

TOURISM STATISTICAL RELEASE JULY - 2017

No.07



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TOURISM STATISTICAL RELEASE FOR JULY, 2017

Tourist Arrivals in Zanzibar increased to **41,034** in July from **23,458** in June 2017 which is an increase of **74.9** percent and increase of **9.3** percent compared with corresponding month in July 2016. Europe remains as the largest market source of all visitors and posted an overall growth of **5.9** percent in July compared with corresponding month in 2016. In country wise, British (4,314) continue to dominate the Tourism market by accounting 10.5 percent of all visitors entered in July, followed by German (8.2 percent) and American (7.9 percent) while Japanese recorded the least (0.3 percent). Other performances are as shown in table 1.

The data from table 2 shows that 32,429 visitors entered through Airport, among them 20,599 visitors came by international flights and 11,830 by domestic flights. The remaining 8,605 visitors entered through seaport.

Generally, Zanzibar has received **211,615** visitors from January to July 2017 which is an increase of **16.7** percent compared to the corresponding months January - July, 2016. Almost 63.5 percent of all visitors were from Europe. In country wise, Italy (**11.5** percent) is a leading market for the first seven months. About **174,623** visitors entered through airport which is equivalent to **82.5** percent while the remaining **36,992** visitors entered through seaport that accounting **17.5** percent (Table 3).

Information on the purpose of visit (Table 4) shows that, in July 2017, a majority of visitors 40,150 (97.5 percent) came for holidays compared with only 682 (1.6 percent) and 21 (0.05 percent) of visitors who came for 'visiting friend and relatives' and 'business and conference' respectively.

Table 5 shows that in July, 2017 there were 18,137 (44.2 percent) males and 22,897 (55.8 percent) female visitors. Comparing to the previous month males and females increased by 76.0 percent and 74.1 percent respectively.

The ages of the visitors were categorized into three broad groups: those younger than 15 years, 15 to 64 years, and 65 years and older. The overall results presented in Table 6 show that 2,369 (8.0 percent) visitors were aged less than 15 years; 36,055 (87.9 percent) were aged 15 and 64 years and 1,710 (4.2 percent) were aged 65 years and older.

Table 7 shows that majority of the visitors (26.5 percent) stayed in the country for seven days. Only one percent (1.0 percent) of visitors stayed for more than a month. The overall average intended length of stay for visitors in July, 2017 was Eight (8) nights.

The number of visitors from emerging markets for the month of July increased by 7.5 percent compared to corresponding month in July, 2016 and increased by 80.9 percent compared to previous month. Visitors from Russian have shown a notable increase for both corresponding month (27.7 percent) and previous month (32.2 percent). Other performance are shown in Table 8.

The total of **532,487** bed-spaces was available in July 2017. Out of these bed-spaces, an estimate of **331,746** hotel-beds were sold during that month representing a bed occupancy rate of **62.3** percent.(Table 10).

Table1: International Visitors by Nationality, July 2017

Nationality	July 2016			June 2017			July 2017			% Change, July 2017 to June 2017	% Change, July 2017 to July 2016
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
EUROPE											
Scandinavian	2,777	7.4	4	1,137	4.8	5	2,723	6.6	5	139.5	-1.9
British	4,585	12.2	1	2,567	10.9	2	4,314	10.5	1	68.1	-5.9
German	3,460	9.2	2	3,073	13.1	1	3,347	8.2	2	8.9	-3.3
Italian	2,066	5.5	6	634	2.7	12	2,801	6.8	4	341.8	35.6
French	1,733	4.6	8	885	3.8	7	2,103	5.1	8	137.6	21.4
Dutch	1,407	3.7	9	701	3.0	8	1,823	4.4	9	160.1	29.6
Belgium	1,147	3.1	10	260	1.1	17	1,093	2.7	11	320.4	-4.7
Russian	213	0.6	21	206	0.9	21	272	0.7	20	32.0	27.7
Turkish	318	0.8	18	225	1.0	20	189	0.5	22	-16.0	-40.6
Polish	325	0.9	17	483	2.1	14	464	1.1	17	-3.9	42.8
Ukrainian	249	0.7	19	232	1.0	18	288	0.7	19	24.1	15.7
Czech Republic	232	0.6	20	227	1.0	19	312	0.8	18	37.4	34.5
Spanish	1,021	2.7	12	649	2.8	11	1,228	3.0	10	89.2	20.3
Other European	3,309	8.8		1,683	7.2		3,232	7.9		92.0	-2.3
Subtotal	22,842	60.8		12,962	55.3		24,189	58.9		86.6	5.9
ASIA											
Japanese	158	0.4	22	66	0.3	23	109	0.3	23	65.2	-31.0
Chinese	1,137	3.0	11	449	1.9	15	918	2.2	13	104.5	-19.3
Indian	768	2.0	13	669	2.9	10	690	1.7	15	3.1	-10.2
Israeli	2,257	6.0	5	901	3.8	6	2,686	6.5	6	198.1	19.0
Other Asian	1,870	5.0		1,160	4.9		2,274	5.5		96.0	21.6
Subtotal	6,190	16.5		3,245	13.8		6,677	16.3		105.8	7.9
AFRICA											
Kenyan	755	2.0	14	700	3.0	9	1,048	2.6	12	49.7	38.8
South African	2,058	5.5	7	1,976	8.4	4	2,415	5.9	7	22.2	17.3
Other African	953	2.5		841	3.6		1,260	3.1		49.8	32.2
Subtotal	3,766	10.0		3,517	15.0		4,723	11.5		34.3	25.4
AMERICA											
American	3,118	8.3	3	2,286	9.7	3	3,232	7.9	3	41.4	3.7
Canadian	732	1.9	15	503	2.1	13	854	2.1	14	69.8	16.7
Other American	331	0.9		354	1.5		439	1.1		24.0	32.6
Subtotal	4,181	11.1		3,143	13.4		4,525	11.0		44.0	8.2
OCEANIA											
Australian	450	1.2	16	427	1.8	16	617	1.5	16	44.5	37.1
New Zealand	86	0.2	23	121	0.5	22	234	0.6	21	93.4	172.1
Subtotal	536	1.4		548	2.3		851	2.1		55.3	58.8
Not stated	38	0.1		43	0.2		69	0.2		60.5	81.6
TOTAL	37,553	100.0		23,458	100.0		41,034	100.0		74.9	9.3

Table 2: International Visitors by Nationality through entry points, July 2017

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	1,030	1,076	2,106	-	617	617
British	2,418	1,084	3,502	-	812	812
German	1,619	1,222	2,841	-	506	506
Italian	2,303	289	2,592	-	209	209
French	837	804	1,641	-	462	462
Dutch	574	807	1,381	-	442	442
Belgium	230	635	865	-	228	228
Russian	138	99	237	-	35	35
Turkish	87	35	122	-	67	67
Polish	301	94	395	-	69	69
Ukrainian	246	21	267	-	21	21
Czech Republic	156	99	255	-	57	57
Spanish	539	544	1,083	-	145	145
Other Europeans	1,229	1,428	2,657	-	575	575
Subtotal	11,707	8,237	19,944	-	4,245	4,245
ASIA						
Japanese	37	29	66	-	43	43
Chinese	188	396	584	-	334	334
Indian	203	116	319	-	371	371
Israeli	2,447	199	2,646	-	40	40
Other Asians	1,446	198	1,644	-	630	630
Subtotal	4,321	938	5,259	-	1,418	1,418
AFRICA						
Kenyan	653	51	704	-	344	344
South African	1,911	237	2,148	-	267	267
Other Africans	487	182	669	-	591	591
Subtotal	3,051	470	3,521	-	1,202	1,202
AMERICA						
American	953	1,321	2,274	-	958	958
Canadian	248	320	568	-	286	286
Other Americans	117	188	305	-	134	134
Subtotal	1,318	1,829	3,147	-	1,378	1,378
OCEANIA						
Australian	131	205	336	-	281	281
New Zealand	34	131	165	-	69	69
Subtotal	165	336	501	-	350	350
Not stated	37	20	57	-	12	12
TOTAL	20,599	11,830	32,429	-	8,605	8,605

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 3: International Visitors by Nationality through entry points, January-July 2017

Nationality	January-July 2016			January-July 2017					% Change, Jan-July 2016 to Jan-July 2017
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	12,521	6.9	4	9,295	3,003	12,298	5.8	7	-1.8
British	14,115	7.8	3	14,533	3,092	17,625	8.3	3	24.9
German	20,241	11.2	2	17,018	2,817	19,835	9.4	2	-2.0
Italian	21,529	11.9	1	23,550	810	24,360	11.5	1	13.1
French	9,220	5.1	7	8,975	1,538	10,513	5.0	8	14.0
Dutch	6,521	3.6	9	6,127	1,322	7,449	3.5	9	14.2
Belgium	3,031	1.7	17	3,095	547	3,642	1.7	16	20.2
Russian	2,429	1.3	19	2,406	404	2,810	1.3	19	15.7
Turkish	1,247	0.7	21	1,031	353	1,384	0.7	21	11.0
Polish	3,545	2.0	14	6,697	604	7,301	3.5	10	106.0
Ukrainian	3,772	2.1	12	3,293	200	3,493	1.7	18	-7.4
Czech Republic	2,473	1.4	18	3,355	287	3,642	1.7	16	47.3
Spanish	3,374	1.9	15	3,285	502	3,787	1.8	14	12.2
Other European	13,493	7.4		13,927	2,324	16,251	7.7		20.4
Subtotal	117,511	64.8		116,587	17,803	134,390	63.5		14.4
ASIA									
Japanese	797	0.4	22	435	310	745	0.4	22	-6.5
Chinese	3,831	2.1	11	2,196	1,596	3,792	1.8	13	-1.0
Indian	3,293	1.8	16	1,846	1,838	3,684	1.7	15	11.9
Israeli	7,122	3.9	8	12,852	175	13,027	6.2	4	82.9
Other Asian	7,190	4.0		6,266	2,313	8,579	4.1		19.3
Subtotal	22,233	12.3		23,595	6,232	29,827	14.1		34.2
AFRICA									
Kenyan	4,977	2.7	10	4,039	1,653	5,692	2.7	11	14.4
South African	11,458	6.3	6	11,772	1,110	12,882	6.1	5	12.4
Other African	5,384	3.0		3,805	2,904	6,709	3.2		24.6
Subtotal	21,819	12.0		19,616	5,667	25,283	11.9		15.9
AMERICA									
American	11,793	6.5	5	8,443	3,886	12,329	5.8	6	4.5
Canadian	3,596	2.0	13	2,611	1,214	3,825	1.8	12	6.4
Other American	1,513	0.8		1,644	689	2,333	1.1		54.2
Subtotal	16,902	9.3		12,698	5,789	18,487	8.7		9.4
OCEANIA									
Australian	2,111	1.2	20	1,480	1,125	2,605	1.2	20	23.4
New Zealand	449	0.2	23	361	239	600	0.3	23	33.6
Subtotal	2,560	1.4		1,841	1,364	3,205	1.5		25.2
Not stated	379	0.2		286	137	423	0.2		11.6
TOTAL	181,404	100.0		174,623	36,992	211,615	100.0		16.7

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 4: International Visitors by Nationality and Purpose of Visit, July 2017

Nationality	Returning Residences		Seeking Employment	Temporary Employment	Visiting Friends and Relatives	Holidays	Business and Conference	In Transit	Others	Total
	Prospective Resident									
EUROPE										
Scandinavian	1	0	-	0	44	2,670	0	0	8	2,723
British	0	2	-	0	64	4,227	3	0	18	4,314
German	0	0	-	0	50	3,278	0	0	19	3,347
Italian	1	0	-	0	20	2,772	1	0	7	2,801
French	0	0	-	1	27	2,066	0	0	9	2,103
Dutch	0	0	-	0	27	1,793	1	0	2	1,823
Belgium	0	0	-	0	12	1,077	2	0	2	1,093
Russian	0	0	-	0	11	256	0	0	5	272
Turkish	0	0	-	0	6	183	0	0	-	189
Polish	0	0	-	0	7	451	0	0	6	464
Ukrainian	0	0	-	0	13	274	0	0	1	288
Czech Republic	0	0	-	0	8	302	1	0	1	312
Spanish	0	0	1	0	17	1,209	0	0	1	1,228
Other Europeans	0	0	-	0	56	3,164	1	1	10	3,232
Subtotal	2	2	1	1	362	23,722	9	1	89	24,189
ASIA										
Japanese	0	0	-	0	3	103	1	0	2	109
Chinese	0	0	-	0	9	907	0	0	2	918
Indian	0	0	-	1	11	671	6	0	1	690
Israeli	0	0	-	0	25	2,651	1	0	9	2,686
Other Asians	0	0	-	0	99	2,150	1	0	24	2,274
Subtotal	-	-	-	1	147	6,482	9	-	38	6,677
AFRICA										
Kenyan	0	1	-	1	49	988	1	0	8	1,048
South African	1	0	-	0	7	2,401	1	0	5	2,415
Other Africans	0	0	-	0	29	1,223	1	0	7	1,260
Subtotal	1	1	-	1	85	4,612	3	-	20	4,723
AMERICA										
American	0	0	-	1	61	3,162	0	0	8	3,232
Canadian	0	0	-	0	9	842	0	1	2	854
Other Americans	0	0	-	0	9	429	0	0	1	439
Subtotal	-	-	-	1	79	4,433	-	1	11	4,525
OCEANIA										
Australian	0	0	-	0	7	608	0	0	2	617
New Zealand	0	0	-	0	2	231	0	0	1	234
Subtotal	-	-	-	-	9	839	-	-	3	851
Not stated	0	0	-	0	0	62	0	0	7	69
TOTAL	3	3	1	4	682	40,150	21	2	168	41,034
TOTAL PERCENT	0.01	0.01	0	0.01	1.66	97.85	0.05	0	0.41	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 5: International Visitors by Nationality and Sex, July 2017

Nationality	Male	Female	Total
EUROPE			
Scandinavian	1,234	1,489	2,723
British	1,686	2,628	4,314
German	1,439	1,908	3,347
Italian	1,012	1,789	2,801
French	947	1,156	2,103
Dutch	842	981	1,823
Belgium	510	583	1,093
Russian	111	161	272
Turkish	112	77	189
Polish	207	257	464
Ukrainian	131	157	288
Czech Republic	143	169	312
Spanish	528	700	1,228
Other European Country	1,456	1,776	3,232
Subtotal	10,358	13,831	24,189
ASIA			
Japanese	60	49	109
Chinese	490	428	918
Indian	433	257	690
Israeli	1,144	1,542	2,686
Other Asian	1,173	1,101	2,274
Subtotal	3,300	3,377	6,677
AFRICA			
Kenyan	541	507	1,048
South African	973	1,442	2,415
Other African	681	579	1,260
Subtotal	2,195	2,528	4,723
AMERICA			
American	1,321	1,911	3,232
Canadian	367	487	854
Other American	206	233	439
Subtotal	1,894	2,631	4,525
OCEANIA			
Australian	260	357	617
New Zealand	97	137	234
Subtotal	357	494	851
Not stated	33	36	69
TOTAL JULY, 2017	18,137	22,897	41,034
TOTAL JUNE, 2017	10,304	13,154	23,458
TOTAL % JULY	44.2	55.8	100.0
% CHANGE, JUNE TO JULY 2017	76.0	74.1	74.9

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 6: International Visitors by Nationality and Categorized Age, July 2017

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	288	2,335	100	2,723
British	462	3,651	201	4,314
German	195	3,023	129	3,347
Italian	194	2,509	98	2,801
French	201	1,837	65	2,103
Dutch	169	1,609	45	1,823
Belgium	88	987	18	1,093
Russian	11	259	2	272
Turkish	5	181	3	189
Polish	54	406	4	464
Ukrainian	13	271	4	288
Czech Republic	16	289	7	312
Spanish	33	1,183	12	1,228
Other European	199	2,964	69	3,232
Subtotal	1,928	21,504	757	24,189
ASIA				
Japanese	1	106	2	109
Chinese	64	815	39	918
Indian	30	597	63	690
Israeli	242	2,331	113	2,686
Other Asian	257	1,886	131	2,274
Subtotal	594	5,735	348	6,677
AFRICA				
Kenyan	73	933	42	1,048
South African	229	2,082	104	2,415
Other African	83	1,142	35	1,260
Subtotal	385	4,157	181	4,723
AMERICA				
American	216	2,782	234	3,232
Canadian	83	715	56	854
Other American	20	399	20	439
Subtotal	319	3,896	310	4,525
OCEANIA				
Australian	25	528	64	617
New Zealand	10	177	47	234
Subtotal	35	705	111	851
Not stated	8	58	3	69
TOTAL	3,269	36,055	1,710	41,034
TOTAL PERCENT	8.0	87.9	4.2	100.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

**Table 7: Intended Length of Stay and Sex of International Visitors in Zanzibar,
July 2017**

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	273	193	466	1.1	273	193	466
2	544	446	990	2.4	1,088	892	1,980
3	1,161	1,316	2,477	6.0	3,483	3,948	7,431
4	1,515	1,861	3,376	8.2	6,060	7,444	13,504
5	1,700	1,967	3,667	8.9	8,500	9,835	18,335
6	1,583	3,330	4,913	12.0	9,498	19,980	29,478
7	5,113	5,736	10,849	26.4	35,791	40,152	75,943
8	1,709	2,367	4,076	9.9	13,672	18,936	32,608
9	428	571	999	2.4	3,852	5,139	8,991
10	932	1,130	2,062	5.0	9,320	11,300	20,620
11	267	331	598	1.5	2,937	3,641	6,578
12	283	373	656	1.6	3,396	4,476	7,872
13	188	253	441	1.1	2,444	3,289	5,733
14	725	903	1,628	4.0	10,150	12,642	22,792
15	420	518	938	2.3	6,300	7,770	14,070
16	113	161	274	0.7	1,808	2,576	4,384
17	57	82	139	0.3	969	1,394	2,363
18	55	66	121	0.3	990	1,188	2,178
19	31	56	87	0.2	589	1,064	1,653
20	100	114	214	0.5	2,000	2,280	4,280
21	122	179	301	0.7	2,562	3,759	6,321
22	35	44	79	0.2	770	968	1,738
23	5	21	26	0.1	115	483	598
24	12	17	29	0.1	288	408	696
25	33	23	56	0.1	825	575	1,400
26	12	21	33	0.1	312	546	858
27	2	11	13	0.0	54	297	351
28	37	80	117	0.3	1,036	2,240	3,276
29	5	18	23	0.1	145	522	667
30	298	281	579	1.4	8,940	8,430	17,370
31+	379	428	807	2.0	11,749	13,268	25,017
Total	18,137	22,897	41,034	100.0	149,916	189,635	339,551
	Average intended Length of Stay ¹				8.3	8.3	8.3

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

¹ The average intended length of stay is determined by dividing the number of visitor nights by the number of international visitors

Table 8: Visitors Arrival from Emerging Markets, July 2017

Nationality	July 2016	June 2017	July 2017	% Change, July 2016 to July 2017	% Change, June 2017 to July 2017
Russian	213	206	272	27.7	32.0
Polish	325	483	464	42.8	-3.9
Ukrainian	249	232	288	15.7	24.1
Chinese	1,137	449	918	-19.3	104.5
Indian	768	669	690	-10.2	3.1
Israeli	2,257	901	2,686	19.0	198.1
Total	4,949	2,940	5,318	7.5	80.9

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 9: Summary of Visitors by Mode of Travel through entry point, July 2017

Category	Airport	Seaport	Total
International flight/ Cruise Ship	20,599	-	20,599
Domestic flights/ Sea ferries	11,830	8,605	20,435
Total	32,429	8,605	41,034

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 10: International Visitors nights and Estimated Bed Occupancy Rate in Zanzibar, July 2017

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	459	1.1	459
2	979	2.4	1,958
3	2,434	6.0	7,302
4	3,317	8.2	13,268
5	3,613	9.0	18,065
6	4,868	12.1	29,208
7	10,690	26.5	74,830
8	4,047	10.0	32,376
9	988	2.4	8,892
10	2,025	5.0	20,250
11	592	1.5	6,512
12	646	1.6	7,752
13	427	1.1	5,551
14	1,585	3.9	22,190
15	924	2.3	13,860
16	269	0.7	4,304
17	137	0.3	2,329
18	119	0.3	2,142
19	87	0.2	1,653
20	206	0.5	4,120
21	285	0.7	5,985
22	79	0.2	1,738
23	26	0.1	598
24	29	0.1	696
25	53	0.1	1,325
26	31	0.1	806
27	11	0.0	297
28	114	0.3	3,192
29	23	0.1	667
30	538	1.3	16,140
31	751	1.9	23,281
Total	40,352	100.0	331,746
	Number of beds available in July		532,487
	Bed Occupancy Rate		62.30

Source: Zanzibar Commission for Tourism & Department of Immigration 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 release reports on arrivals of foreign visitors. 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.

Visitors are classified as tourists if they spend the night away from home.

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.

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