



STATISTICAL RELEASE

FEBRUARY - 2017



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07/03/2017

TOURISM STATISTICAL RELEASE IN FEBRUARY, 2017

1. Introduction

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.

2. 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.

3. Key findings

About 39,119 visitors entered Zanzibar in February, 2017 which is an increase of 14.47 percent compared to corresponding month in February 2016 and a decrease of 4.44 percent compared to previous month. Europeans remain as the largest source of visitors to Zanzibar tourism. More than three quarters (75.1 percent) of all visitors entered Zanzibar in February, 2017 were from Europe. In country wise, Italians (6,846) continue to dominate the Tourism market by accounting 17.5 percent of all visitors entered in February, followed by German (9.2 percent) and Scandinavian (7.7 percent) while New Zealand recorded the least (0.1 percent). Other performances are as shown in table 1.

The data from table 2 shows that 33,623 visitors entered Zanzibar through Airport, among them 26,535 visitors came by international flights and 7,088 by domestic flights. The remaining 5,496 visitors entered through seaport.

Information on the purpose of visit (Table 4) shows that, in February 2017, a majority of visitors 38,489 (98.39 percent) were in Zanzibar for holidays compared with only 387 (0.99 percent) and 52 (0.13 percent) of visitors who were in Zanzibar for 'visiting friend and relatives' and 'business and conference' respectively.

Table 5 shows that in February, 2017 there were 17,132 (43.8 percent) males and 21,987 (56.2 percent) female visitors. Comparing to the previous month males and females decreased by 4.4 percent and 5.86 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 2,065 (5.3 percent) visitors were aged less than 15 years; 33,705 (86.2 percent) were aged 15 and 64 years and 3,349 (8.6 percent) were aged 65 years and older.

Table 7 shows that majority of the visitors (26.6 percent) stayed in the country for seven days. Only one percent (1.1 percent) of visitors stayed for more than a month. The overall average length of stay for tourists in February, 2017 was 7. nights. However, the result obtained in the previous month revealed that the average length of stay for a visitor in Zanzibar was 8.3 days

Generally, the number of visitors from emerging market increased by 77.7 percent compared to corresponding month in 2016 and decrease by 10.6 percent compared to previous month. Visitors from Israel significantly increased by more than hundred percent compared to corresponding month and decline compared to the previous month, moreover visitors from Ukraine and China declined by 37.3 and 10.7 percents respectively compared to previous month as shown in Table 8.

The total of 532,487 bed-spaces was available in January 2017. Out of these bed-spaces, an estimate of 319,310 hotel-beds were sold during that month representing a bed occupancy rate of 60.0 percent.(Table 9).

Table1: International Visitors by Nationality, February 2017

Nationality	February 2016			January 2017			February 2017			% Change, Feb 2017 to Jan 2017	% Change, Feb 2017 to Feb 2016
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
EUROPE											
Scandinavian	3,065	9.0	3	2,585	6.3	4	3,006	7.7	3	16.29	-1.92
British	2,339	6.8	5	3,078	7.5	3	2,887	7.4	4	-6.21	23.43
German	3,675	10.8	2	3,294	8.0	2	3,586	9.2	2	8.86	-2.42
Italian	6,813	19.9	1	7,739	18.9	1	6,846	17.5	1	-11.54	0.48
French	2,510	7.3	4	1,989	4.9	6	2,621	6.7	5	31.77	4.42
Dutch	1,459	4.3	7	1,382	3.4	10	1,343	3.4	10	-2.82	-7.95
Belgium	387	1.1	17	662	1.6	14	655	1.7	14	-1.06	69.25
Russian	440	1.3	16	788	1.9	13	488	1.2	17	-38.07	10.91
Turkish	224	0.7	21	354	0.9	20	177	0.5	21	-50.00	-20.98
Polish	921	2.7	9	2,064	5.0	5	2,176	5.6	6	5.43	136.26
Ukrainian	627	1.8	14	1,122	2.7	11	703	1.8	12	-37.34	12.12
Czech Republic	725	2.1	11	916	2.2	12	1,019	2.6	11	11.24	40.55
Spanish	354	1.0	18	379	0.9	19	396	1.0	19	4.49	11.86
Other European	2,569	7.5		3,659	8.9		3,475	8.9		-5.03	35.27
Subtotal	26,108	76.4		30,011	73.3		29,378	75.1		-2.11	12.52
ASIA											
Japanese	120	0.4	22	131	0.3	22	152	0.4	22	16.03	26.67
Chinese	705	2.1	13	634	1.5	15	566	1.4	16	-10.73	-19.72
Indian	310	0.9	19	345	0.8	21	421	1.1	18	22.03	35.81
Israeli	453	1.3	15	1,915	4.7	7	1,789	4.6	7	-6.58	294.92
Other Asian	938	2.7		1,257	3.1		910	2.3		-27.61	-2.99
Subtotal	2,526	7.4		4,282	10.5		3,838	9.8		-10.37	51.94
AFRICA											
Kenyan	722	2.1	12	557	1.4	18	666	1.7	13	19.57	-7.76
South African	1,095	3.2	8	1,578	3.9	9	1,376	3.5	9	-12.80	25.66
Other African	608	1.8		890	2.2		902	2.3		1.35	48.36
Subtotal	2,425	7.1		3,025	7.4		2,944	7.5		-2.68	21.40
AMERICA											
American	1,770	5.2	6	1,776	4.3	8	1,490	3.8	8	-16.10	-15.82
Canadian	742	2.2	10	633	1.5	16	626	1.6	15	-1.11	-15.63
Other American	218	0.6		448	1.1		394	1.0		-12.05	80.73
Subtotal	2,730	8.0		2,857	7.0		2,510	6.4		-12.15	-8.06
OCEANIA											
Australian	289	0.8	20	574	1.4	17	338	0.9	20	-41.11	16.96
New Zealand	39	0.1	23	62	0.2	23	47	0.1	23	-24.19	20.51
Subtotal	328	1.0		636	1.6		385	1.0		-39.47	17.38
Not stated	58	0.2		127	0.3		64	0.2		-49.61	10.34
TOTAL	34,175	100		40,938	100.0		39,119	100.0		-4.44	14.47

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

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	1,246	1,108	2,354	-	652	652
British	2,008	494	2,502	-	385	385
German	2,015	1,023	3,038	-	548	548
Italian	6,562	157	6,719	-	127	127
French	1,657	698	2,355	-	266	266
Dutch	945	204	1,149	-	194	194
Belgium	424	174	598	-	57	57
Russian	337	91	428	-	60	60
Turkish	84	51	135	-	42	42
Polish	1,785	171	1,956	-	220	220
Ukrainian	620	30	650	-	53	53
Czech Republic	927	46	973	-	46	46
Spanish	176	146	322	-	74	74
Other Europeans	2,257	774	3,031	-	444	444
Subtotal	21,043	5,167	26,210	-	3,168	3,168
ASIA						
Japanese	67	14	81	-	71	71
Chinese	102	257	359	-	207	207
Indian	170	44	214	-	207	207
Israeli	1,690	79	1,769	-	20	20
Other Asians	476	165	641	-	269	269
Subtotal	2,505	559	3,064	-	774	774
AFRICA						
Kenyan	434	35	469	-	197	197
South African	1,176	82	1,258	-	118	118
Other Africans	443	86	529	-	373	373
Subtotal	2,053	203	2,256	-	688	688
AMERICA						
American	489	590	1,079	-	411	411
Canadian	190	285	475	-	151	151
Other Americans	135	129	264	-	130	130
Subtotal	814	1,004	1,818	-	692	692
OCEANIA						
Australian	72	144	216	-	122	122
New Zealand	7	7	14	-	33	33
Subtotal	79	151	230	-	155	155
Not stated	41	4	45	-	19	19
TOTAL	26,535	7,088	33,623	-	5,496	5,496

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	January-February 2016			January-February 2017					% Change, Jan-Feb 2016 to Jan-Feb 2017
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	5,439	8.3	3	4,358	1,233	5,591	7.7	3	2.79
British	4,173	6.3	5	4,984	981	5,965	7.4	4	42.94
German	6,658	10.1	2	5,887	993	6,880	9.2	2	3.33
Italian	13,682	20.8	1	14,303	282	14,585	17.5	1	6.60
French	4,539	6.9	4	4,185	425	4,610	6.7	5	1.56
Dutch	2,706	4.1	7	2,287	438	2,725	3.4	10	0.70
Belgium	871	1.3	17	1,199	118	1,317	1.7	14	51.21
Russian	1,151	1.7	13	1,108	168	1,276	1.2	17	10.86
Turkish	478	0.7	21	425	106	531	0.5	21	11.09
Polish	2,053	3.1	9	3,906	334	4,240	5.6	6	106.53
Ukrainian	1,074	1.6	15	1,729	96	1,825	1.8	12	69.93
Czech Republic	1,371	2.1	10	1,874	61	1,935	2.6	11	41.14
Spanish	692	1.1	18	626	149	775	1.0	19	11.99
Other European	5,144	7.8		6,204	930	7,134	8.9		38.69
Subtotal	50,031	75.9		53,075	6,314	59,389	75.1		18.70
ASIA									
Japanese	227	0.3	22	150	133	283	0.4	22	24.67
Chinese	1,114	1.7	14	664	536	1,200	1.4	16	7.72
Indian	678	1.0	19	373	393	766	1.1	18	12.98
Israeli	565	0.9	20	3,664	40	3,704	4.6	7	555.58
Other Asian	1,996	3.0		1,498	669	2,167	2.3		8.57
Subtotal	4,580	7.0		6,349	1,771	8,120	9.8		77.29
AFRICA									
Kenyan	1,271	1.9	12	850	373	1,223	1.7	13	-3.78
South African	2,294	3.5	8	2,673	281	2,954	3.5	9	28.77
Other African	1,362	2.1		1,000	792	1,792	2.3		31.57
Subtotal	4,927	7.5		4,523	1,446	5,969	7.5		21.15
AMERICA									
American	3,396	5.2	6	2,159	1,107	3,266	3.8	8	-3.83
Canadian	1,304	2.0	11	847	412	1,259	1.6	15	-3.45
Other American	473	0.7		603	239	842	1.0		78.01
Subtotal	5,173	7.9		3,609	1,758	5,367	6.4		3.75
OCEANIA									
Australian	898	1.4	16	528	384	912	0.9	20	1.56
New Zealand	153	0.2	23	42	67	109	0.1	23	-28.76
Subtotal	1,051	1.6		570	451	1,021	1.0		-2.85
Not stated	130	0.2		125	66	191	0.2		46.92
TOTAL	65,892	100.0		68,251	11,806	80,057	100.0		21.50

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Returning Residence	Prospective Resident	Seeking Employment	Temporary Employment	Visiting Friends and Relatives	Holidays	Business and Conference	In Transit	Others	Total
EUROPE										
Scandinavian	-	-	1	1	50	2,924	2	-	28	3,006
British	-	-	-	-	28	2,849	3	-	7	2,887
German	-	-	-	-	49	3,506	2	-	29	3,586
Italian	1	2	-	2	22	6,806	5	2	6	6,846
French	-	-	-	-	29	2,579	1	-	12	2,621
Dutch	-	-	-	-	9	1,327	-	-	7	1,343
Belgium	-	-	1	-	6	646	-	-	2	655
Russian	-	1	-	-	6	481	-	-	-	488
Turkish	-	-	-	-	3	173	-	-	1	177
Polish	1	-	-	-	5	2,169	1	-	-	2,176
Ukrainian	-	-	-	-	3	696	1	-	3	703
Czech Republic	-	-	-	-	5	1,012	-	-	2	1,019
Spanish	-	-	-	-	1	392	-	-	3	396
Other Europeans	-	-	-	1	21	3,435	-	-	18	3,475
Subtotal	2	3	2	4	237	28,995	15	2	118	29,378
ASIA										
									-	
Japanese	-	-	-	-	1	151	-	-	-	152
Chinese	-	-	-	-	10	551	-	-	5	566
Indian	-	-	-	1	4	414	1	-	1	421
Israeli	-	-	-	-	2	1,782	2	-	3	1,789
Other Asians	-	-	-	-	45	858	-	-	7	910
Subtotal	-	-	-	1	62	3,756	3	-	16	3,838
AFRICA										
									-	
Kenyan	1	-	-	-	15	634	16	-	-	666
South African	-	-	-	-	12	1,355	9	-	-	1,376
Other Africans	1	1	-	1	12	874	7	-	6	902
Subtotal	2	1	-	1	39	2,863	32	-	6	2,944
AMERICA										
									-	
American	-	-	1	-	25	1,452	-	-	12	1,490
Canadian	-	2	-	-	12	605	1	-	6	626
Other Americans	-	-	-	5	9	379	-	1	-	394
Subtotal	-	2	1	5	46	2,436	1	1	18	2,510
OCEANIA										
									-	
Australian	-	-	-	-	3	330	1	-	4	338
New Zealand	-	-	-	-	-	47	-	-	-	47
Subtotal	-	-	-	-	3	377	1	-	4	385
Not stated	-	-	-	-	-	62	-	-	2	64
TOTAL	4	6	3	11	387	38,489	52	3	164	39,119
TOTAL PERCENT	0.01	0.02	0.01	0.03	0.99	98.39	0.13	0.01	0.42	100.00

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	1216	1790	3,006
British	1038	1849	2,887
German	1615	1971	3,586
Italian	2656	4190	6,846
French	1206	1415	2,621
Dutch	603	740	1,343
Belgium	292	363	655
Russian	220	268	488
Turkish	105	72	177
Polish	838	1338	2,176
Ukrainian	358	345	703
Czech Republic	459	560	1,019
Spanish	195	201	396
Other European Country	1530	1945	3,475
Subtotal	12,331	17,047	29,378
ASIA			
Japanese	80	72	152
Chinese	265	301	566
Indian	299	122	421
Israeli	808	981	1,789
Other Asian	559	351	910
Subtotal	2,011	1,827	3,838
AFRICA			
Kenyan	313	353	666
South African	593	783	1,376
Other African	565	337	902
Subtotal	1,471	1,473	2,944
AMERICA			
American	647	843	1,490
Canadian	274	352	626
Other American	178	216	394
Subtotal	1,099	1,411	2,510
OCEANIA			
Australian	159	179	338
New Zealand	26	21	47
Subtotal	185	200	385
Not stated	35	29	64
TOTAL FEBRUARY, 2017	17,132	21,987	39,119
TOTAL JANUARY, 2017	18,198	22,740	40,938
TOTAL % FEBRUARY	43.8	56.2	100
% CHANGE, JAN TO FEB 2017	-4.44	-5.86	-3.31

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	259	2,430	317	3,006
British	126	2,432	329	2,887
German	70	3,159	357	3,586
Italian	524	5,598	724	6,846
French	250	2,229	142	2,621
Dutch	28	1,193	122	1,343
Belgium	38	572	45	655
Russian	18	459	11	488
Turkish	4	169	4	177
Polish	213	1,818	145	2,176
Ukrainian	28	665	10	703
Czech Republic	70	856	93	1,019
Spanish	15	369	12	396
Other European	131	3,119	225	3,475
Subtotal	1,774	25,068	2536	29,378
ASIA				
Japanese	9	141	2	152
Chinese	23	509	34	566
Indian	9	388	24	421
Israeli	71	1,504	214	1,789
Other Asian	21	834	55	910
Subtotal	133	3,376	329	3,838
AFRICA				
Kenyan	19	626	21	666
South African	27	1,292	57	1,376
Other African	25	852	25	902
Subtotal	71	2,770	103	2,944
AMERICA				
American	37	1,208	245	1,490
Canadian	15	510	101	626
Other American	13	366	15	394
Subtotal	65	2,084	361	2,510
OCEANIA				
Australian	14	307	17	338
New Zealand	4	42	1	47
Subtotal	18	349	18	385
Not stated	4	58	2	64
TOTAL	2,065	33,705	3349	39,119
TOTAL PERCENT	5.3	86.2	8.6	100.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	273	140	413	1.1	273	140	413
2	421	340	761	1.9	842	680	1,522
3	787	820	1,607	4.1	2,361	2,460	4,821
4	1,002	1,041	2,043	5.2	4,008	4,164	8,172
5	1,057	1,228	2,285	5.8	5,285	6,140	11,425
6	1,883	5,348	7,231	18.5	11,298	32,088	43,386
7	5,007	5,389	10,396	26.6	35,049	37,723	72,772
8	2,123	2,558	4,681	12.0	16,984	20,464	37,448
9	592	694	1,286	3.3	5,328	6,246	11,574
10	905	1,072	1,977	5.1	9,050	10,720	19,770
11	459	558	1,017	2.6	5,049	6,138	11,187
12	570	679	1,249	3.2	6,840	8,148	14,988
13	228	247	475	1.2	2,964	3,211	6,175
14	719	762	1,481	3.8	10,066	10,668	20,734
15	367	384	751	1.9	5,505	5,760	11,265
16	131	147	278	0.7	2,096	2,352	4,448
17	47	43	90	0.2	799	731	1,530
18	21	39	60	0.2	378	702	1,080
19	17	20	37	0.1	323	380	703
20	64	62	126	0.3	1,280	1,240	2,520
21	86	73	159	0.4	1,806	1,533	3,339
22	25	27	52	0.1	550	594	1,144
23	11	13	24	0.1	253	299	552
24	7	6	13	0.0	168	144	312
25	14	16	30	0.1	350	400	750
26	3	6	9	0.0	78	156	234
27	6	1	7	0.0	162	27	189
28	12	21	33	0.1	336	588	924
29	2	4	6	0.0	58	116	174
30	126	103	229	0.6	3,780	3,090	6,870
31	167	146	313	0.8	5,177	4,526	9,703
Total	17,132	21,987	39,119	100.0	138,496	171,628	310,124
Average intended Length of Stay ¹					7.9	8.1	7.8

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, February 2017

Nationality	February 2016	January 2017	February 2017	% Change, Feb 2016 to Feb 2017	% Change, Jan 2017 to Feb 2017
Russian	440	788	488	10.9	-38.1
Polish	921	2,064	2,176	136.3	5.4
Ukrainian	627	1,122	703	12.1	-37.3
Chinese	705	634	566	-19.7	-10.7
Indian	310	345	421	35.8	22.0
Israeli	453	1,915	1,789	294.9	-6.6
Total	3,456	6,868	6,143	77.7	-10.6

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Category	Airport	Seaport	Total
International flight/ Cruise Ship	26,535	-	26,535
Domestic flights/ Sea ferries	7,088	5,496	12,584
Total	33,623	5,496	39,119

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	412	1.06	412
2	748	1.93	1,496
3	1,581	4.08	4,743
4	2,002	5.17	8,008
5	2,229	5.75	11,145
6	7,193	18.57	43,158
7	10,334	26.68	72,338
8	4,656	12.02	37,248
9	1,277	3.30	11,493
10	1,963	5.07	19,630
11	1,009	2.61	11,099
12	1,240	3.20	14,880
13	470	1.21	6,110
14	1,462	3.77	20,468
15	741	1.91	11,115
16	276	0.71	4,416
17	90	0.23	1,530
18	57	0.15	1,026
19	36	0.09	684
20	120	0.31	2,400
21	157	0.41	3,297
22	49	0.13	1,078
23	23	0.06	529
24	13	0.03	312
25	30	0.08	750
26	9	0.02	234
27	7	0.02	189
28	31	0.08	868
29	6	0.02	174
30	213	0.55	6,390
31+	298	0.77	9,238
Total	38,732	100.00	306,458
Number of beds available in February			
Bed Occupancy Rate			

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

For more clarifications please contact:

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