



STATISTICAL RELEASE

AUGUST - 2017



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TOURISM STATISTICAL RELEASE FOR AUGUST, 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 **51,937** visitors entered Zanzibar in August, 2017 which is an increase of 22 percent compared to corresponding month in August 2016 and an increase of 27 percent compared to previous month. Europeans remain as the largest source of visitors to Zanzibar tourism. About Sixty Five (65 percent) of all visitors entered Zanzibar in August, 2017 were from Europe. In country wise, Italy (8,436) dominated the Tourism market by accounting 16.2 percent of all visitors entered in August, followed by Britain (10.1 percent) and German (9.3 percent) while New Zealand recorded the least (0.3 percent). Other performances are as shown in table 1.

The data from table 2 shows that 42,796 visitors entered Zanzibar through Airport, among them 24,131 visitors came by international flights and 18,638 by domestic flights. The remaining 9,168 visitors entered through seaport.

Generally, Zanzibar has received **263,552** visitors from January to August 2017 which is an increase of **17.7** percent compared to the corresponding months January - August, 2016. Almost 65.4 percent of all visitors were from Europe. In country wise, Italy (12.4 percent) is a leading market for the first eight months to Zanzibar tourism market. About **217,392** visitors entered through airport which is equivalent to **82.5** percent while the remaining **46,160** visitors entered through seaport that accounting **17.5** percent (Table 3).

Information on the purpose of visit (Table 4) shows that, in August 2017, a majority of visitors 51,286 (98.7 percent) were in Zanzibar for holidays compared with only 532 (1.0 percent) and 21 (0.03 percent) of visitors who were in Zanzibar for 'visiting friend and relatives' and 'business and conference' respectively.

Table 5 shows that in August, 2017 there were 23,033 (44.3 percent) males and 22,897 (55.7 percent) female visitors. Comparing to the previous month males and females increased by 27.0 percent and 26.2 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 4,373 (8.4 percent) visitors were aged less than 15 years; 45,671 (87.9 percent) were aged 15 and 64 years and 1,893 (3.6 percent) were aged 65 years and older.

Table 7 shows that majority of the visitors (25.7 percent) stayed in the country for seven days. Only one percent (0.8 percent) of visitors stayed for more than a month. The overall average intended length of stay for visitors in August, 2017 was Seven (7) nights.

The number of visitors from emerging markets for the month of August increased by 43.0 percent compared to corresponding month in August, 2016 and increased by 26.8 percent compared to previous month. Visitors from Polish for the month of August increased by (97.7 percent) compared to corresponding month in August, 2016 and Visitors from Israel increased by (36.9 percent) from previous month. 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 **385,937** hotel-beds were sold during that month representing a bed occupancy rate of **72.5** percent.(Table 10).

Table1: International Visitors by Nationality, August 2017

Nationality	August 2016			July 2017			August 2017			% Change, July 2017 to August 2017	% Change, August 2017 to August 2016
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
EUROPE											
Scandinavian	914	2.2	12	2,723	6.6	5	1,103	2.1	12	-59	21
British	4,690	11.0	2	4,314	10.5	1	5,247	10.1	2	22	12
German	4,674	11.0	3	3,347	8.2	2	4,831	9.3	3	44	3
Italian	6,545	15.4	1	2,801	6.8	4	8,436	16.2	1	201	29
French	2,768	6.5	4	2,103	5.1	8	3,720	7.2	5	77	34
Dutch	1,940	4.6	8	1,823	4.4	9	2,130	4.1	8	17	10
Belgium	647	1.5	15	1,093	2.7	11	807	1.6	14	-26	25
Russian	258	0.6	18	272	0.7	20	291	0.6	20	7	13
Turkish	120	0.3	23	189	0.5	22	337	0.6	18	78	181
Polish	301	0.7	17	464	1.1	17	595	1.1	17	28	98
Ukrainian	247	0.6	19	288	0.7	19	249	0.5	21	-14	1
Czech Republic	165	0.4	22	312	0.8	18	183	0.4	22	-41	11
Spanish	2,357	5.5	6	1,228	3.0	10	2,939	5.7	6	139	25
Other European	2,615	6.2		3,232	7.9		3,084	5.9		-5	18
Subtotal	28,241	66.5		24,189	58.9		33,952	65.4		40	20
ASIA											
Japanese	213	0.5	20	109	0.3	23	292	0.6	19	168	37
Chinese	940	2.2	11	918	2.2	13	1,112	2.1	11	21	18
Indian	665	1.6	14	690	1.7	15	758	1.5	15	10	14
Israeli	2,667	6.3	5	2,686	6.5	6	4,259	8.2	4	59	60
Other Asian	1,425	3.4		2,274	5.5		1,617	3.1		-29	13
Subtotal	5,910	13.9		6,677	16.3		8,038	15.5		20	36
AFRICA											
Kenyan	1,182	2.8	10	1,048	2.6	12	1,349	2.6	10	29	14
South African	1,799	4.2	9	2,415	5.9	7	1,741	3.4	9	-28	-3
Other African	1,156	2.7		1,260	3.1		1,713	3.3		36	48
Subtotal	4,137	9.7		4,723	11.5		4,803	9.2		2	16
AMERICA											
American	2,228	5.2	7	3,232	7.9	3	2,923	5.6	7	-10	31
Canadian	712	1.7	13	854	2.1	14	862	1.7	13	1	21
Other American	312	0.7		439	1.1		467	0.9		6	50
Subtotal	3,252	7.7		4,525	11.0		4,252	8.2		-6	31
OCEANIA											
Australian	522	1.2	16	617	1.5	16	659	1.3	16	7	26
New Zealand	175	0.4	21	234	0.6	21	169	0.3	23	-28	-3
Subtotal	697	1.6		851	2.1		828	1.6		-3	19
Not stated	247	0.6		69	0.2		64	0.1		-7	-74
TOTAL	42,484	100.0		41,034	100.0		51,937	100.0		27	22

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

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	374	440	814	-	289	289
British	2358	2018	4,376	-	871	871
German	1760	2284	4,044	-	787	787
Italian	6294	1463	7,757	-	679	679
French	926	2297	3,223	-	497	497
Dutch	436	1169	1,605	-	525	525
Belgium	168	488	656	-	151	151
Russian	128	117	245	-	46	46
Turkish	137	107	244	-	93	93
Polish	289	178	467	-	128	128
Ukrainian	182	43	225	-	24	24
Czech Republic	98	50	148	-	35	35
Spanish	962	1656	2,618	-	321	321
Other Europeans	1135	1384	2,519	-	565	565
Subtotal	15,247	13,694	28,941	-	5,011	5,011
ASIA						
Japanese	79	107	186	-	106	106
Chinese	197	569	766	-	346	346
Indian	219	218	437	-	321	321
Israeli	3506	705	4,211	-	48	48
Other Asians	841	285	1,126	-	491	491
Subtotal	4,842	1,884	6,726	-	1,312	1,312
AFRICA						
Kenyan	763	70	833	-	516	516
South African	1332	210	1,542	-	199	199
Other Africans	635	290	925	-	788	788
Subtotal	2,730	570	3,300	-	1,503	1,503
AMERICA						
American	845	1491	2,336	-	587	587
Canadian	207	357	564	-	298	298
Other Americans	93	217	310	-	157	157
Subtotal	1,145	2,065	3,210	-	1,042	1,042
OCEANIA						
Australian	134	287	421	-	238	238
New Zealand	19	102	121	-	48	48
Subtotal	153	389	542	-	286	286
Not stated	14	36	50	-	14	14
TOTAL	24,131	18,638	42,769	-	9,168	9,168

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	January-August 2016			January-August 2017					% Change, Jan-August 2016 to Jan-August 2017
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	13,435	6.0	5	10,109	3,292	13,401	5.1	8	-0.3
British	18,805	8.4	3	18,909	3,963	22,872	8.7	3	21.6
German	24,915	11.1	2	21,062	3,604	24,666	9.4	2	-1.0
Italian	28,074	12.5	1	31,307	1,489	32,796	12.4	1	16.8
French	11,988	5.4	7	12,198	2,035	14,233	5.4	7	18.7
Dutch	8,461	3.8	9	7,732	1,847	9,579	3.6	9	13.2
Belgium	3,678	1.6	17	3,751	698	4,449	1.7	15	21.0
Russian	2,687	1.2	18	2,651	450	3,101	1.2	20	15.4
Turkish	1,367	0.6	21	1,275	446	1,721	0.7	21	25.9
Polish	3,846	1.7	16	7,164	732	7,896	3.0	10	105.3
Ukrainian	4,019	1.8	14	3,518	224	3,742	1.4	18	-6.9
Czech Republic	2,638	1.2	19	3,503	322	3,825	1.5	17	45.0
Spanish	5,731	2.6	11	5,903	823	6,726	2.6	12	17.4
Other European	16,108	7.2		16,446	2,889	19,335	7.3		20.0
Subtotal	145,752	65.1		145,528	22,814	168,342	63.9		15.5
ASIA									
Japanese	1,010	0.5	22	621	416	1,037	0.4	22	2.7
Chinese	4,771	2.1	12	2,962	1,942	4,904	1.9	13	2.8
Indian	3,958	1.8	15	2,283	2,159	4,442	1.7	16	12.2
Israeli	9,789	4.4	8	17,063	223	17,286	6.6	4	76.6
Other Asian	8,615	3.8		7,392	2,804	10,196	3.9		18.4
Subtotal	28,143	12.6		30,321	7,544	37,865	14.4		34.5
AFRICA									
Kenyan	6,159	2.8	10	4,872	2,169	7,041	2.7	11	14.3
South African	13,257	5.9	6	13,314	1,309	14,623	5.5	6	10.3
Other African	6,540	2.9		4,730	3,692	8,422	3.2		28.8
Subtotal	25,956	11.6		22,916	7,170	30,086	11.4		15.9
AMERICA									
American	14,021	6.3	4	10,779	4,473	15,252	5.8	5	8.8
Canadian	4,308	1.9	13	3,175	1,512	4,687	1.8	14	8.8
Other American	1,825	0.8		1,954	846	2,800	1.1		53.4
Subtotal	20,154	9.0		15,908	6,831	22,739	8.6		12.8
OCEANIA									
Australian	2,633	1.2	20	1,901	1,363	3,264	1.2	19	24.0
New Zealand	624	0.3	23	482	287	769	0.3	23	23.2
Subtotal	3,257	1.5		2,383	1,650	4,033	1.5		23.8
Not stated	626	0.3		336	151	487	0.2		-22.2
TOTAL	223,888	100.0		217,392	46,160	263,552	100.0		17.7

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

	Returning Residences				Visiting Friends and Relatives		Business and Conference	In Transit	Others	Total
Nationality	Prospective Resident	Seeking Employment	Temporary Employment		Holidays					
EUROPE										
Scandinavian	0	0	-	0	5	1,094	1	0	3	1,103
British	1	1	-	0	62	5,181	0	0	2	5,247
German	0	0	-	0	58	4,768	0	1	4	4,831
Italian	0	0	-	2	59	8,352	1	1	21	8,436
French	0	0	-	1	34	3,679	0	0	6	3,720
Dutch	0	0	-	0	7	2,118	1	0	4	2,130
Belgium	0	0	-	0	7	799	0	0	1	807
Russian	0	0	-	0	2	289	0	0	-	291
Turkish	0	0	-	0	3	334	0	0	-	337
Polish	0	0	-	0	13	582	0	0	-	595
Ukrainian	0	0	-	0	8	239	0	0	2	249
Czech Republic	0	0	-	0	1	182	0	0	-	183
Spanish	0	0	-	0	46	2,885	0	0	8	2,939
Other Europeans	0	0	-	0	26	3,055	2	0	1	3,084
Subtotal	1	1	-	3	331	33,557	5	2	52	33,952
ASIA										-
Japanese	0	0	-	0	2	290	0	0	-	292
Chinese	0	0	-	0	20	1,084	2	0	6	1,112
Indian	0	0	-	0	10	743	3	0	2	758
Israeli	0	0	-	0	15	4,236	0	1	7	4,259
Other Asians	2	1	1	0	74	1,532	1	3	3	1,617
Subtotal	2	1	1	-	121	7,885	6	4	18	8,038
AFRICA										-
Kenyan	1	1	-	0	18	1,326	1	0	2	1,349
South African	0	1	-	0	6	1,734	0	0	-	1,741
Other Africans	1	0	-	0	14	1,696	1	0	1	1,713
Subtotal	2	2	-	-	38	4,756	2	-	3	4,803
AMERICA										-
American	2	1	-	0	26	2,890	1	0	3	2,923
Canadian	0	0	-	0	6	855	0	0	1	862
Other Americans	0	0	-	0	6	461	0	0	-	467
Subtotal	2	1	-	-	38	4,206	1	-	4	4,252
OCEANIA										-
Australian	0	0	-	0	3	653	0	0	3	659
New Zealand	0	0	-	0	1	168	0	0	-	169
Subtotal	-	-	-	-	4	821	-	-	3	828
Not stated	0	0	-	0	0	61	0	2	1	64
TOTAL	7	5	1	3	532	51,286	14	8	81	51,937
TOTAL PERCENT	0.0	0.0	0.0	0.0	1.0	98.7	0.0	0.0	0.2	100.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	427	676	1,103
British	2,013	3,234	5,247
German	2,063	2,768	4,831
Italian	3,606	4,830	8,436
French	1,738	1,982	3,720
Dutch	1,003	1,127	2,130
Belgium	384	423	807
Russian	136	155	291
Turkish	179	158	337
Polish	262	333	595
Ukrainian	116	133	249
Czech Republic	86	97	183
Spanish	1,304	1,635	2,939
Other European Country	1,300	1,784	3,084
Subtotal	14,617	19,335	33,952
ASIA			
Japanese	147	145	292
Chinese	553	559	1,112
Indian	457	301	758
Israeli	1,899	2,360	4,259
Other Asian	881	736	1,617
Subtotal	3,937	4,101	8,038
AFRICA			
Kenyan	682	667	1,349
South African	674	1,067	1,741
Other African	944	769	1,713
Subtotal	2,300	2,503	4,803
AMERICA			
American	1,225	1,698	2,923
Canadian	348	514	862
Other American	215	252	467
Subtotal	1,788	2,464	4,252
OCEANIA			
Australian	282	377	659
New Zealand	75	94	169
Subtotal	357	471	828
Not stated	34	30	64
TOTAL AUGUST, 2017	23,033	28,904	51,937
TOTAL JULY, 2017	18,137	22,897	41,034
TOTAL % AUGUST	44.3	55.7	100.0
% CHANGE, JULY TO AUGUST 2017	27.0	26.2	26.6

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	59	1,013	31	1,103
British	546	4,531	170	5,247
German	342	4,320	169	4,831
Italian	510	7,741	185	8,436
French	420	3,229	71	3,720
Dutch	328	1,766	36	2,130
Belgium	116	670	21	807
Russian	21	262	8	291
Turkish	14	320	3	337
Polish	58	530	7	595
Ukrainian	9	238	2	249
Czech Republic	8	170	5	183
Spanish	132	2,758	49	2,939
Other European	171	2,863	50	3,084
Subtotal	2,734	30,411	807	33,952
ASIA				
Japanese	12	270	10	292
Chinese	106	966	40	1,112
Indian	52	656	50	758
Israeli	546	3,556	157	4,259
Other Asian	124	1,397	96	1,617
Subtotal	840	6,845	353	8,038
AFRICA				
Kenyan	208	1,107	34	1,349
South African	115	1,514	112	1,741
Other African	153	1,512	48	1,713
Subtotal	476	4,133	194	4,803
AMERICA				
American	223	2,380	320	2,923
Canadian	68	703	91	862
Other American	10	436	21	467
Subtotal	301	3,519	432	4,252
OCEANIA				
Australian	11	572	76	659
New Zealand	5	134	30	169
Subtotal	16	706	106	828
Not stated	6	57	1	64
TOTAL	4,373	45,671	1,893	51,937
TOTAL PERCENT	8.4	87.9	3.6	100.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	347	266	613	1.18	346	266	612
2	567	563	1,130	2.18	1,134	1,126	2,260
3	1,604	1,758	3,362	6.47	4,812	5,274	10,086
4	2,172	2,642	4,814	9.27	8,688	10,568	19,256
5	2,472	3,113	5,585	10.75	12,360	15,565	27,925
6	2,122	3,662	5,784	11.14	12,732	21,972	34,704
7	6,222	7,078	13,300	25.61	43,554	49,546	93,100
8	2,805	3,770	6,575	12.66	22,440	30,160	52,600
9	654	842	1,496	2.88	5,886	7,578	13,464
10	1,097	1,344	2,441	4.70	10,970	13,440	24,410
11	271	361	632	1.22	2,981	3,971	6,952
12	317	455	772	1.49	3,804	5,460	9,264
13	221	296	517	1.00	2,873	3,848	6,721
14	747	945	1,692	3.26	10,458	13,230	23,688
15	525	663	1,188	2.29	7,875	9,945	17,820
16	136	171	307	0.59	2,176	2,736	4,912
17	49	76	125	0.24	833	1,292	2,125
18	62	68	130	0.25	1,116	1,224	2,340
19	17	33	50	0.10	323	627	950
20	74	95	169	0.33	1,480	1,900	3,380
21	89	117	206	0.40	1,869	2,457	4,326
22	19	20	39	0.08	418	440	858
23	14	30	44	0.08	322	690	1,012
24	11	21	32	0.06	264	504	768
25	15	17	32	0.06	375	425	800
26	11	13	24	0.05	286	338	624
27	4	15	19	0.04	108	405	513
28	14	32	46	0.09	392	896	1,288
29	11	19	30	0.06	319	551	870
30	157	161	318	0.61	4,710	4,830	9,540
31+	207	258	465	0.90	6,417	7,998	14,415
Total	23,032	28,904	51,937	100.00	172,321	219,262	391,583
Average intended Length of Stay ¹					7.5	7.6	7.5

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	August 2016	July 2017	August 2017	% Change, August 2016 to August 2017	% Change, July 2017 to August 2017
Russian	258	272	291	12.8	6.5
Polish	301	464	595	97.7	22.0
Ukrainian	247	288	249	0.8	-15.7
Chinese	940	918	1,112	18.3	17.4
Indian	665	690	758	14.0	9.0
Israeli	2,667	2,686	4,259	59.7	36.9
Total	5,078	5,318	7,264	43.0	26.8

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	24,131	-	24,131
Domestic flights/ Sea ferries	18,638	9,168	27,806
Total	42,769	9,168	51,937

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	612	1.2	613
2	1,122	2.2	2,244
3	3,326	6.5	9,978
4	4,753	9.2	19,012
5	5,541	10.8	27,705
6	5,746	11.2	34,476
7	13,199	25.7	92,393
8	6,546	12.7	52,368
9	1,482	2.9	13,338
10	2,406	4.7	24,060
11	620	1.2	6,820
12	759	1.5	9,108
13	503	1.0	6,539
14	1,668	3.2	23,352
15	1,178	2.3	17,670
16	301	0.6	4,816
17	125	0.2	2,125
18	129	0.3	2,322
19	48	0.1	912
20	158	0.3	3,160
21	195	0.4	4,095
22	38	0.1	836
23	44	0.1	1,012
24	30	0.1	720
25	31	0.1	775
26	23	0.0	598
27	19	0.0	513
28	46	0.1	1,288
29	27	0.1	783
30	293	0.6	8,790
31+	436	0.8	13,516
Total	51,404	100.0	385,937
Number of beds available in August			532,487
Bed Occupancy Rate			72.5

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

For more clarifications please contact:
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