

TOURISM STATISTICAL RELEASE

JANUARY - 2020

No.37



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TOURISM STATISTICAL RELEASE FOR JANUARY 2020

Tourist Arrivals in Zanzibar increased by **1.3** percent to 61,461 in January 2020 from 60,685 in December 2019 and increased by **33.2** percent compared with corresponding month in 2019. Tourists from Europe continue to dominate the Zanzibar market by accounting **69.6** percent of the total visitors in January 2020 and increased by **32.8** percent compared with corresponding month in 2019. In country wise, Italy dominated the Tourism market by accounting **14.8** percent of all visitors entered in January 2020, followed by France (7.8 percent) and America (5.9 percent while New Zealand recorded the least (0.2 percent). Other performances are as shown in (**Table 1**).

The data from **Table 2** shows that **56,423** visitors entered through Airport, among them **41,118** visitors came by international flights and **15,305** by domestic flights and remaining **5,038** visitors through Seaport, of which **27** came by Cruise Ship and **5,011** by Sea Ferries.

Information on the purpose of visit (**Table 3**) shows that January 2020, about **60,738** visitors equivalent to **98.8** percent of visitors came for holidays and less than one percent (**0.2** percent) visitors came for visiting friends and relatives.

Table 4 shows that among the visitors there were **29,868** males (**48.6** percent) and **31,219** females (**51.4** percent) in January 2020. Males and Females increased by **1.4** percent and **1.2** 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 5** show that **3,295** (**5.4** percent) visitors were aged less than 15 years; **52,960** (**86.2** percent) were aged 15 to 64 years and **5,206** (**8.5** percent) were aged 65 years and older.

Table 6 shows that 26.0 percent of all visitors in January 2020 stayed in the country for Six days. The overall average intended length of stay for visitors in January 2020 was about Eight (7.8) nights.

The visitors from emerging markets increased by **26.8** percent in January 2020 compared with corresponding month in 2019 and they increased by **19.0** percent compared with previous month. Visitors from Russia and China showed a remarkable increase (110.2 percent and 196.6 percent respectively) in January 2020 compared with the corresponding month in 2019 and they increased by 11.1 percent and 44.5 respectively compared with previous month. Other performances are shown in **Table 7**.

The total of **537,075** bed-spaces was available in January 2020. Out of these bed-spaces, estimates of **477,025** hotel-beds were sold during that month representing a bed occupancy rate of **88.8** percent (**Table 9**).

Table: International Visitors by Nationality, January 2020

Nationality	January 2019			December 2019			January 2020			% Change, December 2019 to January 2020	% Change, January 2019 to January 2020
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
EUROPE											
Scandinavian	2,686	5.8	5	3,617	6.0	4	3,528	5.7	4	-2.5	31.3
British	1,542	3.3	8	2,299	3.8	10	2,583	4.2	8	12.4	67.5
German	2,545	5.5	6	2,914	4.8	7	3,493	5.7	5	19.9	37.2
Italian	8,406	18.2	1	8,509	14.0	1	9,092	14.8	1	6.9	8.2
French	3,093	6.7	4	3,552	5.9	5	4,776	7.8	2	34.5	54.4
Dutch	1,465	3.2	9	1,398	2.3	12	1,679	2.7	11	20.1	14.6
Belgium	748	1.6	13	2,634	4.3	8	2,304	3.7	9	-12.5	208.0
Russian	1,573	3.4	7	2,976	4.9	6	3,306	5.4	6	11.1	110.2
Turkish	406	0.9	18	398	0.7	21	571	0.9	20	43.5	40.6
Polish	3,341	7.2	2	2,089	3.4	11	2,849	4.6	7	36.4	-14.7
Ukrainian	726	1.6	14	600	1.0	18	688	1.1	19	14.7	-5.2
Czech Republic	1,159	2.5	11	633	1.0	17	927	1.5	13	46.4	-20.0
Spanish	380	0.8	19	959	1.6	13	753	1.2	17	-21.5	98.2
Other European	4,132	9		5,134	8.5		6,215	10.1		21.1	50.4
Subtotal	32,202	69.8		37,712	62.1		42,764	69.6		13.4	32.8
ASIA											
Japanese	88	0.2	23	293	0.5	22	163	0.3	22	-44.4	85.2
Chinese	268	0.6	20	550	0.9	19	795	1.3	14	44.5	196.6
Indian	226	0.5	21	691	1.1	14	434	0.7	21	-37.2	92.0
Israeli	965	2.1	12	663	1.1	15	932	1.5	12	40.6	-3.4
Other Asian	1,376	3		1,381	2.3		1,899	3.1		37.5	38.0
Subtotal	2,923	6.3		3,578	5.9		4,223	6.9		18.0	44.5
AFRICA											
Kenyan	429	0.9	17	2,446	4.0	9	764	1.2	16	-68.8	78.1
South African	1,186	2.6	10	3,707	6.1	3	2,037	3.3	10	-45.0	71.8
Other African	1,126	2.4		4,092	6.7		2,617	4.3		-36.0	132.4
Subtotal	2,741	5.9		10,245	16.9		5,418	8.8		-47.1	97.7
AMERICA											
American	3,201	6.9	3	3,753	6.2	2	3,630	5.9	3	-3.3	13.4
Canadian	584	1.3	16	659	1.1	16	712	1.2	18	8.0	21.9
Other American	945	2		3,363	5.5		3,156	5.1		-6.2	234.0
Subtotal	4,730	10.3		7,775	12.8		7,498	12.2		-3.6	58.5
OCEANIA											
Australian	587	1.3	15	507	0.8	20	795	1.3	14	56.8	35.4
New Zealand	167	0.4	22	65	0.1	23	120	0.2	23	84.6	-28.1
Subtotal	754	1.6		572	0.9		915	1.5		60.0	21.4
Not stated	2,783	6		803	1.3		643	1.0			
TOTAL	46,133	100		60,685	100		61,461	100.0		1.3	33.2

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 2: International Visitors by Nationality Through Entry Points, January 2020

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	1,701	1,358	3,059	0	469	469
British	1,367	939	2,306	0	277	277
German	1,662	1,524	3,186	1	306	307
Italian	8,269	674	8,943	4	145	149
French	3,145	1,433	4,578	4	194	198
Dutch	1,078	465	1,543	0	136	136
Belgium	1,637	603	2,240	4	60	64
Russian	2,688	455	3,143	0	163	163
Turkish	348	116	464	0	107	107
Polish	2,481	322	2,803	0	46	46
Ukrainian	594	68	662	0	26	26
Czech Republic	810	88	898	1	28	29
Spanish	343	380	723	0	30	30
Other Europeans	4,215	1,570	5,785	3	427	430
Subtotal	30,338	9,995	40,333	17	2,414	2,431
ASIA						
Japanese	49	72	121	0	42	42
Chinese	191	392	583	1	211	212
Indian	144	122	266	0	168	168
Israeli	781	130	911	3	18	21
Other Asians	1,114	439	1,553	0	346	346
Subtotal	2,279	1,155	3,434	4	785	789
AFRICA						
Kenyan	412	80	492	0	272	272
South African	1,643	287	1,930	0	107	107
Other Africans	1,526	505	2,031	1	585	586
Subtotal	3,581	872	4,453	1	964	965
AMERICA						
American	1,681	1,548	3,229	3	398	401
Canadian	233	351	584	0	128	128
Other Americans	2,228	846	3,074	1	81	82
Subtotal	4,142	2,745	6,887	4	607	611
OCEANIA						
Australian	233	361	594	1	200	201
New Zealand	17	74	91	0	29	29
Subtotal	250	435	685	1	229	230
Not stated	528	103	631	0	12	12
TOTAL	41,118	15,305	56,423	27	5,011	5,038

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 3: International Visitors by Nationality and Purpose of Visit, January 2020

Nationality	Returning Residences	Prospective Resident	Seeking Employment	Temporary Employment	Visiting Friends and Relatives	Holidays	Business and Conference	In Transit	Others	Total
EUROPE										
Scandinavian	1	0	0	0	6	3,520	0	0	1	3,528
British	0	0	1	1	7	2,560	1	0	13	2,583
German	1	0	1	0	5	3,478	0	0	8	3,493
Italian	1	0	1	0	23	9,042	3	0	22	9,092
French	1	0	1	0	8	4,757	2	0	7	4,776
Dutch	0	0	1	0	3	1,671	0	0	4	1,679
Belgium	4	0	1	0	3	2,217	1	0	78	2,304
Russian	0	0	0	1	3	3,297	1	0	4	3,306
Turkish	0	0	0	0	0	569	0	0	2	571
Polish	0	0	0	0	3	2,843	2	0	1	2,849
Ukrainian	0	0	0	0	0	686	0	0	2	688
Czech Republic	0	0	0	0	1	925	1	0	0	927
Spanish	0	0	0	0	0	752	0	0	1	753
Other Europeans	0	0	3	0	3	6,141	4	0	64	6,215
Subtotal	8	-	9	2	65	42,458	15	0	207	42,764
ASIA										
Japanese	0	0	0	0	0	162	0	0	1	163
Chinese	0	0	0	0	2	793	0	0	0	795
Indian	0	1	0	1	2	430	0	0	0	434
Israeli	1	0	0	0	0	929	1	0	1	932
Other Asians	1	0	0	0	13	1,848	0	0	37	1,899
Subtotal	2	1	0	1	17	4,162	1	0	39	4,223
AFRICA										
Kenyan	0	0	0	0	2	762	0	0	0	764
South African	1	0	1	0	7	2,025	1	0	2	2,037
Other Africans	1	1	1	0	6	2,542	2	0	64	2,617
Subtotal	2	1	2	0	15	5,329	3	0	66	5,418
AMERICA										
American	2	0	0	0	8	3,602	2	0	16	3,630
Canadian	0	0	0	1	2	709	0	0	0	712
Other Americans	1	0	0	0	1	2,994	0	0	160	3,156
Subtotal	3	0	0	1	11	7,305	2	0	176	7,498
OCEANIA										
Australian	0	0	2	0	0	791	0	0	2	795
New Zealand	0	0	0	0	0	120	0	0	0	120
Subtotal	0	0	2	0	0	911	0	0	2	915
Not stated	0	0	0	0	0	573	0	0	70	643
TOTAL	15	2	13	4	108	60,738	21	0	560	61,461
TOTAL PERCENT	0.0	0.0	0.0	0.0	0.2	98.8	0.0	0.0	0.9	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 4: International Visitors by Nationality and Sex, January 2020

Nationality	Male	Female	Total
EUROPE			
Scandinavian	1,433	2,095	3,528
British	1,195	1,388	2,583
German	1,567	1,926	3,493
Italian	3,838	5,254	9,092
French	2,114	2,662	4,776
Dutch	779	900	1,679
Belgium	1,541	763	2,304
Russian	1,423	1,883	3,306
Turkish	293	278	571
Polish	1,278	1,571	2,849
Ukrainian	291	397	688
Czech Republic	407	520	927
Spanish	341	412	753
Other European Country	3,130	3,085	6,215
Subtotal	19,630	23,134	42,764
ASIA			
Japanese	84	79	163
Chinese	381	414	795
Indian	252	182	434
Israeli	384	548	932
Other Asian	1,241	658	1,899
Subtotal	2,342	1,881	4,223
AFRICA			
Kenyan	383	381	764
South African	829	1,208	2,037
Other African	1,737	880	2,617
Subtotal	2,949	2,469	5,418
AMERICA			
American	1,134	2,496	3,630
Canadian	323	389	712
Other American	2,503	653	3,156
Subtotal	3,960	3,538	7,498
OCEANIA			
Australian	421	374	795
New Zealand	61	59	120
Subtotal	482	433	915
Not stated	505	138	643
TOTAL JANUARY, 2020	29,868	31,593	61,461
TOTAL DECEMBER, 2019	29,466	31,219	60,685
TOTAL PERCENT % CHANGE, DECEMBER 2019 TO JANUARY 2020	48.6	51.4	100
	1.4	1.2	1.3

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 5: International Visitors by Nationality and Categorized Age, January 2020

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	211	2,878	439	3,528
British	81	2,176	326	2,583
German	86	2,981	426	3,493
Italian	641	7,453	998	9,092
French	129	4,146	501	4,776
Dutch	19	1,497	163	1,679
Belgium	106	2,033	165	2,304
Russian	254	2,971	81	3,306
Turkish	44	504	23	571
Polish	251	2,452	146	2,849
Ukrainian	38	640	10	688
Czech Republic	37	799	91	927
Spanish	30	690	33	753
Other European	268	5,524	423	6,215
Subtotal	2,195	36,744	3,825	42,764
ASIA				
Japanese	6	145	12	163
Chinese	77	668	50	795
Indian	26	387	21	434
Israeli	31	777	124	932
Other Asian	109	1,635	155	1,899
Subtotal	249	3,612	362	4,223
AFRICA				
Kenyan	33	688	43	764
South African	162	1,796	79	2,037
Other African	176	2,284	157	2,617
Subtotal	371	4,768	279	5,418
AMERICA				
American	163	3,104	363	3,630
Canadian	26	601	85	712
Other American	196	2,731	229	3,156
Subtotal	385	6,436	677	7,498
OCEANIA				
Australian	54	703	38	795
New Zealand	7	105	8	120
Subtotal	61	808	46	915
Not stated	34	592	17	643
TOTAL	3,295	52,960	5,206	61,461
TOTAL PERCENT	5.4	86.2	8.5	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 6: Intended Length of Stay and Sex of International Visitors in Zanzibar, January 2020

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	491	370	861	1.4	491	370	861
2	681	503	1,184	1.9	1,362	1,006	2,368
3	1,277	1,206	2,483	4.0	3,831	3,618	7,449
4	1,540	1,648	3,188	5.2	6,160	6,592	12,752
5	1,910	2,118	4,028	6.6	9,550	10,590	20,140
6	7,020	8,941	15,961	26.0	42,120	53,646	95,766
7	6,054	5,796	11,850	19.3	42,378	40,572	82,950
8	3,216	3,329	6,545	10.6	25,728	26,632	52,360
9	1,028	1,038	2,066	3.4	9,252	9,342	18,594
10	1,747	1,786	3,533	5.7	17,470	17,860	35,330
11	652	658	1,310	2.1	7,172	7,238	14,410
12	674	738	1,412	2.3	8,088	8,856	16,944
13	336	339	675	1.1	4,368	4,407	8,775
14	1,358	1,296	2,654	4.3	19,012	18,144	37,156
15	750	677	1,427	2.3	11,250	10,155	21,405
16	177	208	385	0.6	2,832	3,328	6,160
17	101	102	203	0.3	1,717	1,734	3,451
18	93	107	200	0.3	1,674	1,926	3,600
19	53	44	97	0.2	1,007	836	1,843
20	131	119	250	0.4	2,620	2,380	5,000
21	155	155	310	0.5	3,255	3,255	6,510
22	37	42	79	0.1	814	924	1,738
23	26	30	56	0.1	598	690	1,288
24	31	31	62	0.1	744	744	1,488
25	26	32	58	0.1	650	800	1,450
26	12	17	29	0.0	312	442	754
27	11	14	25	0.0	297	378	675
28	40	47	87	0.1	1,120	1,316	2,436
29	6	16	22	0.0	174	464	638
30	186	131	317	0.5	5,580	3,930	9,510
31+	49	55	104	0.2	1,519	1,705	3,224
Total	29,868	31,593	61,461	100.0	233,145	243,880	477,025
Average intended Length of Stay¹					7.8	7.7	7.8

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 7: Visitors Arrival from Emerging Markets, January 2020

Nationality	January 2019	December 2019	January 2020	% Change, January 2019 to January 2020	% Change December 2019 to January 2020
Russian	1,573	2,976	3,306	110.2	11.1
Polish	3,341	2,089	2,849	-14.7	36.4
Ukrainian	726	600	688	-5.2	14.7
Chinese	268	550	795	196.6	44.5
Indian	226	691	434	92.0	-37.2
Israeli	965	663	932	-3.4	40.6
Total	7,099	7,569	9,004	26.8	19.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 8: Summary of Visitors by Mode of Travel Through Entry Point, January 2020

Category	Airport	Seaport	Total
International flight/ Cruise Ship	41,118	27	41,145
Domestic flights/ Sea ferries	15,305	5,011	20,316
Total	56,423	5,038	61,461

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 9: International Visitors nights and Estimated Bed Occupancy Rate in Zanzibar, January 2020

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	861	1.4	861
2	1,184	1.9	2,368
3	2,483	4.0	7,449
4	3,188	5.2	12,752
5	4,028	6.6	20,140
6	15,961	26.0	95,766
7	11,850	19.3	82,950
8	6,545	10.6	52,360
9	2,066	3.4	18,594
10	3,533	5.7	35,330
11	1,310	2.1	14,410
12	1,412	2.3	16,944
13	675	1.1	8,775
14	2,654	4.3	37,156
15	1,427	2.3	21,405
16	385	0.6	6,160
17	203	0.3	3,451
18	200	0.3	3,600
19	97	0.2	1,843
20	250	0.4	5,000
21	310	0.5	6,510
22	79	0.1	1,738
23	56	0.1	1,288
24	62	0.1	1,488
25	58	0.1	1,450
26	29	0.0	754
27	25	0.0	675
28	87	0.1	2,436
29	22	0.0	638
30	317	0.5	9,510
31+	104	0.2	3,224
Total	61,461	100.0	477,025
	Number of beds available in January		537,075
	Bed Occupancy Rate		88.8

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 11: International Visitors by Month, 2015 - 2020

Month	2015	2016	2017	2018	2019	2020
January	23,052	31,717	40,938	52,417	46,133	61,461
February	28,918	34,175	39,119	46,935	50,387	
March	20,265	29,058	30,366	39,592	33,883	
April	13,942	14,701	21,004	21,139	20,242	
May	11,501	13,654	15,696	18,655	15,640	
June	17,397	20,546	23,458	37,235	36,605	
July	28,163	37,553	41,034	53,087	55,947	
August	32,726	42,484	51,937	56,861	68,163	
September	27,014	32,765	38,977	52,551	49,732	
October	25,422	44,169	43,470	49,796	53,023	
November	25,914	31,557	36,363	39,713	47,824	
December	39,929	43,863	51,112	52,828	60,685	
Total	294,243	376,242	433,474	520,809	538,264	61,461

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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