

TOURISM STATISTICAL RELEASE

JULY - 2018

No.19



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TOURISM STATISTICAL RELEASE FOR JULY, 2018

Tourist Arrivals in Zanzibar increased by 42.6 percent to **53,087** in July from **37,235** in June 2018 and increased by 29.4 percent compared with corresponding month in 2017. Tourists from Europe continue to dominate the Zanzibar market which accounts 55.1 percent of the total visitors in July and posted a growth of 20.9 compared with corresponding month in 2017. In country wise, America (6,696) continued to dominate the Tourism market by accounting 12.6 percent of all visitors entered in July, followed by Britain (8.0 percent) and Germany (7.3 percent) while Japan recorded the least (0.2 percent). Other performances are as shown in table 1.

The data from table 2 shows that **44,894** visitors entered through Airport, among them **25,422** visitors came by international flights and **19,472** by domestic flights. The remaining **8,193** visitors entered through seaport, of which **41** visitors came by Cruise Ship and **8,152** by Sea Ferries.

Generally, Zanzibar has received **269,060** visitors from January -July, 2018 which is an increase of **27.1** percent compared with the corresponding months (January - July) 2017. Most of visitors were from Europe (**57.8** percent). In country wise, Italy (9.2 percent) is a leading market for the first seven months in Zanzibar tourism market. About **231,921** visitors entered through airport which is equivalent to **86.2** percent while the remaining **37,139** visitors entered through seaport that accounting **13.8** percent (**Table 3**).

Information on the purpose of visit (**Table 4**) shows that, in July 2018, about 46,874 visitors equivalent to **88.3** percent of visitors came for holidays, followed by 'visiting friend and relatives' that accounts for only nine percent.

Table 5 shows that there were **26,523** male (**50.0** percent) and **26,564** female (**50.0** percent) visitors in July, 2018. Males increased by 46.5 percent and females by 38.9 percent 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 **4,976** (9.4 percent) visitors were aged less than 15 years; **45,809** (**86.3** percent) were aged 15 to 64 years and **2,302** (4.3 percent) were aged 65 years and older.

Table 7 shows that 22.3 percent of all visitors in July 2018 stayed in the country for six days. Only 1.6 percent of visitors stayed in the country for at least a month. The overall average intended length of stay for visitors in July, 2018 was about Eight (7.8) nights.

The visitors from emerging markets increased by 0.2 percent for the month of July 2018 compared with corresponding month in 2017 and increased by 14.2 percent compared with previous month. Visitors from China increased by 29.7 percent compared with the corresponding month in 2017 and greatly increased by more than hundred percent compared with previous month. Other performances are shown in **Table 8**.

The total of **524,830** bed-spaces was available in July 2018. Out of these bed-spaces, estimates of 411,930 hotel-beds were sold during that month representing a bed occupancy rate of **78.5** percent (**Table 10**).

Table1: International Visitors by Nationality, July 2018

Nationality	July 2017			June 2018			July 2018			% Change, June 2018 to July 2018	% Change, July 2017 to July 2018
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
EUROPE											
Scandinavian	2,723	6.6	5	1,660	4.5	5	3,199	6.0	5	92.7	17.5
British	4,314	10.5	1	2,777	7.5	4	4,265	8.0	2	53.6	-1.1
German	3,347	8.2	2	3,471	9.3	2	3,869	7.3	3	11.5	15.6
Italian	2,801	6.8	4	1,079	2.9	9	3,417	6.4	4	216.7	22.0
French	2,103	5.1	8	1,590	4.3	6	2,516	4.7	6	58.2	19.6
Dutch	1,823	4.4	9	794	2.1	13	1,572	3.0	9	98.0	-13.8
Belgium	1,093	2.7	11	374	1.0	18	1,409	2.7	11	276.7	28.9
Russian	272	0.7	20	1,153	3.1	8	821	1.5	14	-28.8	201.8
Turkish	189	0.5	22	246	0.7	20	232	0.4	20	-5.7	22.8
Polish	464	1.1	17	826	2.2	11	808	1.5	17	-2.2	74.1
Ukrainian	288	0.7	19	166	0.4	21	124	0.2	22	-25.3	-56.9
Czech Republic	312	0.8	18	285	0.8	19	372	0.7	19	30.5	19.2
Spanish	1,228	3	10	818	2.2	12	1,548	2.9	10	89.2	26.1
Other European	3,232	7.9		3,265	8.8		5,090	9.6		55.9	57.5
Subtotal	24,189	58.9		18,504	49.7		29,242	55.1		58.0	20.9
ASIA											
Japanese	109	0.3	23	109	0.3	23	111	0.2	23	1.8	1.8
Chinese	918	2.2	13	584	1.6	16	1,191	2.2	13	103.9	29.7
Indian	690	1.7	15	780	2.1	14	675	1.3	18	-13.5	-2.2
Israeli	2,686	6.5	6	1,160	3.1	7	1,711	3.2	8	47.5	-36.3
Other Asian	2,274	5.5		2,478	6.7		3,446	6.5		39.1	51.5
Subtotal	6,677	16.3		5,111	13.7		7,134	13.4		39.6	6.8
AFRICA											
Kenyan	1,048	2.6	12	716	1.9	15	814	1.5	16	13.7	-22.3
South African	2,415	5.9	7	2,949	7.9	3	1,913	3.6	7	-35.1	-20.8
Other African	1,260	3.1		1,602	4.3		2,245	4.2		40.1	78.2
Subtotal	4,723	11.5		5,267	14.1		4,972	9.4		-5.6	5.3
AMERICA					0.0			0.0			
American	3,232	7.9	3	4,732	12.7	1	6,696	12.6	1	41.5	107.2
Canadian	854	2.1	14	529	1.4	17	818	1.5	15	54.6	-4.2
Other American	439	1.1		1,245	3.3		1,997	3.8		60.4	354.9
Subtotal	4,525	11		6,506	17.5		9,511	17.9		46.2	110.2
OCEANIA					0.0			0.0			
Australian	617	1.5	16	1,071	2.9	10	1,276	2.4	12	19.1	106.8
New Zealand	234	0.6	21	165	0.4	22	142	0.3	21	-13.9	-39.3
Subtotal	851	2.1		1,236	3.3		1,418	2.7		14.7	66.6
Not stated	69	0.2		611	1.6		810	1.5			
TOTAL	41,034	100		37,235	100		53,087	100		42.6	29.4

Table 2: International Visitors by Nationality Through Entry Points, July 2018

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	1,153	1,472	2,625	0	574	574
British	1,858	1,544	3,402	2	861	863
German	1,610	1,703	3,313	2	554	556
Italian	2,685	518	3,203	1	213	214
French	867	1,279	2,146	2	368	370
Dutch	310	951	1,261	0	311	311
Belgium	305	931	1,236	1	172	173
Russian	647	114	761	1	59	60
Turkish	135	28	163	0	69	69
Polish	665	116	781	0	27	27
Ukrainian	96	13	109	0	15	15
Czech Republic	253	82	335	0	37	37
Spanish	591	779	1,370	0	178	178
Other Europeans	2,439	2,140	4,579	9	502	511
Subtotal	13,614	11,670	25,284	18	3,940	3,958
ASIA						
Japanese	39	24	63	0	48	48
Chinese	288	573	861	0	330	330
Indian	196	189	385	1	289	290
Israeli	1,401	257	1,658	3	50	53
Other Asians	2,286	540	2,826	3	617	620
Subtotal	4,210	1,583	5,793	7	1,334	1,341
AFRICA						
Kenyan	449	62	511	0	303	303
South African	1,390	327	1,717	0	196	196
Other Africans	974	642	1,616	1	628	629
Subtotal	2,813	1,031	3,844	1	1,127	1,128
AMERICA						
American	2,013	3,623	5,636	5	1055	1,060
Canadian	226	387	613	0	205	205
Other Americans	1,271	541	1,812	7	178	185
Subtotal	3,510	4,551	8,061	12	1,438	1,450
OCEANIA						
Australian	570	455	1,025	0	251	251
New Zealand	28	73	101	0	41	41
Subtotal	598	528	1,126	0	292	292
Not stated	677	109	786	3	21	24
TOTAL	25,422	19,472	44,894	41	8,152	8,193

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 3: International Visitors by Nationality Through Entry Points, January-July 2018

Nationality	January-July 2017			January-July 2018					% Change, Jan-July 2017 to Jan-July 2018
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	12,298	5.8	7	12,063	2,851	14,914	5.5	5	21.3
British	17,625	8.3	3	11,991	2,990	14,981	5.6	4	-15.0
German	19,835	9.4	2	17,626	2,672	20,298	7.5	3	2.3
Italian	24,360	11.5	1	23,901	925	24,826	9.2	1	1.9
French	10,513	5	8	12,435	1,570	14,005	5.2	6	33.2
Dutch	7,449	3.5	9	6,269	1,151	7,420	2.8	12	-0.4
Belgium	3,642	1.7	16	3,811	467	4,278	1.6	15	17.5
Russian	2,810	1.3	19	8,833	768	9,601	3.6	8	241.7
Turkish	1,384	0.7	21	1,189	381	1,570	0.6	21	13.4
Polish	7,301	3.5	10	8,084	368	8,452	3.1	10	15.8
Ukrainian	3,493	1.7	18	2,222	132	2,354	0.9	20	-32.6
Czech Republic	3,642	1.7	16	4,366	264	4,630	1.7	14	27.1
Spanish	3,787	1.8	14	3,602	468	4,070	1.5	18	7.5
Other European	16,251	7.7		21,571	2,487	24,058	8.9		48.0
Subtotal	134,390	63.5		137,963	17,494	155,457	57.8		15.7
ASIA									
Japanese	745	0.4	22	485	347	832	0.3	22	11.7
Chinese	3,792	1.8	13	2,787	1,357	4,144	1.5	17	9.3
Indian	3,684	1.7	15	1,989	1,683	3,672	1.4	19	-0.3
Israeli	13,027	6.2	4	8,407	206	8,613	3.2	9	-33.9
Other Asian	8,579	4.1		11,414	2,325	13,739	5.1		60.1
Subtotal	29,827	14.1		25,082	5,918	31,000	11.5		3.9
AFRICA									
Kenyan	5,692	2.7	11	3,348	1,695	5,043	1.9	13	-11.4
South African	12,882	6.1	5	11,233	910	12,143	4.5	7	-5.7
Other African	6,709	3.2		7,162	2,978	10,140	3.8		51.1
Subtotal	25,283	11.9		21,743	5,583	27,326	10.2		8.1
AMERICA				0	0				
American	12,329	5.8	6	19,963	4,636	24,599	9.1	2	99.5
Canadian	3,825	1.8	12	3,279	992	4,271	1.6	16	11.7
Other American	2,333	1.1		6,915	837	7,752	2.9		232.3
Subtotal	18,487	8.7		30,157	6,465	36,622	13.6		98.1
OCEANIA									
Australian	2,605	1.2	20	6,993	1,163	8,156	3.0	11	213.1
New Zealand	600	0.3	23	357	173	530	0.2	23	-11.7
Subtotal	3,205	1.5		7,350	1,336	8,686	3.2		171.0
Not stated	423	0.2		9,626	343	9,969	3.7		
TOTAL	211,615	100		231,921	37,139	269,060	100		27.1

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 4: International Visitors by Nationality and Purpose of Visit, July 2018

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	349	2,829	1	3	16	3,199
British	5	1	1	0	406	3,815	1	1	35	4,265
German	0	0	0	1	437	3,411	4	2	14	3,869
Italian	1	2	0	1	487	2,908	0	2	16	3,417
French	0	0	0	0	284	2,216	0	1	15	2,516
Dutch	0	0	0	0	185	1,379	0	3	5	1,572
Belgium	0	0	0	0	141	1,249	0	0	19	1,409
Russian	0	0	1	0	42	710	0	0	68	821
Turkish	1	0	0	0	28	202	0	0	1	232
Polish	0	0	0	0	64	734	0	0	10	808
Ukrainian	0	0	0	0	35	87	0	0	2	124
Czech Republic	0	0	0	0	57	312	0	0	3	372
Spanish	0	0	0	0	203	1,334	0	0	11	1,548
Other Europeans	1	4	0	0	482	4,407	1	2	193	5,090
Subtotal	8	8	2	2	3,200	25,593	7	14	408	29,242
ASIA										
Japanese	0	0	0	2	12	97	0	0	0	111
Chinese	0	1	0	1	150	1,032	1	0	6	1,191
Indian	0	0	0	0	50	624	0	0	1	675
Israeli	0	0	0	0	72	1,624	0	0	15	1,711
Other Asians	0	0	0	2	372	2,877	2	3	190	3,446
Subtotal	0	1	0	5	656	6,254	3	3	212	7,134
AFRICA										
Kenyan	0	1	0	0	60	739	6	1	7	814
South African	0	0	0	0	91	1,814	1	0	7	1,913
Other Africans	2	1	1	1	150	1,968	1	1	120	2,245
Subtotal	2	2	1	1	301	4,521	8	2	134	4,972
AMERICA										
American	0	0	0	1	406	6,077	0	1	211	6,696
Canadian	0	0	0	0	81	736	1	0	0	818
Other Americans	1	1	3	0	50	1,723	0	0	219	1,997
Subtotal	1	1	3	1	537	8,536	1	1	430	9,511
OCEANIA										
Australian	0	2	0	0	74	1,125	0	0	75	1,276
New Zealand	0	0	0	0	17	124	0	0	1	142
Subtotal	0	2	0	0	91	1,249	0	0	76	1,418
Not stated	0	0	0	0	1	721	0	0	88	810
TOTAL	11	14	6	9	4,786	46,874	19	20	1,348	53,087
TOTAL PERCENT	0.0	0.0	0.0	0.0	9.0	88.3	0.0	0.0	2.5	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 5: International Visitors by Nationality and Sex, July 2018

Nationality	Male	Female	Total
EUROPE			
Scandinavian	1,235	1,964	3,199
British	1,848	2,417	4,265
German	1,625	2,244	3,869
Italian	1,362	2,055	3,417
French	1,037	1,479	2,516
Dutch	667	905	1,572
Belgium	608	801	1,409
Russian	388	433	821
Turkish	115	117	232
Polish	294	514	808
Ukrainian	51	73	124
Czech Republic	159	213	372
Spanish	593	955	1,548
Other European Country	2,819	2,271	5,090
Subtotal	12,801	16,441	29,242
ASIA			
Japanese	60	51	111
Chinese	582	609	1,191
Indian	366	309	675
Israeli	777	934	1,711
Other Asian	2,344	1,102	3,446
Subtotal	4,129	3,005	7,134
AFRICA			
Kenyan	399	415	814
South African	769	1,144	1,913
Other African	1,545	700	2,245
Subtotal	2,713	2,259	4,972
AMERICA			
American	3,206	3,490	6,696
Canadian	322	496	818
Other American	1,703	294	1,997
Subtotal	5,231	4,280	9,511
OCEANIA			
Australian	852	424	1,276
New Zealand	73	69	142
Subtotal	925	493	1,418
Not stated	724	86	810
TOTAL JULY, 2018	26,523	26,564	53,087
TOTAL JUNE, 2018	18,107	19,128	37,235
TOTAL % JULY	50.0	50.0	100
% CHANGE, JUNE TO JULY 2018	46.5	38.9	42.6

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 6: International Visitors by Nationality and Categorized Age, July 2018

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	400	2,695	104	3,199
British	530	3,541	194	4,265
German	313	3,398	158	3,869
Italian	234	3,065	118	3,417
French	332	2,118	66	2,516
Dutch	173	1,367	32	1,572
Belgium	156	1,222	31	1,409
Russian	72	734	15	821
Turkish	23	206	3	232
Polish	98	696	14	808
Ukrainian	9	115	-	124
Czech Republic	40	319	13	372
Spanish	44	1,466	38	1,548
Other European	442	4,484	164	5,090
Subtotal	2,866	25,426	950	29,242
ASIA				
Japanese	8	96	7	111
Chinese	109	1,044	38	1,191
Indian	37	601	37	675
Israeli	215	1,411	85	1,711
Other Asian	347	2,910	189	3,446
Subtotal	716	6,062	356	7,134
AFRICA				
Kenyan	35	745	34	814
South African	153	1,643	117	1,913
Other African	166	2,007	72	2,245
Subtotal	354	4,395	223	4,972
AMERICA				
American	592	5,570	534	6,696
Canadian	74	684	60	818
Other American	227	1,709	61	1,997
Subtotal	893	7,963	655	9,511
OCEANIA				
Australian	95	1,100	81	1,276
New Zealand	10	101	31	142
Subtotal	105	1,201	112	1,418
Not stated	42	762	6	810
TOTAL	4,976	45,809	2,302	53,087
TOTAL PERCENT	9.4	86.3	4.3	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 7: Intended Length of Stay and Sex of International Visitors in Zanzibar, July 2018

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	525	303	828	1.6	525	303	828
2	1,059	987	2,046	3.9	2,118	1,974	4,092
3	1,588	1,687	3,275	6.2	4,764	5,061	9,825
4	1,962	2,411	4,373	8.2	7,848	9,644	17,492
5	2,216	2,343	4,559	8.6	11,080	11,715	22,795
6	4,977	6,865	11,842	22.3	29,862	41,190	71,052
7	5,538	3,984	9,522	17.9	38,766	27,888	66,654
8	2,160	1,907	4,067	7.7	17,280	15,256	32,536
9	737	769	1,506	2.8	6,633	6,921	13,554
10	1,317	1,190	2,507	4.7	13,170	11,900	25,070
11	553	481	1,034	1.9	6,083	5,291	11,374
12	624	644	1,268	2.4	7,488	7,728	15,216
13	277	236	513	1.0	3,601	3,068	6,669
14	918	801	1,719	3.2	12,852	11,214	24,066
15	430	432	862	1.6	6,450	6,480	12,930
16	183	197	380	0.7	2,928	3,152	6,080
17	124	106	230	0.4	2,108	1,802	3,910
18	94	68	162	0.3	1,692	1,224	2,916
19	39	53	92	0.2	741	1,007	1,748
20	129	123	252	0.5	2,580	2,460	5,040
21	165	151	316	0.6	3,465	3,171	6,636
22	26	31	57	0.1	572	682	1,254
23	15	20	35	0.1	345	460	805
24	26	23	49	0.1	624	552	1,176
25	22	11	33	0.1	550	275	825
26	6	10	16	0.0	156	260	416
27	13	8	21	0.0	351	216	567
28	27	46	73	0.1	756	1,288	2,044
29	5	7	12	0.0	145	203	348
30	308	258	566	1.1	9,240	7,740	16,980
31+	460	412	872	1.6	14,260	12,772	27,032
Total	26,523	26,564	53,087	100.0	209,033	202,897	411,930
	Average intended Length of Stay¹				7.9	7.6	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 8: Visitors Arrival from Emerging Markets, July 2018

Nationality	July 2017	June 2018	July 2018	% Change, July 2017 to July 2018	% Change, June 2018 to July 2018
Russian	272	1,153	821	201.8	-28.8
Polish	464	826	808	74.1	-2.2
Ukrainian	288	166	124	-56.9	-25.3
Chinese	918	584	1,191	29.7	103.9
Indian	690	780	675	-2.2	-13.5
Israeli	2,686	1,160	1,711	-36.3	47.5
Total	5,318	4,669	5,330	0.2	14.2

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 9: Summary of Visitors by Mode of Travel Through Entry Point, July 2018

Category	Airport	Seaport	Total
International flight/ Cruise Ship	25,422	41	25,463
Domestic flights/ Sea ferries	19,472	8,152	27,624
Total	44,894	8,193	53,087

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 10: International Visitors nights and Estimated Bed Occupancy Rate in Zanzibar, July 2018

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	828	1.6	828
2	2,046	3.9	4,092
3	3,275	6.2	9,825
4	4,373	8.2	17,492
5	4,559	8.6	22,795
6	11,842	22.3	71,052
7	9,522	17.9	66,654
8	4,067	7.7	32,536
9	1,506	2.8	13,554
10	2,507	4.7	25,070
11	1,034	1.9	11,374
12	1,268	2.4	15,216
13	513	1.0	6,669
14	1,719	3.2	24,066
15	862	1.6	12,930
16	380	0.7	6,080
17	230	0.4	3,910
18	162	0.3	2,916
19	92	0.2	1,748
20	252	0.5	5,040
21	316	0.6	6,636
22	57	0.1	1,254
23	35	0.1	805
24	49	0.1	1,176
25	33	0.1	825
26	16	0.0	416
27	21	0.0	567
28	73	0.1	2,044
29	12	0.0	348
30	566	1.1	16,980
31	872	1.6	27,032
Total	53,087	100.0	411,930
Number of beds available in July 2018			524,830
Bed Occupancy Rate			78.5

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: refers 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.

For more clarifications please contact:

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