | 10.4        | 2    | 157.5                                       |
| French          | 45,845                  | 12.4        | 1    | 48,604                  | 2,120            | 50,724         | 11.1        | 1    | 10.6  |
| Dutch           | 10,843                  | 2.9         | 12   | 11,527                  | 1,111            | 12,638         | 2.8         | 10   | 16.6  |
| Belgium         | 8,267                   | 2.2         | 14   | 6,234                   | 672              | 6,906          | 1.5         | 15   | -16.5                                       |
| Russian         | 3,809                   | 1           | 19   | 6,411                   | 366              | 6,777          | 1.5         | 16   | 77.9  |
| Turkish         | 3,068                   | 0.8         | 22   | 3,666                   | 542              | 4,208          | 0.9         | 19   | 37.2  |
| Polish          | 33,985                  | 9.2         | 2    | 30,027                  | 316              | 30,343         | 6.7         | 4    | -10.7                                       |
| Ukrainian       | 12,063                  | 3.3         | 10   | 2,203                   | 54               | 2,257          | 0.5         | 22   | -81.3                                       |
| Czech Republic  | 13,525                  | 3.7         | 9    | 10,984                  | 156              | 11,140         | 2.4         | 11   | -17.6                                       |
| Spanish         | 8,239                   | 2.2         | 15   | 7,696                   | 586              | 8,282          | 1.8         | 12   | 0.5   |
| Other European  | 46,377                  | 12.6        |      | 57,485                  | 2,427            | 59,912         | 13.1        |      | 29.2  |
| <b>Subtotal</b> | <b>265,028</b>          | <b>71.8</b> |      | <b>309,902</b>          | <b>18715</b>     | <b>328,617</b> | <b>72.1</b> |      | <b>24.0</b>                                 |
| <b>ASIA</b>     |                         |             |      |                         |                  |                |             |      |   |
| Japanese        | 286                     | 0.1         | 27   | 523                     | 241              | 764            | 0.2         | 23   | 167.1                                       |
| Chinese         | 1,653                   | 0.4         | 23   | 3,232                   | 2,050            | 5,282          | 1.2         | 17   | 219.5                                       |
| Indian          | 5,680                   | 1.5         | 17   | 4,635                   | 2,529            | 7,164          | 1.6         | 13   | 26.1  |
| Israeli         | 4,800                   | 1.3         | 18   | 6,798                   | 168              | 6,966          | 1.5         | 14   | 45.1  |
| Other Asian     | 14,180                  | 3.8         |      | 14,696                  | 2,105            | 16,801         | 3.7         |      | 18.5  |
| <b>Subtotal</b> | <b>26,599</b>           | <b>7.2</b>  |      | <b>29,884</b>           | <b>7,093</b>     | <b>36,977</b>  | <b>8.1</b>  |      | <b>39.0</b>                                 |
| <b>AFRICA</b>   |                         |             |      |                         |                  |                |             |      |   |
| Kenyan          | 9,093                   | 2.5         | 13   | 8,475                   | 4,688            | 13,163         | 2.9         | 9    | 44.8  |
| South African   | 16,890                  | 4.6         | 7    | 14,769                  | 792              | 15,561         | 3.4         | 8    | -7.9  |
| Egyptian        | 3,500                   | 0.9         | 20   | 1,909                   | 417              | 2,326          | 0.5         | 21   | -33.5                                       |
| Other African   | 19,457                  | 5.3         |      | 17,615                  | 9,348            | 26,963         | 5.9         |      | 38.6  |
| <b>Subtotal</b> | <b>48,940</b>           | <b>13.3</b> |      | <b>42,768</b>           | <b>15,245</b>    | <b>58,013</b>  | <b>12.7</b> |      | <b>18.5</b>                                 |
| <b>AMERICA</b>  |                         |             |      |                         |                  |                |             |      |   |
| American        | 14,631                  | 4           | 8    | 15,843                  | 4,325            | 20,168         | 4.4         | 6    | 37.8  |
| Canadian        | 3,252                   | 0.9         | 21   | 3,667                   | 1,194            | 4,861          | 1.1         | 18   | 49.5  |
| Other American  | 2,673                   | 0.7         |      | 3,372                   | 538              | 3,910          | 0.9         |      | 46.3  |
| <b>Subtotal</b> | <b>20,556</b>           | <b>5.6</b>  |      | <b>22,882</b>           | <b>6,057</b>     | <b>28,939</b>  | <b>6.3</b>  |      | <b>40.8</b>                                 |
| <b>OCEANIA</b>  |                         |             |      |                         |                  |                |             |      |   |
| Australian      | 1,056                   | 0.3         | 25   | 1,775                   | 1,004            | 2,779          | 0.6         | 20   | 163.2                                       |
| New Zealand     | 328                     | 0.1         | 26   | 374                     | 179              | 553            | 0.1         | 24   | 68.6  |
| <b>Subtotal</b> | <b>1,384</b>            | <b>0.4</b>  |      | <b>2,149</b>            | <b>1,183</b>     | <b>3,332</b>   | <b>0.7</b>  |      | <b>140.8</b>                                |
| Not stated      | 6,579                   | 1.8         |      | 162                     | 15               | 177            | 0.0         |      |   |
| <b>TOTAL</b>    | <b>369,086</b>          | <b>100</b>  |      | <b>407,747</b>          | <b>48,308</b>    | <b>456,055</b> | <b>100</b>  |      | <b>23.6</b>                                 |

Source: OCGS, ZCT & Immigration Department, Zanzibar

**Annex I: Visitors Arrival from Emerging Markets, September 2023, August 2023 and September 2022**

| <b>Nationality</b> | <b>September 2022</b> | <b>August 2023</b> | <b>September 2023</b> | <b>% Change Sept 2023 and Sept 2022</b> | <b>% Change Sept 2023 and Aug 2023</b> |
|--------------------|-----------------------|--------------------|-----------------------|---|--|
| Russian            | 711                   | 672                | 583                   | -18.0                                   | -13.2                                  |
| Polish             | 2,902                 | 3,556              | 3,700                 | 27.5                                    | 4.0                                    |
| Ukrainian          | 156                   | 163                | 150                   | -3.8                                    | -8.0                                   |
| Chinese            | 123                   | 877                | 915                   | 643.9                                   | 4.3                                    |
| Indian             | 662                   | 1066               | 869                   | 31.3                                    | -18.5                                  |
| Israeli            | 880                   | 1,916              | 1,424                 | 61.8                                    | -25.7                                  |
| <b>Total</b>       | <b>5,434</b>          | <b>8,250</b>       | <b>7,641</b>          | <b>40.6</b>                             | <b>-7.4</b>                            |

Source: OCGS, ZCT & Immigration Department, Zanzibar

**Annex II: International Visitors by Month, 2019 - 2023**

| <b>Month</b> | <b>2019</b>    | <b>2020</b>    | <b>2021</b>    | <b>2022</b>    | <b>2023</b>    |
|--------------|----------------|----------------|----------------|----------------|----------------|
| January      | 46,133         | 61,461         | 49,868         | 42,443         | 68,813         |
| February     | 50,387         | 61,752         | 51,574         | 46,995         | 65,430         |
| March        | 33,883         | 33,801         | 43,821         | 38,762         | 45,915         |
| April        | 20,242         | 334            | 13,839         | 20,540         | 27,666         |
| May          | 15,640         | 197            | 9,280          | 20,450         | 26,620         |
| June         | 36,605         | 353            | 20,416         | 34,013         | 47,595         |
| July         | 55,947         | 3,079          | 29,714         | 58,157         | 58,711         |
| August       | 68,163         | 4,366          | 34,425         | 61,388         | 61,466         |
| September    | 49,732         | 5,422          | 25,817         | 46,338         | 53,839         |
| October      | 53,023         | 12,157         | 31,826         | 57,547         |                |
| November     | 47,824         | 29,128         | 35,438         | 55,150         |                |
| December     | 60,685         | 48,594         | 48,167         | 66,720         |                |
| <b>Total</b> | <b>538,264</b> | <b>260,644</b> | <b>394,185</b> | <b>548,503</b> | <b>456,055</b> |

Source: OCGS, ZCT & Immigration Department, Zanzibar

## **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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