

TOURISM STATISTICAL RELEASE MARCH - 2019

No.27



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TOURISM STATISTICAL RELEASE FOR MARCH, 2019

Tourist Arrivals in Zanzibar decreased by 32.2 percent to **33,883** in March from **49,973** in February 2019 and decreased by 14.4 percent compared with corresponding month in 2018. Tourists from Europe continue to dominate the Zanzibar market by accounting 63.8 percent of the total visitors in March 2019 and decreased by 12.3 percent compared with corresponding month in 2018. In country wise, Italy dominated the Tourism market by accounting 15.3 percent of all visitors entered in March, followed by America (9.3 percent) and German (7.4 percent) while Japan recorded the least (0.3 percent). Other performances are as shown in table 1.

The data from table 2 shows that **29,783** visitors entered through Airport, among them **22,039** visitors came by international flights and **7,744** by domestic flights and remaining **4,100** visitors through Seaport, of which 7 came by Cruise Ship and 4,093 by Sea Ferries.

Generally, Zanzibar has received **129,989** visitors from January-March 2019 which is a decrease of **6.4** percent compared with the corresponding months (January – March) 2018. Most of visitors were from Europe (**68.0** percent). In country wise, Italy (16.2 percent) is a leading market for the first three months in Zanzibar tourism market. About **115,600** visitors entered through airport which is equivalent to **88.9** percent while the remaining **14,389** visitors entered through seaport that accounting **11.1** percent (**Table 3**).

Information on the purpose of visit (**Table 4**) shows that March 2019, about **31,991** visitors equivalent to **94.4** percent of visitors came for holidays.

Table 5 shows that among the visitors there were **15,108** males (**44.6** percent) and **18,775** females (**55.4** percent) in March 2019. Males and Females decreased by 33.8 percent and 30.8 percent respectively compared with the preceding month.

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 **1,667** (4.9 percent) visitors were aged less than 15 years; **29,395** (**86.8** percent) were aged 15 to 64 years and **2,821** (8.3 percent) were aged 65 years and older.

Table 7 shows that 29.2 percent of all visitors in March 2019 stayed in the country for Six days. Less than two percent (1.1 percent) of visitors stayed in the country for at least a month. The overall average intended length of stay for visitors in March 2019 was about Seven (7.4) nights.

The visitors from emerging markets decreased by 56.1 percent in March 2019 compared with corresponding month in 2018 and by 52.9 percent compared with previous month. Other performances are shown in **Table 8**.

The total of **520,397** bed-spaces was available in March 2019. Out of these bed-spaces, estimates of 250,498 hotel-beds were sold during that month representing a bed occupancy rate of **48.1** percent (**Table 10**).

Table: International Visitors by Nationality, March 2019

Nationality	March 2018			February 2018			March 2019			% Change, February 2019 to March 2019	% Change, March 2018 to March 2019
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
EUROPE											
Scandinavian	2,447	6.2	4	3,242	6.5	5	1,587	4.7	5	-51.0	-35.1
British	1,792	4.5	7	2,074	4.2	7	1,241	3.7	8	-40.2	-30.7
German	3,023	7.6	3	3,470	6.9	4	2,506	7.4	3	-27.8	-17.1
Italian	4,833	12.2	1	7,440	14.9	1	5,185	15.3	1	-30.3	7.3
French	1,991	5	5	4,342	8.7	2	2,356	7.0	4	-45.7	18.3
Dutch	1,244	3.1	11	1,188	2.4	11	1,107	3.3	10	-6.8	-11.0
Belgium	486	1.2	17	1,469	2.9	8	1,117	3.3	9	-24.0	129.8
Russian	1,793	4.5	6	1,195	2.4	10	530	1.6	14	-55.6	-70.4
Turkish	178	0.4	21	197	0.4	21	165	0.5	20	-16.2	-7.3
Polish	1,433	3.6	10	2337	4.7	6	1,309	3.9	7	-44.0	-8.7
Ukrainian	556	1.4	15	571	1.1	18	352	1.0	16	-38.4	-36.7
Czech Republic	1,179	3	12	1281	2.6	9	1,072	3.2	11	-16.3	-9.1
Spanish	455	1.1	18	381	0.8	19	293	0.9	17	-23.1	-35.6
Other European	3,241	8.2		5,336	10.7		2,795	8.2		-47.6	-13.8
Subtotal	24,651	62.3		34,523	69.1		21,615	63.8		-37.4	-12.3
ASIA											
Japanese	149	0.4	22	124	0.2	23	98	0.3	23	-21.0	-34.2
Chinese	431	1.1	20	765	1.5	14	224	0.7	18	-70.7	-48.0
Indian	441	1.1	19	230	0.5	20	219	0.6	19	-4.8	-50.3
Israeli	1,649	4.2	9	772	1.5	13	133	0.4	21	-82.8	-91.9
Other Asian	1,364	3.4		1,686	3.4		1,484	4.4		-12.0	8.8
Subtotal	4,034	10.2		3,577	7.2		2,158	6.4		-39.7	-46.5
AFRICA											
Kenyan	886	2.2	13	655	1.3	17	561	1.7	13	-14.4	-36.7
South African	1,775	4.5	8	877	1.8	12	1,337	3.9	6	52.5	-24.7
Other African	1,298	3.3		2,018	4.0		1,555	4.6		-22.9	19.8
Subtotal	3,959	10		3,550	7.1		3,453	10.2		-2.7	-12.8
AMERICA											
American	3,832	9.7	2	3,924	7.9	3	3,153	9.3	2	-19.6	-17.7
Canadian	649	1.6	14	710	1.4	15	618	1.8	12	-13.0	-4.8
Other American	438	1.1		2,209	4.4		1,722	5.1		-22.0	293.2
Subtotal	4,919	12.4		6,843	13.7		5,493	16.2		-19.7	11.7
OCEANIA											
Australian	510	1.3	16	685	1.4	16	460	1.4	15	-32.8	-9.8
New Zealand	47	0.1	23	165	0.3	22	100	0.3	22	-39.4	112.8
Subtotal	557	1.4		850	1.7		560	1.7		-34.1	0.5
Not stated	1,472	3.7		630	1.3		604	1.8			
TOTAL	39,592	100		49,973	100		33,883	100.0		-32.2	-14.4

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 2: International Visitors by Nationality Through Entry Points, March 2019

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	647	725	1,372	0	215	215
British	668	369	1,037	0	204	204
German	1,296	991	2,287	0	219	219
Italian	4,943	177	5,120	0	65	65
French	1,281	931	2,212	0	144	144
Dutch	733	297	1,030	0	77	77
Belgium	727	330	1,057	0	60	60
Russian	414	69	483	0	47	47
Turkish	115	27	142	0	23	23
Polish	1,223	74	1,297	0	12	12
Ukrainian	324	19	343	0	9	9
Czech Republic	975	68	1,043	0	29	29
Spanish	149	108	257	0	36	36
Other Europeans	1,755	679	2,434	3	358	361
Subtotal	15,250	4,864	20,114	3	1,498	1,501
ASIA						
Japanese	26	21	47	0	51	51
Chinese	74	67	141	0	83	83
Indian	100	36	136	0	83	83
Israeli	43	78	121	0	12	12
Other Asians	1,105	249	1,354	1	129	130
Subtotal	1,348	451	1,799	1	358	359
AFRICA						
Kenyan	347	55	402	0	159	159
South African	1,176	113	1,289	0	48	48
Other Africans	801	222	1,023	0	532	532
Subtotal	2,324	390	2,714	0	739	739
AMERICA						
American	1,072	1,065	2,137	1	1015	1,016
Canadian	169	325	494	1	123	124
Other Americans	1,205	359	1,564	0	158	158
Subtotal	2,446	1,749	4,195	2	1,296	1,298
OCEANIA						
Australian	201	154	355	0	105	105
New Zealand	84	10	94	0	6	6
Subtotal	285	164	449	0	111	111
Not stated	386	126	512	1	91	92
TOTAL	22,039	7,744	29,783	7	4,093	4,100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 3: International Visitors by Nationality Through Entry Points, January- March 2019

Nationality	January- March 2018			January- March 2019					% Change, Jan-March 2018 to Jan- March 2019
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	8,875	6.4	4	6,660	855	7,515	5.8	5	-15.3
British	5,722	4.1	7	4,300	557	4,857	3.7	7	-15.1
German	9,614	6.9	3	7,930	591	8,521	6.6	4	-11.4
Italian	19,637	14.1	1	20,824	207	21,031	16.2	1	7.1
French	7,810	5.6	5	9,393	398	9,791	7.5	3	25.4
Dutch	3,879	2.8	12	3,543	217	3,760	2.9	8	-3.1
Belgium	1,888	1.4	16	3,052	282	3,334	2.6	11	76.6
Russian	5,448	3.9	8	3,028	270	3,298	2.5	12	-39.5
Turkish	845	0.6	21	675	93	768	0.6	20	-9.1
Polish	6,227	4.5	6	6,921	66	6,987	5.4	6	12.2
Ukrainian	1,684	1.2	17	1,594	55	1,649	1.3	16	-2.1
Czech Republic	3,644	2.6	13	3,418	94	3,512	2.7	9	-3.6
Spanish	1,172	0.8	19	970	84	1,054	0.8	19	-10.1
Other European	12,119	8.7		10,522	1,741	12,263	9.4		1.2
Subtotal	88,564	63.7		82,830	5,510	88,340	68.0		-0.3
ASIA									
Japanese	464	0.3	22	213	97	310	0.2	23	-33.2
Chinese	1,575	1.1	18	1,024	233	1,257	1.0	18	-20.2
Indian	1,160	0.8	20	478	197	675	0.5	21	-41.8
Israeli	4,813	3.5	9	1,828	42	1,870	1.4	14	-61.1
Other Asian	5,024	3.6		3,626	920	4,546	3.5		-9.5
Subtotal	13,036	9.4		7,169	1,489	8,658	6.7		-33.6
AFRICA									
Kenyan	2,160	1.6	15	1,201	444	1,645	1.3	17	-23.8
South African	3,910	2.8	11	3,276	124	3,400	2.6	10	-13.0
Other African	3,851	2.8		2,906	1,793	4,699	3.6		22.0
Subtotal	9,921	7.1		7,383	2,361	9,744	7.5		-1.8
AMERICA									
American	10,198	7.3	2	7,436	2,842	10,278	7.9	2	0.8
Canadian	2,231	1.6	14	1,618	294	1,912	1.5	13	-14.3
Other American	2,977	2.1		3,739	1,137	4,876	3.8		63.8
Subtotal	15,406	11.1		12,793	4,273	17,066	13.1		10.8
OCEANIA									
Australian	4,736	3.4	10	1,297	435	1,732	1.3	15	-63.4
New Zealand	156	0.1	23	406	26	432	0.3	22	176.9
Subtotal	4,892	3.5		1,703	461	2,164	1.7		-55.8
Not stated	7,125	5.1		3,722	295	4,017	3.1		
TOTAL	138,944	100		115,600	14,389	129,989	100		-6.4

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 4: International Visitors by Nationality and Purpose of Visit, March 2019

Nationality	Returning Residences	Prospective Resident	Seeking Employment	Temporary Employment	Visiting Friends and Relatives	Holidays	Business and Conference	In Transit	Others	Total
EUROPE										
Scandinavian	0	1	0	0	1	1,574	1	0	10	1,587
British	0	0	0	0	2	1,205	0	0	34	1,241
German	0	0	0	0	1	2,485	0	0	20	2,506
Italian	0	1	0	0	4	5,154	1	3	22	5,185
French	0	0	0	0	3	2,350	0	0	3	2,356
Dutch	0	2	0	0	0	1,099	1	0	5	1,107
Belgium	0	0	0	0	0	955	0	0	162	1,117
Russian	0	0	0	0	1	527	0	0	2	530
Turkish	0	0	0	0	0	164	0	0	1	165
Polish	0	0	0	0	1	1,303	1	2	2	1,309
Ukrainian	0	0	0	0	0	351	0	0	1	352
Czech Republic	0	0	0	0	0	1,071	0	0	1	1,072
Spanish	0	0	0	0	0	292	0	0	1	293
Other Europeans	0	0	1	0	2	2,567	0	0	225	2,795
Subtotal	0	4	1	0	15	21,097	4	5	489	21,615
ASIA										
Japanese	0	0	0	0	0	98	0	0	0	98
Chinese	0	0	0	0	0	211	1	0	12	224
Indian	0	0	0	0	0	215	0	0	4	219
Israeli	0	0	0	0	0	133	0	0	0	133
Other Asians	0	1	0	0	15	1,314	0	1	153	1,484
Subtotal	0	1	0	0	15	1,971	1	1	169	2,158
AFRICA										
Kenyan	0	0	0	1	2	554	1	0	3	561
South African	0	0	0	0	1	1,332	1	0	3	1,337
Other Africans	1	0	0	0	1	1,350	2	0	201	1,555
Subtotal	1	0	0	1	4	3,236	4	0	207	3,453
AMERICA										
American	0	0	0	0	2	2,795	1	0	355	3,153
Canadian	0	0	0	0	0	614	0	0	4	618
Other Americans	0	0	1	0	1	1,309	1	0	410	1,722
Subtotal	0	0	1	0	3	4,718	2	0	769	5,493
OCEANIA										
Australian	0	0	0	0	0	413	0	0	47	460
New Zealand	0	0	0	0	0	99	0	0	1	100
Subtotal	0	0	0	0	0	512	0	0	48	560
Not stated	0	0	0	0	1	457	0	0	146	604
TOTAL	1	5	2	1	38	31,991	11	6	1,828	33,883
TOTAL PERCENT	0.0	0.0	0.0	0.0	0.1	94.4	0.0	0.0	5.4	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 5: International Visitors by Nationality and Sex, March 2019

Nationality	Male	Female	Total
EUROPE			
Scandinavian	605	982	1,587
British	528	713	1,241
German	1,055	1,451	2,506
Italian	2,284	2,901	5,185
French	1,000	1,356	2,356
Dutch	473	634	1,107
Belgium	618	499	1,117
Russian	218	312	530
Turkish	69	96	165
Polish	608	701	1,309
Ukrainian	135	217	352
Czech Republic	448	624	1,072
Spanish	117	176	293
Other European Country	1,320	1,475	2,795
Subtotal	9,478	12,137	21,615
ASIA			
Japanese	52	46	98
Chinese	124	100	224
Indian	122	97	219
Israeli	54	79	133
Other Asian	906	578	1,484
Subtotal	1,258	900	2,158
AFRICA			
Kenyan	241	320	561
South African	461	876	1,337
Other African	810	745	1,555
Subtotal	1,512	1,941	3,453
AMERICA			
American	719	2,434	3,153
Canadian	265	353	618
Other American	1,192	530	1,722
Subtotal	2,176	3,317	5,493
OCEANIA			
Australian	231	229	460
New Zealand	54	46	100
Subtotal	285	275	560
Not stated	399	205	604
TOTAL MARCH, 2019	15,108	18,775	33,883
TOTAL FEBRUARY, 2019	22,825	27,148	49,973
TOTAL PERCENT	44.6	55.4	100
% CHANGE, FEBRUARY 2019 TO MARCH 2019	-33.8	-30.8	-32.2

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 6: International Visitors by Nationality and Categorized Age, March 2019

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	60	1,318	209	1,587
British	51	1,043	147	1,241
German	42	2,201	263	2,506
Italian	384	4,310	491	5,185
French	146	2,031	179	2,356
Dutch	37	963	107	1,107
Belgium	80	954	83	1,117
Russian	37	487	6	530
Turkish	10	154	1	165
Polish	49	1,188	72	1,309
Ukrainian	25	322	5	352
Czech Republic	54	904	114	1,072
Spanish	8	275	10	293
Other European	115	2,463	217	2,795
Subtotal	1,098	18,613	1,904	21,615
ASIA				
Japanese	2	83	13	98
Chinese	5	215	4	224
Indian	16	193	10	219
Israeli	9	105	19	133
Other Asian	75	1,297	112	1,484
Subtotal	107	1,893	158	2,158
AFRICA				
Kenyan	15	529	17	561
South African	97	1,176	64	1,337
Other African	52	1,420	83	1,555
Subtotal	164	3,125	164	3,453
AMERICA				
American	146	2,697	310	3,153
Canadian	34	490	94	618
Other American	78	1,530	114	1,722
Subtotal	258	4,717	518	5,493
OCEANIA				
Australian	14	395	51	460
New Zealand	5	89	6	100
Subtotal	19	484	57	560
Not stated	21	563	20	604
TOTAL	1,667	29,395	2,821	33,883
TOTAL PERCENT	4.9	86.8	8.3	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 7: Intended Length of Stay and Sex of International Visitors in Zanzibar, March 2019

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	245	167	412	1.2	245	167	412
2	331	336	667	2.0	662	672	1,334
3	693	713	1,406	4.1	2,079	2,139	4,218
4	905	957	1,862	5.5	3,620	3,828	7,448
5	949	1,046	1,995	5.9	4,745	5,230	9,975
6	3,012	6,866	9,878	29.2	18,072	41,196	59,268
7	3,571	3,389	6,960	20.5	24,997	23,723	48,720
8	2,108	2,014	4,122	12.2	16,864	16,112	32,976
9	534	556	1,090	3.2	4,806	5,004	9,810
10	782	794	1,576	4.7	7,820	7,940	15,760
11	325	315	640	1.9	3,575	3,465	7,040
12	430	394	824	2.4	5,160	4,728	9,888
13	153	171	324	1.0	1,989	2,223	4,212
14	430	410	840	2.5	6,020	5,740	11,760
15	204	184	388	1.1	3,060	2,760	5,820
16	64	79	143	0.4	1,024	1,264	2,288
17	19	31	50	0.1	323	527	850
18	27	38	65	0.2	486	684	1,170
19	11	10	21	0.1	209	190	399
20	34	26	60	0.2	680	520	1,200
21	34	38	72	0.2	714	798	1,512
22	6	11	17	0.1	132	242	374
23	3	5	8	0.0	69	115	184
24	5	2	7	0.0	120	48	168
25	5	12	17	0.1	125	300	425
26	2	2	4	0.0	52	52	104
27	4	2	6	0.0	108	54	162
28	5	13	18	0.1	140	364	504
29	6	19	25	0.1	174	551	725
30	76	67	143	0.4	2,280	2,010	4,290
31+	134	108	242	0.7	4,154	3,348	7,502
Total	15,107	18,775	33,882	100.0	114,504	135,994	250,498
Average intended Length of Stay¹					7.6	7.2	7.4

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

¹The 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, March 2019

Nationality	March 2018	February 2019	March 2019	% Change, March 2018 to March 2019	% Change, February 2019 to March 2019
Russian	1793	1,195	530	-70.4	-55.6
Polish	1,433	2,337	1,309	-8.7	-44.0
Ukrainian	556	571	352	-36.7	-38.4
Chinese	431	765	224	-48.0	-70.7
Indian	441	230	219	-50.3	-4.8
Israeli	1,649	772	133	-91.9	-82.8
Total	6,303	5,870	2,767	-56.1	-52.9

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 9: Summary of Visitors by Mode of Travel Through Entry Point, March 2019

Category	Airport	Seaport	Total
International flight/ Cruise Ship	22,039	7	22,046
Domestic flights/ Sea ferries	7,744	4,093	11,837
Total	29,783	4,100	33,883

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 10: International Visitors nights and Estimated Bed Occupancy Rate in Zanzibar, March 2019

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	412	1.2	412
2	667	2.0	1,334
3	1,406	4.1	4,218
4	1,862	5.5	7,448
5	1,995	5.9	9,975
6	9,878	29.2	59,268
7	6,960	20.5	48,720
8	4,122	12.2	32,976
9	1,090	3.2	9,810
10	1,576	4.7	15,760
11	640	1.9	7,040
12	824	2.4	9,888
13	324	1.0	4,212
14	840	2.5	11,760
15	388	1.1	5,820
16	143	0.4	2,288
17	50	0.1	850
18	65	0.2	1,170
19	21	0.1	399
20	60	0.2	1,200
21	72	0.2	1,512
22	17	0.1	374
23	8	0.0	184
24	7	0.0	168
25	17	0.1	425
26	4	0.0	104
27	6	0.0	162
28	18	0.1	504
29	25	0.1	725
30	143	0.4	4,290
31+	242	0.7	7,502
Total	33,882	100.0	250,498
Number of beds available in March			520,397
Bed Occupancy Rate			48.1

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 11: International Visitors by Month, 2015 - 2019

Month	2015	2016	2017	2018	2019
January	23,052	31,717	40,938	52,417	46,133
February	28,918	34,175	39,119	46,935	49,973
March	20,265	29,058	30,366	39,592	33,882
April	13,942	14,701	21,004	21,139	
May	11,501	13,654	15,696	18,655	
June	17,397	20,546	23,458	37,235	
July	28,163	37,553	41,034	53,087	
August	32,726	42,484	51,937	56,861	
September	27,014	32,765	38,977	52,551	
October	25,422	44,169	43,470	49,796	
November	25,914	31,557	36,363	39,713	
December	39,929	43,863	51,112	52,828	
Total	294,243	376,242	433,474	520,809	129,988

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.

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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