

TOURISM STATISTICAL RELEASE

NOVEMBER - 2018

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TOURISM STATISTICAL RELEASE FOR NOVEMBER, 2018

Tourist Arrivals in Zanzibar decreased by 20.2 percent to 39,713 in November from **49,796** in October 2018 and posted overall growth rate of 9.2 percent compared with corresponding month in 2017. Tourists from Europe continue to dominate the Zanzibar market, which accounts 69.1 percent of the total visitors in November and increased by 7.6 percent compared with corresponding month in 2017. In country wise, Italy (5,387) dominated the Tourism market by accounting 13.6 percent of all visitors entered in November, followed by Germany (9.7 percent) and America (7.8 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 **36,436** visitors entered through Airport, among them **27,203** visitors came by international flights and **9,233** by domestic flights and remaining **3,277** visitors through Seaport, of which 19 came by Cruise Ship and 3,258 by Sea Ferries.

Generally, Zanzibar has received **467,981** visitors from January - November 2018 which is an increase of **22.4** percent compared with the corresponding months (January – November) 2017. Most of visitors were from Europe (**60.0** percent). In country wise, Italy (10.3 percent) is a leading market for the first eleven months in Zanzibar tourism market. About **407,725** visitors entered through airport which is equivalent to **87.1** percent while the remaining **60,256** visitors entered through seaport that accounting **12.9** percent (**Table 3**).

Information on the purpose of visit (**Table 4**) shows that, in November 2018, about **38,012** visitors equivalent to **95.7** percent of visitors came for holidays, followed by 'visiting friend and relatives' that accounts for only 2.6 percent.

Table 5 shows that among the visitors there were **14,925** males (**37.6** percent) and **24,788** females (**62.4** percent) in November 2018. Males decrease by 34.1 percent and females decreased by 8.8 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 **1,221** (3.1 percent) visitors were aged less than 15 years; **35,276** (**88.8** percent) were aged 15 to 64 years and **3,216** (8.1 percent) were aged 65 years and older.

Table 7 shows that 27.2 percent of all visitors in November 2018 stayed in the country for Six days. Only 1.5 percent of visitors stayed in the country for at least a month. The overall average intended length of stay for visitors in November 2018 was about Eight (7.9) nights.

The visitors from emerging markets decreased by 4.9 percent in November 2018 compared with corresponding month in 2017 and they decreased by 42.5 percent compared with previous month. Visitors from Ukraine increased by 48.2 percent compared with the corresponding month in 2017 and they decreased by 59.0 percent compared with previous month. Other performances are shown in **Table 8**.

The total of **507,900** bed-spaces was available in November 2018. Out of these bed-spaces, estimates of 312,471 hotel-beds were sold during that month representing a bed occupancy rate of **61.5** percent (**Table 10**).

Table1: International Visitors by Nationality, November 2018

Nationality	November 2017			October 2018			November 2018			% Change, October 2018 to November 2018	% Change, November 2017 to November 2018
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
EUROPE											
Scandinavian	2,317	6.4	4	2,195	4.4	6	2,181	5.5	5	-0.6	-5.9
British	2,515	6.9	3	3,042	6.1	5	2,031	5.1	7	-33.2	-19.2
German	3,796	10.4	2	5,256	10.6	2	3,847	9.7	2	-26.8	1.3
Italian	4,342	11.9	1	3,720	7.5	3	5,387	13.6	1	44.8	24.1
French	2,163	5.9	5	3,270	6.6	4	2,970	7.5	4	-9.2	37.3
Dutch	1,376	3.8	11	1,250	2.5	12	1,263	3.2	9	1.0	-8.2
Belgium	423	1.2	18	634	1.3	18	859	2.2	14	35.5	103.1
Russian	1,488	4.1	10	1,881	3.8	8	1,177	3.0	10	-37.4	-20.9
Turkish	171	0.5	21	76	0.2	23	151	0.4	21	98.7	-11.7
Polish	1,496	4.1	9	1578	3.2	9	2,109	5.3	6	33.7	41.0
Ukrainian	334	0.9	20	1207	2.4	14	495	1.2	17	-59.0	48.2
Czech Republic	863	2.4	13	562	1.1	19	630	1.6	15	12.1	-27.0
Spanish	729	2	15	1,155	2.3	15	975	2.5	12	-15.6	33.7
Other European	3,481	9.6		4,831	9.7		3,366	8.5		-30.3	-3.3
Subtotal	25,494	70.1		30,657	61.6		27,441	69.1		-10.5	7.6
ASIA											
Japanese	110	0.3	22	85	0.2	22	80	0.2	22	-5.9	-27.3
Chinese	452	1.2	16	1,500	3.0	10	347	0.9	19	-76.9	-23.2
Indian	451	1.2	17	1380	2.8	11	343	0.9	20	-75.1	-23.9
Israeli	1,561	4.3	8	2,009	4.0	7	1,027	2.6	11	-48.9	-34.2
Other Asian	932	2.6		1,545	3.1		1,184	3.0		-23.4	27.0
Subtotal	3,506	9.6		6,519	13.1		2,981	7.5		-54.3	-15.0
AFRICA											
Kenyan	899	2.5	12	460	0.9	20	894	2.3	13	94.3	-0.6
South African	1,760	4.8	7	1,243	2.5	13	1,972	5.0	8	58.6	12.0
Other African	1,065	2.9		1,675	3.4		1,309	3.3		-21.9	22.9
Subtotal	3,724	10.2		3,378	6.8		4,175	10.5		23.6	12.1
AMERICA											
American	1,894	5.2	6	5,342	10.7	1	3,112	7.8	3	-41.7	64.3
Canadian	795	2.2	14	791	1.6	17	582	1.5	16	-26.4	-26.8
Other American	372	1		1,595	3.2		896	2.3		-43.8	140.9
Subtotal	3,061	8.4		7,728	15.5		4,590	11.6		-40.6	50.0
OCEANIA											
Australian	407	1.1	19	852	1.7	16	373	0.9	18	-56.2	-8.4
New Zealand	100	0.3	23	103	0.2	21	46	0.1	23	-55.3	-54.0
Subtotal	507	1.4		955	1.9		419	1.1		-56.1	-17.4
Not stated	71	0.2		559	1.1		107	0.3			
TOTAL	36,363	100		49,796	100		39,713	100.0		-20.2	9.2

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

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	1,164	914	2,078	2	101	103
British	1,252	638	1,890	-	141	141
German	2,238	1,492	3,730	-	117	117
Italian	5,100	250	5,350	3	34	37
French	1,835	1,055	2,890	5	75	80
Dutch	874	352	1,226	1	36	37
Belgium	507	197	704	-	155	155
Russian	1,105	48	1,153	-	24	24
Turkish	102	38	140	-	11	11
Polish	1,944	149	2,093	2	14	16
Ukrainian	463	25	488	-	7	7
Czech Republic	581	32	613	-	17	17
Spanish	464	476	940	-	35	35
Other Europeans	2,112	924	3,036	1	329	330
Subtotal	19,741	6,590	26,331	14	1,096	1,110
ASIA						
Japanese	44	24	68	-	12	12
Chinese	139	157	296	-	51	51
Indian	182	108	290	-	53	53
Israeli	872	141	1,013	1	13	14
Other Asians	678	68	746	1	437	438
Subtotal	1,915	498	2,413	2	566	568
AFRICA						
Kenyan	704	58	762	-	132	132
South African	1,826	127	1,953	1	18	19
Other Africans	758	166	924	1	384	385
Subtotal	3,288	351	3,639	2	534	536
AMERICA						
American	1,707	1,128	2,835	-	277	277
Canadian	213	344	557	-	25	25
Other Americans	155	166	321	1	574	575
Subtotal	2,075	1,638	3,713	1	876	877
OCEANIA						
Australian	128	129	257	-	116	116
New Zealand	24	19	43	-	3	3
Subtotal	152	148	300	0	119	119
Not stated	32	8	40	-	67	67
TOTAL	27,203	9,233	36,436	19	3,258	3,277

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	January-November 2017			January-November 2018					% Change, Jan-November 2017 to Jan-November 2018
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	19,602	5.1	8	18,134	3,577	21,711	4.6	6	10.8
British	32,329	8.5	3	22,898	5,091	27,989	6.0	4	-13.4
German	39,502	10.3	2	35,539	4,237	39,776	8.5	3	0.7
Italian	45,548	11.9	1	46,585	1,801	48,386	10.3	1	6.2
French	21,572	5.6	6	25,102	2,767	27,869	6.0	5	29.2
Dutch	13,552	3.5	9	11,345	1,988	13,333	2.8	11	-1.6
Belgium	6,126	1.6	15	6,565	1,055	7,620	1.6	16	24.4
Russian	6,022	1.6	16	13,766	1,030	14,796	3.2	9	145.7
Turkish	2,445	0.6	21	1,872	571	2,443	0.5	21	-0.1
Polish	10,592	2.8	10	13,463	567	14,030	3.0	10	32.5
Ukrainian	4,631	1.2	20	4,234	161	4,395	0.9	20	-5.1
Czech Republic	5,369	1.4	18	5,969	344	6,313	1.3	19	17.6
Spanish	10,200	2.7	11	9,957	907	10,864	2.3	13	6.5
Other European	29,467	7.7		36,769	4,307	41,076	8.8		39.4
Subtotal	246,957	64.6		252,198	28,403	280,601	60.0		13.6
ASIA									
Japanese	1,484	0.4	22	918	524	1,442	0.3	22	-2.8
Chinese	6,728	1.8	14	5,695	2,047	7,742	1.7	15	15.1
Indian	5,810	1.5	17	4,100	2,337	6,437	1.4	18	10.8
Israeli	25,529	6.7	4	16,367	346	16,713	3.6	8	-34.5
Other Asian	13,911	3.6		16,938	3,994	20,932	4.5		50.5
Subtotal	53,462	14		44,018	9,248	53,266	11.4		-0.4
AFRICA									
Kenyan	9,503	2.5	12	5,203	2,700	7,903	1.7	14	-16.8
South African	20,718	5.4	7	17,812	1,249	19,061	4.1	7	-8.0
Other African	12,121	3.2		12,081	5,270	17,351	3.7		43.1
Subtotal	42,342	11.1		35,096	9,219	44,315	9.5		4.7
AMERICA									
American	21,594	5.6	5	36,783	6,679	43,462	9.3	2	101.3
Canadian	7,231	1.9	13	6,060	1,495	7,555	1.6	17	4.5
Other American	4,061	1.1		11,650	2,355	14,005	3.0		244.9
Subtotal	32,886	8.6		54,493	10,529	65,022	13.9		97.7
OCEANIA									
Australian	4,910	1.3	19	9,592	1,927	11,519	2.5	12	134.6
New Zealand	1,138	0.3	23	730	268	998	0.2	23	-12.3
Subtotal	6,048	1.6		10,322	2,195	12,517	2.7		107.0
Not stated	667	0.2		11,598	662	12,260	2.6		
TOTAL	382,362	100		407,725	60,256	467,981	100		22.4

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 4: International Visitors by Nationality and Purpose of Visit, November 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	0	0	0	42	2,136	1	0	2	2,181
British	0	0	0	0	55	1,961	1	0	14	2,031
German	0	0	0	0	89	3,755	1	0	2	3,847
Italian	2	0	1	0	116	5,260	2	0	6	5,387
French	1	0	0	0	87	2,879	1	0	2	2,970
Dutch	1	0	0	0	14	1,246	0	0	2	1,263
Belgium	0	0	0	0	18	799	0	0	42	859
Russian	3	0	0	0	43	1,127	0	0	4	1,177
Turkish	0	0	0	0	3	148	0	0	0	151
Polish	1	1	0	0	119	1,984	1	0	3	2,109
Ukrainian	0	0	0	0	11	483	0	0	1	495
Czech Republic	0	0	1	0	17	610	0	0	2	630
Spanish	0	0	0	0	14	958	0	0	3	975
Other Europeans	1	0	0	0	99	3,181	2	0	83	3,366
Subtotal	9	1	2	0	727	26,527	9	0	166	27,441
ASIA										
Japanese	0	0	0	0	2	77	0	0	1	80
Chinese	0	0	0	0	9	334	4	0	0	347
Indian	1	0	0	0	9	333	0	0	0	343
Israeli	0	0	0	1	9	1,017	0	0	0	1,027
Other Asians	0	0	0	0	65	1,001	0	1	117	1,184
Subtotal	1	0	0	1	94	2,762	4	1	118	2,981
AFRICA										
Kenyan	1	0	0	0	43	841	7	0	2	894
South African	3	0	0	0	6	1,952	2	0	9	1,972
Other Africans	1	1	0	0	52	1,179	4	0	72	1,309
Subtotal	5	1	0	0	101	3,972	13	0	83	4,175
AMERICA										
American	1	1	0	0	60	3,010	4	0	36	3,112
Canadian	0	0	0	0	24	554	0	3	1	582
Other Americans	0	0	1	0	4	726	0	0	165	896
Subtotal	1	1	1	0	88	4,290	4	3	202	4,590
OCEANIA										
Australian	1	0	0	0	3	340	0	0	29	373
New Zealand	0	0	0	0	3	43	0	0	0	46
Subtotal	1	0	0	0	6	383	0	0	29	419
Not stated	0	0	0	0	0	78	0	0	29	107
TOTAL	17	3	3	1	1,016	38,012	30	4	627	39,713
TOTAL PERCENT	0.0	0.0	0.0	0.0	2.6	95.7	0.1	0.0	1.6	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	759	1,422	2,181
British	779	1,252	2,031
German	1,544	2,303	3,847
Italian	2,093	3,294	5,387
French	1,190	1,780	2,970
Dutch	522	741	1,263
Belgium	273	586	859
Russian	472	705	1,177
Turkish	78	73	151
Polish	948	1,161	2,109
Ukrainian	182	313	495
Czech Republic	255	375	630
Spanish	388	587	975
Other European Country	1,227	2,139	3,366
Subtotal	10,710	16,731	27,441
ASIA			
Japanese	39	41	80
Chinese	225	122	347
Indian	181	162	343
Israeli	420	607	1,027
Other Asian	445	739	1,184
Subtotal	1,310	1,671	2,981
AFRICA			
Kenyan	415	479	894
South African	665	1,307	1,972
Other African	624	685	1,309
Subtotal	1,704	2,471	4,175
AMERICA			
American	652	2,460	3,112
Canadian	185	397	582
Other American	176	720	896
Subtotal	1,013	3,577	4,590
OCEANIA			
Australian	136	237	373
New Zealand	24	22	46
Subtotal	160	259	419
Not stated	28	79	107
TOTAL NOVEMBER, 2018	14,925	24,788	39,713
TOTAL OCTOBER, 2018	22,631	27,165	49,796
TOTAL % NOVEMBER	37.6	62.4	100
% CHANGE, OCTOBER TO NOVEMBER 2018	-34.1	-8.8	-20.2

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	143	1,741	297	2,181
British	57	1,723	251	2,031
German	30	3,444	373	3,847
Italian	220	4,747	420	5,387
French	52	2,667	251	2,970
Dutch	13	1,133	117	1,263
Belgium	21	770	68	859
Russian	55	1,097	25	1,177
Turkish	2	146	3	151
Polish	78	1,900	131	2,109
Ukrainian	24	463	8	495
Czech Republic	19	554	57	630
Spanish	9	929	37	975
Other European	76	3,034	256	3,366
Subtotal	799	24,348	2,294	27,441
ASIA				
Japanese	0	78	2	80
Chinese	5	333	9	347
Indian	17	309	17	343
Israeli	56	834	137	1,027
Other Asian	34	1,061	89	1,184
Subtotal	112	2,615	254	2,981
AFRICA				
Kenyan	94	775	25	894
South African	34	1,852	86	1,972
Other African	22	1,249	38	1,309
Subtotal	150	3,876	149	4,175
AMERICA				
American	121	2,675	316	3,112
Canadian	11	474	97	582
Other American	18	824	54	896
Subtotal	150	3,973	467	4,590
OCEANIA				
Australian	5	330	38	373
New Zealand	0	38	8	46
Subtotal	5	368	46	419
Not stated	5	96	6	107
TOTAL	1,221	35,276	3,216	39,713
TOTAL PERCENT	3.1	88.8	8.1	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	236	136	372	0.9	236	136	372
2	444	351	795	2.0	888	702	1,590
3	817	813	1,630	4.1	2,451	2,439	4,890
4	1,085	1,245	2,330	5.9	4,340	4,980	9,320
5	1,161	1,385	2,546	6.4	5,805	6,925	12,730
6	1,092	9,726	10,818	27.2	6,552	58,356	64,908
7	3,482	3,923	7,405	18.6	24,374	27,461	51,835
8	1,707	1,927	3,634	9.2	13,656	15,416	29,072
9	468	586	1,054	2.7	4,212	5,274	9,486
10	1,032	1,138	2,170	5.5	10,320	11,380	21,700
11	630	746	1,376	3.5	6,930	8,206	15,136
12	639	678	1,317	3.3	7,668	8,136	15,804
13	229	225	454	1.1	2,977	2,925	5,902
14	694	698	1,392	3.5	9,716	9,772	19,488
15	381	413	794	2.0	5,715	6,195	11,910
16	102	122	224	0.6	1,632	1,952	3,584
17	44	50	94	0.2	748	850	1,598
18	65	55	120	0.3	1,170	990	2,160
19	29	31	60	0.2	551	589	1,140
20	76	78	154	0.4	1,520	1,560	3,080
21	97	116	213	0.5	2,037	2,436	4,473
22	21	22	43	0.1	462	484	946
23	7	18	25	0.1	161	414	575
24	5	7	12	0.0	120	168	288
25	12	16	28	0.1	300	400	700
26	8	9	17	0.0	208	234	442
27	7	4	11	0.0	189	108	297
28	21	19	40	0.1	588	532	1,120
29	6	2	8	0.0	174	58	232
30	113	81	194	0.5	3,390	2,430	5,820
31+	215	168	383	1.0	6,665	5,208	11,873
Total	14,925	24,788	39,713	100.0	125,755	186,716	312,471
Average intended Length of Stay ¹					8.4	7.5	7.9

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, November 2018

Nationality	November 2017	October 2018	November 2018	% Change, November 2017 to November 2018	% Change October 2018 to November 2018
Russian	1488	1,881	1,177	-20.9	-37.4
Polish	1,496	1,578	2,109	41.0	33.7
Ukrainian	334	1207	495	48.2	-59.0
Chinese	452	1500	347	-23.2	-76.9
Indian	451	1380	343	-23.9	-75.1
Israeli	1,561	2,009	1,027	-34.2	-48.9
Total	5,782	9,555	5,498	-4.9	-42.5

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Category	Airport	Seaport	Total
International flight/ Cruise Ship	27,203	19	27,222
Domestic flights/ Sea ferries	9,233	3,258	12,491
Total	36,436	3,277	39,713

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	372	0.9	372
2	795	2.0	1,590
3	1,630	4.1	4,890
4	2,330	5.9	9,320
5	2,546	6.4	12,730
6	10,818	27.2	64,908
7	7,405	18.6	51,835
8	3,634	9.2	29,072
9	1,054	2.7	9,486
10	2,170	5.5	21,700
11	1,376	3.5	15,136
12	1,317	3.3	15,804
13	454	1.1	5,902
14	1,392	3.5	19,488
15	794	2.0	11,910
16	224	0.6	3,584
17	94	0.2	1,598
18	120	0.3	2,160
19	60	0.2	1,140
20	154	0.4	3,080
21	213	0.5	4,473
22	43	0.1	946
23	25	0.1	575
24	12	0.0	288
25	28	0.1	700
26	17	0.0	442
27	11	0.0	297
28	40	0.1	1,120
29	8	0.0	232
30	194	0.5	5,820
+31	383	1.0	11,873
Total	39,713	100.0	312,471
Number of beds available in November 2018			507,900
Bed Occupancy Rate			61.5

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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