



STATISTICAL RELEASE

NOVEMBER - 2017



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TOURISM STATISTICAL RELEASE FOR NOVEMBER, 2017

Tourist Arrivals in Zanzibar decreased to **36,363** in November from **43,470** in October 2017 which is an decrease of 16.3 percent and increase of 15.2 percent compared with corresponding month in November 2016. Europe remains as the largest market source of all visitors and posted an overall growth of 28.4 percent in November compared with corresponding month in 2016. In country wise, Italy (4,342) dominated the Tourism market by accounting 11.9 percent of all visitors entered in November, followed by Germany (10.4 percent) and Britain (6.9 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 **30,502** visitors entered through Airport, among them **21,654** visitors came by international flights and **8,848** by domestic flights. The remaining **5,861** visitors entered through seaport, among them **1,283** visitors came by Cruise Ship and **4,578** by Sea Ferries.

Generally, Zanzibar has received **382,362** visitors from January to November 2017 which is an increase of **15.0** percent compared with the corresponding months January - November, 2016. Almost three quarters (**64.6** percent) of all visitors were from Europe. In country wise, Italy (11.9 percent) is a leading market for the first eleven months. About **319,701** visitors entered through airport which is equivalent to **83.6** percent while the remaining **62,661** visitors entered through seaport that accounting **16.4** percent (Table 3).

Information on the purpose of visit (Table 4) shows that, in November 2017, a majority of visitors **35,375** (**97.3** percent) came for holidays compared to only **786** (**2.2** percent) and **27** (**0.1** percent) for 'visiting friend and relatives' and 'business and conference' respectively.

Table 5 shows that in November, 2017 there were **17,004** (46.8 percent) males and **19,359** (53.2 percent) female visitors. Comparing with the previous month males decreased by 19.5 percent and females decreased by 13.4 percent.

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 **941** (2.6 percent) visitors were aged less than 15 years; **31,745** (**87.3** percent) were aged 15 and 64 years and **3,677** (10.1 percent) were aged 65 years and older.

Table 7 shows that majority of the visitors (26.2 percent) stayed in the country for seven days. Only one percent (1.2 percent) of visitors stayed for more than a month. The overall average intended length of stay for visitors in November, 2017 was almost Eight (7.9) nights.

The number of visitors from emerging markets for the month of November 2017 increased by 34.9 percent compared with corresponding month in November 2016 and decreased by 13.6 percent compared with previous month. Visitors from Russia increased to 1,488 for the month of November compared with 341 visitors recorded in November 2016 and 1,109 visitors from previous month. Other performance are shown in Table 8.

The total of **532,487** bed-spaces was available in November 2017. Out of these bed-spaces, an estimate of **287,930** hotel-beds were sold during that month representing a bed occupancy rate of **54.1** percent.(Table 10).

Table1: International Visitors by Nationality, November 2017

Nationality	November 2016			October 2017			November 2017			% Change, October 2017 to November 2017	% Change, November 2017 to November 2016
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
EUROPE											
Scandinavian	1,658	5.3	4	2,757	6.3	6	2,317	6.4	4	-16.0	39.7
British	2,553	8.1	3	3,066	7.1	4	2,515	6.9	3	-18.0	-1.5
German	3,450	10.9	2	5,939	13.7	1	3,796	10.4	2	-36.1	10.0
Italian	4,581	14.5	1	4,040	9.3	2	4,342	11.9	1	7.5	-5.2
French	1,433	4.5	7	3,028	7	5	2,163	5.9	5	-28.6	50.9
Dutch	1,195	3.8	8	1,667	3.8	9	1,376	3.8	11	-17.5	15.1
Belgium	653	2.1	14	626	1.4	16	423	1.2	18	-32.4	-35.2
Russian	341	1.1	18	1,109	2.6	11	1,488	4.1	10	34.2	336.4
Turkish	95	0.3	21	152	0.3	22	171	0.5	21	12.5	80.0
Polish	1,061	3.4	10	512	1.2	17	1,496	4.1	9	192.2	41.0
Ukrainian	775	2.5	12	291	0.7	20	334	0.9	20	14.8	-56.9
Czech Republic	707	2.2	13	378	0.9	19	863	2.4	13	128.3	22.1
Spanish	522	1.7	15	1,353	3.1	10	729	2.0	15	-46.1	39.7
Other European	826	2.6		3,782	8.7		3,481	9.6		-8.0	321.4
Subtotal	19,850	62.9		28,700	66		25,494	70.1		-11.2	28.4
ASIA											
Japanese	94	0.3	22	109	0.3	23	110	0.3	22	0.9	17.0
Chinese	243	0.8	20	705	1.6	14	452	1.2	16	-35.9	86.0
Indian	407	1.3	16	504	1.2	18	451	1.2	17	-10.5	10.8
Israeli	1,460	4.6	6	3,568	8.2	3	1,561	4.3	8	-56.3	6.9
Other Asian	2,272	7.2		1,561	3.6		932	2.6		-40.3	-59.0
Subtotal	4,476	14.2		6,447	14.8		3,506	9.6		-45.6	-21.7
AFRICA											
Kenyan	911	2.9	11	755	1.7	13	899	2.5	12	19.1	-1.3
South African	1,567	5.0	5	1,992	4.6	8	1,760	4.8	7	-11.6	12.3
Other African	939	3.0		1,188	2.7		1,065	2.9		-10.4	13.4
Subtotal	3,417	10.8		3,935	9.1		3,724	10.2		-5.4	9.0
AMERICA											
American	1,181	3.7	9	1,996	4.6	7	1,894	5.2	6	-5.1	60.4
Canadian	398	1.3	17	1,063	2.4	12	795	2.2	14	-25.2	99.7
Other American	239	0.8		469	1.1		372	1.0		-20.7	55.6
Subtotal	1,818	5.8		3,528	8.1		3,061	8.4		-13.2	68.4
OCEANIA											
Australian	287	0.9	19	634	1.5	15	407	1.1	19	-35.8	41.8
New Zealand	38	0.1	23	156	0.4	21	100	0.3	23	-35.9	163.2
Subtotal	325	1.0		790	1.8		507	1.4		-35.8	56.0
Not stated	1,671	5.3		70	0.2		71	0.2		1.4	-95.8
TOTAL	31,557	100.0		43,470	100		36,363	100.0		-16.3	15.2

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

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	897	933	1,830	13	474	487
British	953	587	1,540	668	307	975
German	2,112	1,295	3,407	18	371	389
Italian	4,055	201	4,256	2	84	86
French	943	992	1,935	0	228	228
Dutch	816	374	1,190	9	177	186
Belgium	200	164	364	5	54	59
Russian	1,228	158	1,386	4	98	102
Turkish	107	33	140	0	31	31
Polish	1,209	207	1,416	0	80	80
Ukrainian	281	42	323	0	11	11
Czech Republic	699	103	802	2	59	61
Spanish	247	380	627	7	95	102
Other Europeans	1,954	1,192	3,146	17	318	335
Subtotal	15,701	6,661	22,362	745	2,387	3,132
ASIA						
Japanese	40	27	67	0	43	43
Chinese	76	153	229	7	216	223
Indian	189	97	286	0	165	165
Israeli	1,476	70	1,546	0	15	15
Other Asians	590	141	731	2	199	201
Subtotal	2,371	488	2,859	9	638	647
AFRICA						
Kenyan	482	81	563	0	336	336
South African	1,482	154	1,636	7	117	124
Other Africans	568	105	673	-	392	392
Subtotal	2,532	340	2,872	7	845	852
AMERICA						
American	608	646	1,254	281	359	640
Canadian	187	342	529	167	99	266
Other Americans	109	151	260	16	96	112
Subtotal	904	1,139	2,043	464	554	1,018
OCEANIA						
Australian	82	170	252	36	119	155
New Zealand	19	36	55	19	26	45
Subtotal	101	206	307	55	145	200
Not stated	45	14	59	3	9	12
TOTAL	21,654	8,848	30,502	1,283	4,578	5,861

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	January- November 2016			January- November 2017					% Change, Jan- November 2016 to Jan- November 2017
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	17,918	5.4	7	15,189	4,413	19,602	5.1	8	9.4
British	28,252	8.5	3	26,562	5,767	32,329	8.5	3	14.4
German	37,033	11.1	2	34,402	5,100	39,502	10.3	2	6.7
Italian	40,292	12.1	1	43,721	1,827	45,548	11.9	1	13.0
French	16,691	5.0	8	18,679	2,893	21,572	5.6	6	29.2
Dutch	12,033	3.6	9	11,189	2,363	13,552	3.5	9	12.6
Belgium	5,309	1.6	17	5,071	1055	6,126	1.6	15	15.4
Russian	3,506	1.1	20	5,350	672	6,022	1.6	16	71.8
Turkish	1,930	0.6	21	1,852	593	2,445	0.6	21	26.7
Polish	5,434	1.6	16	9,609	983	10,592	2.8	10	94.9
Ukrainian	5,460	1.6	15	4,350	281	4,631	1.2	20	-15.2
Czech Republic	3,877	1.2	19	4,906	463	5,369	1.4	18	38.5
Spanish	8,152	2.5	12	9,074	1,126	10,200	2.7	11	25.1
Other European	21,762	6.5		25,558	3,909	29,467	7.7		35.4
Subtotal	207,649	62.5		215,512	31,445	246,957	64.6		18.9
ASIA									
Japanese	1,375	0.4	22	942	542	1,484	0.4	22	7.9
Chinese	5,891	1.8	13	4,133	2,595	6,728	1.8	14	14.2
Indian	11,253	3.4	10	3,098	2,712	5,810	1.5	17	-48.4
Israeli	18,333	5.5	6	25,219	310	25,529	6.7	4	39.3
Other Asian	14,727	4.4		10,152	3,759	13,911	3.6		-5.5
Subtotal	51,579	15.5		43,544	9,918	53,462	14.0		3.7
AFRICA									
Kenyan	8,800	2.6	11	6,552	2,951	9,503	2.5	12	8.0
South African	19,171	5.8	4	18,915	1,803	20,718	5.4	7	8.1
Other African	9,828	3.0		7,190	4,931	12,121	3.2		23.3
Subtotal	37,799	11.4		32,657	9,685	42,342	11.1		12.0
AMERICA									
American	18,811	5.7	5	15,724	5,870	21,594	5.6	5	14.8
Canadian	5,874	1.8	14	5,069	2,162	7,231	1.9	13	23.1
Other American	2,676	0.8		2,939	1122	4,061	1.1		51.8
Subtotal	27,361	8.2		23,732	9,154	32,886	8.6		20.2
OCEANIA									
Australian	3,912	1.2	18	3,042	1,868	4,910	1.3	19	25.5
New Zealand	924	0.3	23	728	410	1,138	0.3	23	23.2
Subtotal	4,836	1.5		3,770	2,278	6,048	1.6		25.1
Not stated	3,155	0.9		486	181	667	0.2		-78.9
TOTAL	332,379	100.0		319,701	62,661	382,362	100.0		15.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Returning Residences	Prospective Resident	Seeking Employment	Temporary Employment	Visiting Friends and Relatives	Holidays	Business and Conference	In Transit	Others	Total
EUROPE										
Scandinavian	0	0	0	0	48	2,265	1	0	3	2,317
British	1	0	0	0	47	2,461	1	0	5	2,515
German	0	0	0	0	84	3,690	0	0	22	3,796
Italian	0	0	0	1	51	4,261	3	1	25	4,342
French	0	2	0	0	49	2,105	0	0	7	2,163
Dutch	0	0	0	0	20	1,350	1	1	4	1,376
Belgium	0	0	0	0	6	416	0	0	1	423
Russian	0	0	1	0	51	1,426	0	0	10	1,488
Turkish	0	0	0	0	0	171	0	0	0	171
Polish	0	0	0	0	19	1,471	0	0	6	1,496
Ukrainian	0	0	0	0	4	330	0	0	0	334
Czech Republic	0	0	0	0	9	852	1	0	1	863
Spanish	0	0	1	0	23	704	0	0	1	729
Other Europeans	3	0	3	2	91	3,375	1	0	6	3,481
Subtotal	4	2	5	3	502	24,877	8	2	91	25,494
ASIA										
Japanese	0	0	0	0	2	108	0	0	0	110
Chinese	0	0	0	0	8	441	0	0	3	452
Indian	0	1	0	1	11	429	1	0	8	451
Israeli	0	0	0	1	16	1,538	0	0	6	1,561
Other Asians	1	0	-	0	86	840	1	0	4	932
Subtotal	1	1	0	2	123	3,356	2	0	21	3,506
AFRICA										
Kenyan	0	0	0	0	32	849	10	2	6	899
South African	1	0	0	0	13	1,744	1	0	1	1,760
Other Africans	7	0	-	1	28	1,022	3	0	4	1,065
Subtotal	8	0	0	1	73	3,615	14	2	11	3,724
AMERICA										
American	0	0	1	0	41	1,847	2	0	3	1,894
Canadian	1	0	0	0	22	767	1	1	3	795
Other Americans	0	0	0	0	8	363	0	0	1	372
Subtotal	1	0	1	0	71	2,977	3	1	7	3,061
OCEANIA										
Australian	0	0	0	0	12	395	0	0	0	407
New Zealand	0	0	0	0	5	95	0	0	0	100
Subtotal	0	0	0	0	17	490	0	0	0	507
Not stated	0	0	0	0	0	60	0	0	11	71
TOTAL	14	3	6	6	786	35,375	27	5	141	36,363
TOTAL PERCENT	0.0	0.0	0.0	0.0	2.2	97.3	0.1	0.0	0.4	100.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	950	1,367	2,317
British	1,174	1,341	2,515
German	1,700	2,096	3,796
Italian	1,749	2,593	4,342
French	1,055	1,108	2,163
Dutch	627	749	1,376
Belgium	198	225	423
Russian	816	672	1,488
Turkish	98	73	171
Polish	676	820	1,496
Ukrainian	167	167	334
Czech Republic	387	476	863
Spanish	357	372	729
Other European Country	1,597	1,884	3,481
Subtotal	11,551	13,943	25,494
ASIA			
Japanese	61	49	110
Chinese	323	129	452
Indian	302	149	451
Israeli	758	803	1,561
Other Asian	601	331	932
Subtotal	2,045	1,461	3,506
AFRICA			
Kenyan	475	424	899
South African	751	1,009	1,760
Other African	590	475	1,065
Subtotal	1,816	1,908	3,724
AMERICA			
American	810	1,084	1,894
Canadian	364	431	795
Other American	172	200	372
Subtotal	1,346	1,715	3,061
OCEANIA			
Australian	156	251	407
New Zealand	47	53	100
Subtotal	203	304	507
Not stated	43	28	71
TOTAL NOVEMBER, 2017	17,004	19,359	36,363
TOTAL OCTOBER, 2017	21,110	22,360	43,470
TOTAL % NOVEMBER	46.8	53.2	100.0
% CHANGE, OCTOBER TO NOVEMBER 2017	-19.5	-13.4	-16.3

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	106	1,954	257	2,317
British	33	1,727	755	2,515
German	24	3,397	375	3,796
Italian	186	3,873	283	4,342
French	40	1,933	190	2,163
Dutch	19	1,248	109	1,376
Belgium	7	385	31	423
Russian	72	1,393	23	1,488
Turkish	8	162	1	171
Polish	34	1,380	82	1,496
Ukrainian	7	321	6	334
Czech Republic	15	771	77	863
Spanish	6	684	39	729
Other European	38	3,183	260	3,481
Subtotal	595	22,411	2,488	25,494
ASIA				
Japanese	0	100	10	110
Chinese	4	434	14	452
Indian	18	409	24	451
Israeli	57	1,309	195	1,561
Other Asian	22	855	55	932
Subtotal	101	3,107	298	3,506
AFRICA				
Kenyan	127	747	25	899
South African	38	1,655	67	1,760
Other African	19	1,022	24	1,065
Subtotal	184	3,424	116	3,724
AMERICA				
American	39	1,451	404	1,894
Canadian	13	514	268	795
Other American	7	328	37	372
Subtotal	59	2,293	709	3,061
OCEANIA				
Australian	1	364	42	407
New Zealand	0	77	23	100
Subtotal	1	441	65	507
Not stated	1	69	1	71
TOTAL	941	31,745	3,677	36,363
TOTAL PERCENT	2.6	87.3	10.1	100.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	594	486	1,080	3.0	594	486	1,080
2	440	355	795	2.2	880	710	1,590
3	931	918	1,849	5.1	2,793	2,754	5,547
4	1,381	1,543	2,924	8.0	5,524	6,172	11,696
5	1,485	1,563	3,048	8.4	7,425	7,815	15,240
6	1,113	2,120	3,233	8.9	6,678	12,720	19,398
7	4,603	4,941	9,544	26.2	32,221	34,587	66,808
8	1,721	2,248	3,969	10.9	13,768	17,984	31,752
9	536	631	1,167	3.2	4,824	5,679	10,503
10	1,038	1,103	2,141	5.9	10,380	11,030	21,410
11	529	607	1,136	3.1	5,819	6,677	12,496
12	632	753	1,385	3.8	7,584	9,036	16,620
13	188	188	376	1.0	2,444	2,444	4,888
14	682	696	1,378	3.8	9,548	9,744	19,292
15	339	413	752	2.1	5,085	6,195	11,280
16	128	123	251	0.7	2,048	1,968	4,016
17	42	60	102	0.3	714	1,020	1,734
18	33	39	72	0.2	594	702	1,296
19	16	18	34	0.1	304	342	646
20	55	71	126	0.3	1,100	1,420	2,520
21	67	84	151	0.4	1,407	1,764	3,171
22	20	22	42	0.1	440	484	924
23	11	11	22	0.1	253	253	506
24	7	25	32	0.1	168	600	768
25	11	12	23	0.1	275	300	575
26	4	8	12	0.0	104	208	312
27	4	9	13	0.0	108	243	351
28	12	27	39	0.1	336	756	1,092
29	1	10	11	0.0	29	290	319
30	141	95	236	0.6	4,230	2,850	7,080
31+	240	180	420	1.2	7,440	5,580	13,020
Total	17,004	19,359	36,363	100.0	135,117	152,813	287,930
Average intended Length of Stay¹					7.9	7.9	7.9

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, November 2017

Nationality	November 2016	October 2017	November 2017	% Change, November 2016 to November 2017	% Change, October 2017 to November 2017
Russian	341	1,109	1,488	336.4	34.2
Polish	1,061	512	1,496	41.0	192.2
Ukrainian	775	291	334	-56.9	14.8
Chinese	243	705	452	86.0	-35.9
Indian	407	504	451	10.8	-10.5
Israeli	1,460	3,568	1,561	6.9	-56.3
Total	4,287	6,689	5,782	34.9	-13.6

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Category	Airport	Seaport	Total
International flight/ Cruise Ship	21,654	1,283	22,937
Domestic flights/ Sea ferries	8,848	4,578	13,426
Total	30,502	5,861	36,363

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	1,080	3.0	1,080
2	795	2.2	1,590
3	1,849	5.1	5,547
4	2,924	8.0	11,696
5	3,048	8.4	15,240
6	3,233	8.9	19,398
7	9,544	26.2	66,808
8	3,969	10.9	31,752
9	1,167	3.2	10,503
10	2,141	5.9	21,410
11	1,136	3.1	12,496
12	1,385	3.8	16,620
13	376	1.0	4,888
14	1,378	3.8	19,292
15	752	2.1	11,280
16	251	0.7	4,016
17	102	0.3	1,734
18	72	0.2	1,296
19	34	0.1	646
20	126	0.3	2,520
21	151	0.4	3,171
22	42	0.1	924
23	22	0.1	506
24	32	0.1	768
25	23	0.1	575
26	12	0.0	312
27	13	0.0	351
28	39	0.1	1,092
29	11	0.0	319
30	236	0.6	7,080
31+	420	1.2	13,020
Total	36,363	100.0	287,930
Number of beds available in November			532,487
Bed Occupancy Rate			54.1

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.

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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