

TOURISM STATISTICAL RELEASE DECEMBER - 2018

No.24



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TOURISM STATISTICAL RELEASE FOR DECEMBER, 2018

Tourist Arrivals in Zanzibar increased by **33.0** percent to **52,828** in December from **39,713** in November 2018 and posted overall growth rate of **3.4** percent compared with corresponding month in 2017. Tourists from Europe continue to dominate the Zanzibar market, which accounts **57.9** percent of the total visitors in December and increased by **8.3** percent compared with corresponding month in 2017. In country wise, Italy dominated the Tourism market by accounting **13.9** percent of all visitors entered in December, followed by America (**8.4** percent) and South Africa (**7.3** 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 **43,862** visitors entered through Airport, among them **32,215** visitors came by international flights and **11,647** by domestic flights and remaining **8,966** visitors through Seaport, of which **24** came by Cruise Ship and **8,942** by Sea Ferries.

Generally, Zanzibar has received **520,809** visitors from January - December 2018 which is an increase of **36.2** percent compared with the corresponding months (January – December) 2017. Most of visitors were from Europe (**59.7** percent). In country wise, Italy (**10.7** percent) is a leading market for the first twelve months in Zanzibar tourism market. About **451,587** visitors entered through airport which is equivalent to **86.7** percent while the remaining **69,222** visitors entered through seaport that accounting **13.3** percent (**Table 3**).

Information on the purpose of visit (**Table 4**) shows that, in December 2018, about **50,266** visitors equivalent to **95.2** percent of visitors came for holidays, followed by 'visiting friend and relatives' that accounts for only **0.8** percent.

Table 5 shows that among the visitors there were **20,276** males (**38.4** percent) and **32,552** females (**61.6** percent) in December 2018. Males increase by **35.9** percent and females increased by **31.3** 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 **4,897**(**9.3** percent) visitors were aged less than 15 years; **45,437** (**86.0** percent) were aged 15 to 64 years and **2,495** (**4.7** percent) were aged 65 years and older.

Table 7 shows that **27.4** percent of all visitors in December 2018 stayed in the country for Six days. Only **1.1** percent of visitors stayed in the country for at least a month. The overall average intended length of stay for visitors in December 2018 was about Eight (**7.9**) nights.

The visitors from emerging markets increased by **0.7** percent in December 2018 compared with corresponding month in 2017 and they increased **by 21.6** percent compared with previous month. Visitors from Polish increased by **66.7** percent compared with the corresponding month in 2017 and they increased by **13.0** percent compared with previous month. Other performances are shown in **Table 8**.

The total of **524,830** bed-spaces was available in December 2018. Out of these bed-spaces, estimates of **420,923** hotel-beds were sold during that month representing a bed occupancy rate of **80.5** percent (**Table 10**).

Table1: International Visitors by Nationality, December 2018

Nationality	December 2017			November 2018			December 2018			% Change, November 2018 to December 2018	% Change, December 2017 to December 2018
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
EUROPE											
Scandinavian	3,446	6.7	3	2,181	5.5	5	3,151	6.0	4	44.5	-8.6
British	2,596	5.1	6	2,031	5.1	7	2,191	4.1	8	7.9	-15.6
German	2,802	5.5	5	3,847	9.7	2	2,470	4.7	6	-35.8	-11.8
Italian	6,430	12.6	1	5,387	13.6	1	7,369	13.9	1	36.8	14.6
French	2,185	4.3	8	2,970	7.5	4	2,541	4.8	5	-14.4	16.3
Dutch	1,145	2.2	12	1,263	3.2	9	1,317	2.5	11	4.3	15.0
Belgium	588	1.2	19	859	2.2	14	992	1.9	13	15.5	68.7
Russian	1,630	3.2	9	1,177	3.0	10	1,638	3.1	10	39.2	0.5
Turkish	246	0.5	22	151	0.4	21	226	0.4	21	49.7	-8.1
Polish	1,439	2.8	11	2109	5.3	6	2,399	4.5	7	13.8	66.7
Ukrainian	576	1.1	20	495	1.2	17	543	1.0	19	9.7	-5.7
Czech Republic	756	1.5	14	630	1.6	15	623	1.2	16	-1.1	-17.6
Spanish	708	1.4	15	975	2.5	12	718	1.4	15	-26.4	1.4
Other European	3,898	7.6		3,366	8.5		4,398	8.3		30.7	12.8
Subtotal	28,445	55.7		27,441	69.1		30,576	57.9		11.4	7.5
ASIA											
Japanese	292	0.6	21	80	0.2	22	189	0.4	22	136.3	-35.3
Chinese	681	1.3	17	347	0.9	19	385	0.7	20	11.0	-43.5
Indian	685	1.3	16	343	0.9	20	599	1.1	17	74.6	-12.6
Israeli	1,628	3.2	10	1,027	2.6	11	1,119	2.1	12	9.0	-31.3
Other Asian	1,834	3.6		1,184	3.0		1,747	3.3		47.6	-4.7
Subtotal	5,120	10		2,981	7.5		4,039	7.6		35.5	-21.1
AFRICA											
Kenyan	2,545	5	7	894	2.3	13	1,950	3.7	9	118.1	-23.4
South African	3,714	7.3	2	1,972	5.0	8	3,842	7.3	3	94.8	3.4
Other African	2,856	5.6		1,309	3.3		2,567	4.9		96.1	-10.1
Subtotal	9,115	17.8		4,175	10.5		8,359	15.8		100.2	-8.3
AMERICA											
American	3,000	5.9	4	3,112	7.8	3	4,434	8.4	2	42.5	47.8
Canadian	624	1.2	18	582	1.5	16	571	1.1	18	-1.9	-8.5
Other American	955	1.9		896	2.3		1,547	2.9		72.7	62.0
Subtotal	4,579	9		4,590	11.6		6,552	12.4		42.7	43.1
OCEANIA											
Australian	936	1.8	13	373	0.9	18	780	1.5	14	109.1	-16.7
New Zealand	90	0.2	23	46	0.1	23	67	0.1	23	45.7	-25.6
Subtotal	1,026	2		419	1.1		847	1.6		102.1	-17.4
Not stated	2,827	5.5		107	0.3		2,455	4.6			
TOTAL	51,112	100		39,713	100		52,828	100.0		33.0	3.4

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

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	1,604	1,303	2,907	1	243	244
British	1,466	520	1,986	-	205	205
German	1,443	804	2,247	2	221	223
Italian	6,721	481	7,202	1	166	167
French	1,572	858	2,430	1	110	111
Dutch	790	421	1,211	-	106	106
Belgium	569	175	744	1	247	248
Russian	1,368	153	1,521	-	117	117
Turkish	177	23	200	-	26	26
Polish	2,299	74	2,373	-	26	26
Ukrainian	490	34	524	-	19	19
Czech Republic	566	28	594	-	29	29
Spanish	346	339	685	-	33	33
Other Europeans	2,467	909	3,376	6	1016	1,022
Subtotal	21,878	6,122	28,000	12	2,564	2,576
ASIA						
Japanese	85	64	149	-	40	40
Chinese	176	108	284	-	101	101
Indian	293	85	378	2	219	221
Israeli	861	244	1,105	-	14	14
Other Asians	742	147	889	2	856	858
Subtotal	2,157	648	2,805	4	1,230	1,234
AFRICA						
Kenyan	1,308	90	1,398	-	552	552
South African	3,322	361	3,683	1	158	159
Other Africans	1,104	312	1,416	2	1149	1,151
Subtotal	5,734	763	6,497	3	1,859	1,862
AMERICA						
American	1,591	1,479	3,070	3	1361	1,364
Canadian	273	219	492	-	79	79
Other Americans	191	143	334	1	1212	1,213
Subtotal	2,055	1,841	3,896	4	2,652	2,656
OCEANIA						
Australian	233	146	379	-	401	401
New Zealand	34	27	61	-	6	6
Subtotal	267	173	440	0	407	407
Not stated	124	2,100	2,224	1	230	231
TOTAL	32,215	11,647	43,862	24	8,942	8,966

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	January- December 2017			January- December 2018					% Change, Jan-December 2017 to Jan- December 2018
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	19,602	5.1	8	21,041	3,821	24,862	4.8	6	26.8
British	32,329	8.5	3	24,884	5,296	30,180	5.8	5	-6.6
German	39,502	10.3	2	37,786	4,460	42,246	8.1	3	6.9
Italian	45,548	11.9	1	53,787	1,968	55,755	10.7	1	22.4
French	21,572	5.6	6	27,532	2,878	30,410	5.8	4	41.0
Dutch	13,552	3.5	9	12,556	2,094	14,650	2.8	11	8.1
Belgium	6,126	1.6	15	7,309	1,303	8,612	1.7	15	40.6
Russian	6,022	1.6	16	15,287	1,147	16,434	3.2	9	172.9
Turkish	2,445	0.6	21	2,072	597	2,669	0.5	21	9.2
Polish	10,592	2.8	10	15,836	593	16,429	3.2	10	55.1
Ukrainian	4,631	1.2	20	4,758	180	4,938	0.9	20	6.6
Czech Republic	5,369	1.4	18	6,563	373	6,936	1.3	19	29.2
Spanish	10,200	2.7	11	10,642	940	11,582	2.2	13	13.5
Other European	29,467	7.7		40,145	5,329	45,474	8.7		54.3
Subtotal	246,957	64.6		280,198	30,979	311,177	59.7		26.0
ASIA									
Japanese	1,484	0.4	22	1,067	564	1,631	0.3	22	9.9
Chinese	6,728	1.8	14	5,979	2,148	8,127	1.6	16	20.8
Indian	5,810	1.5	17	4,478	2,558	7,036	1.4	18	21.1
Israeli	25,529	6.7	4	17,472	360	17,832	3.4	8	-30.2
Other Asian	13,911	3.6		17,827	4,852	22,679	4.4		63.0
Subtotal	53,462	14		46,823	10,482	57,305	11.0		7.2
AFRICA									
Kenyan	9,503	2.5	12	6,601	3,252	9,853	1.9	14	3.7
South African	20,718	5.4	7	21,495	1,408	22,903	4.4	7	10.5
Other African	12,121	3.2		13,497	6,421	19,918	3.8		64.3
Subtotal	42,342	11.1		41,593	11,081	52,674	10.1		24.4
AMERICA									
American	21,594	5.6	5	39,853	8,043	47,896	9.2	2	121.8
Canadian	7,231	1.9	13	6,552	1,574	8,126	1.6	17	12.4
Other American	4,061	1.1		11,984	3,568	15,552	3.0		283.0
Subtotal	32,886	8.6		58,389	13,185	71,574	13.7		117.6
OCEANIA									
Australian	4,910	1.3	19	9,971	2,328	12,299	2.4	12	150.5
New Zealand	1,138	0.3	23	791	274	1,065	0.2	23	-6.4
Subtotal	6,048	1.6		10,762	2,602	13,364	2.6		121.0
Not stated	667	0.2		13,822	893	14,715	2.8		
TOTAL	382,362	100		451,587	69,222	520,809	100		36.2

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Returning Residences	Prospective Resident	Seeking Employment	Temporary Employment	Visiting Friends and Relatives	Holidays	Business and Conference	In Transit	Others	Total
EUROPE										
Scandinavian	1	0	-	0	18	3,131	0	0	1	3,151
British	1	1	-	0	28	2,124	3	0	34	2,191
German	1	0	-	2	28	2,432	2	0	5	2,470
Italian	1	0	-	1	57	7,292	4	0	14	7,369
French	1	0	1	1	37	2,496	2	0	3	2,541
Dutch	0	0	-	0	11	1,306	0	0	-	1,317
Belgium	0	0	-	1	4	926	0	1	60	992
Russian	0	0	2	0	15	1,615	0	2	4	1,638
Turkish	0	0	-	0	4	221	0	0	1	226
Polish	0	0	-	0	8	2,386	0	0	5	2,399
Ukrainian	0	1	-	0	2	540	0	0	-	543
Czech Republic	0	0	-	0	3	618	2	0	-	623
Spanish	0	0	-	0	7	707	0	3	1	718
Other Europeans	0	1	-	1	45	4,025	3	2	321	4,398
Subtotal	5	3	3	6	267	29,819	16	8	449	30,576
ASIA										
Japanese	0	0	-	0	0	188	0	0	1	189
Chinese	1	0	-	0	2	379	2	0	1	385
Indian	0	0	-	0	1	598	0	0	-	599
Israeli	0	0	-	0	9	1,104	2	0	4	1,119
Other Asians	2	0	-	0	30	1,435	4	0	276	1,747
Subtotal	3	-	-	-	42	3,704	8	-	282	4,039
AFRICA										
Kenyan	1	0	-	0	46	1,894	2	2	5	1,950
South African	0	0	-	0	14	3,826	0	0	2	3,842
Other Africans	0	0	-	0	22	2,270	1	0	274	2,567
Subtotal	1	-	-	-	82	7,990	3	2	281	8,359
AMERICA										
American	0	1	-	1	17	3,982	1	3	429	4,434
Canadian	0	0	-	0	8	562	1	0	-	571
Other Americans	0	0	-	0	5	1,097	0	0	445	1,547
Subtotal	-	1	-	1	30	5,641	2	3	874	6,552
OCEANIA										
Australian	0	0	-	0	4	672	0	0	104	780
New Zealand	0	0	-	0	1	66	0	0	-	67
Subtotal	-	-	-	-	5	738	-	-	104	847
Not stated	0	0	-	0	0	2,374	1	0	80	2,455
TOTAL	9	4	3	7	426	50,266	30	13	2,070	52,828
TOTAL PERCENT	0.0	0.0	0.0	0.0	0.8	95.2	0.1	0.0	3.9	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	1,306	1,845	3,151
British	894	1,297	2,191
German	1,086	1,384	2,470
Italian	3,189	4,180	7,369
French	1,069	1,472	2,541
Dutch	617	700	1,317
Belgium	337	655	992
Russian	697	941	1,638
Turkish	121	105	226
Polish	1,049	1,350	2,399
Ukrainian	238	305	543
Czech Republic	290	333	623
Spanish	279	439	718
Other European Country	1,538	2,860	4,398
Subtotal	12,710	17,866	30,576
ASIA			
Japanese	85	104	189
Chinese	212	173	385
Indian	300	299	599
Israeli	427	692	1,119
Other Asian	537	1,210	1,747
Subtotal	1,561	2,478	4,039
AFRICA			
Kenyan	920	1,030	1,950
South African	1,484	2,358	3,842
Other African	924	1,643	2,567
Subtotal	3,328	5,031	8,359
AMERICA			
American	813	3,621	4,434
Canadian	230	341	571
Other American	230	1,317	1,547
Subtotal	1,273	5,279	6,552
OCEANIA			
Australian	260	520	780
New Zealand	31	36	67
Subtotal	291	556	847
Not stated	1,113	1,342	2,455
TOTAL DECEMBER, 2018	20,276	32,552	52,828
TOTAL NOVEMBER, 2018	14,925	24,788	39,713
TOTAL % DECEMBER	38.4	61.6	100
% CHANGE, NOVEMBER TO DECEMBER 2018	35.9	31.3	33.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	385	2,609	157	3,151
British	220	1,840	131	2,191
German	121	2,176	173	2,470
Italian	721	6,268	380	7,369
French	272	2,127	142	2,541
Dutch	115	1,135	67	1,317
Belgium	124	813	55	992
Russian	130	1,467	41	1,638
Turkish	10	212	4	226
Polish	217	2,087	95	2,399
Ukrainian	39	492	12	543
Czech Republic	55	523	45	623
Spanish	28	668	22	718
Other European	329	3,871	198	4,398
Subtotal	2,766	26,288	1,522	30,576
ASIA				
Japanese	22	165	2	189
Chinese	17	354	14	385
Indian	57	518	25	600
Israeli	125	875	119	1,119
Other Asian	132	1,522	93	1,747
Subtotal	353	3,434	253	4,040
AFRICA				
Kenyan	295	1,612	43	1,950
South African	354	3,375	113	3,842
Other African	290	2,216	61	2,567
Subtotal	939	7,203	217	8,359
AMERICA				
American	354	3,852	228	4,434
Canadian	45	475	51	571
Other American	107	1,370	70	1,547
Subtotal	506	5,697	349	6,552
OCEANIA				
Australian	57	701	22	780
New Zealand	5	60	2	67
Subtotal	62	761	24	847
Not stated	271	2,054	130	2,455
TOTAL	4,897	45,437	2,495	52,829
TOTAL PERCENT	9.3	86.0	4.7	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	356	276	632	1.2	356	276	632
2	525	487	1,012	1.9	1,050	974	2,024
3	844	826	1,670	3.2	2,532	2,478	5,010
4	1,203	1,202	2,405	4.6	4,812	4,808	9,620
5	1,600	1,717	3,317	6.3	8,000	8,585	16,585
6	1,598	12,872	14,470	27.4	9,588	77,232	86,820
7	5,026	5,716	10,742	20.3	35,182	40,012	75,194
8	2,367	2,571	4,938	9.3	18,936	20,568	39,504
9	869	921	1,790	3.4	7,821	8,289	16,110
10	1,437	1,426	2,863	5.4	14,370	14,260	28,630
11	767	810	1,577	3.0	8,437	8,910	17,347
12	823	830	1,653	3.1	9,876	9,960	19,836
13	262	321	583	1.1	3,406	4,173	7,579
14	901	931	1,832	3.5	12,614	13,034	25,648
15	448	467	915	1.7	6,720	7,005	13,725
16	177	187	364	0.7	2,832	2,992	5,824
17	79	86	165	0.3	1,343	1,462	2,805
18	104	87	191	0.4	1,872	1,566	3,438
19	54	51	105	0.2	1,026	969	1,995
20	98	93	191	0.4	1,960	1,860	3,820
21	154	132	286	0.5	3,234	2,772	6,006
22	37	38	75	0.1	814	836	1,650
23	25	18	43	0.1	575	414	989
24	10	18	28	0.1	240	432	672
25	13	24	37	0.1	325	600	925
26	11	10	21	0.0	286	260	546
27	7	3	10	0.0	189	81	270
28	23	21	44	0.1	644	588	1,232
29	11	13	24	0.0	319	377	696
30	166	114	280	0.5	4,980	3,420	8,400
31+	279	282	561	1.1	8,649	8,742	17,391
Total	20,274	32,550	52,824	100.0	172,988	247,935	420,923
Average intended Length of Stay ¹					8.5	7.6	8.0

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, December 2018

Nationality	December 2017	November 2018	December 2018	% Change, December 2017 to December 2018	% Change November 2018 to December 2018
Russian	1630	1,177	1,638	0.5	39.2
Polish	1,439	2,109	2,399	66.7	13.8
Ukrainian	576	495	543	-5.7	9.7
Chinese	681	347	385	-43.5	11.0
Indian	685	343	599	-12.6	74.6
Israeli	1,628	1,027	1,119	-31.3	9.0
Total	6,639	5,498	6,683	0.7	21.6

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Category	Airport	Seaport	Total
International flight/ Cruise Ship	32,215	24	32,239
Domestic flights/ Sea ferries	11,647	8,942	20,589
Total	43,862	8,966	52,828

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	632	1.2	632
2	1,012	1.9	2,024
3	1,670	3.2	5,010
4	2,405	4.6	9,620
5	3,317	6.3	16,585
6	14,470	27.4	86,820
7	10,746	20.3	75,222
8	4,938	9.3	39,504
9	1,790	3.4	16,110
10	2,863	5.4	28,630
11	1,577	3.0	17,347
12	1,653	3.1	19,836
13	583	1.1	7,579
14	1,832	3.5	25,648
15	915	1.7	13,725
16	364	0.7	5,824
17	165	0.3	2,805
18	191	0.4	3,438
19	105	0.2	1,995
20	191	0.4	3,820
21	286	0.5	6,006
22	75	0.1	1,650
23	43	0.1	989
24	28	0.1	672
25	37	0.1	925
26	21	0.0	546
27	10	0.0	270
28	44	0.1	1,232
29	24	0.0	696
30	280	0.5	8,400
+31	561	1.1	17,391
Total	52,828	100.0	420,951
Number of beds available in December 2018			524,830
Bed Occupancy Rate			80.2

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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