

TOURISM STATISTICAL RELEASE

JANUARY - 2019

No.25



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TOURISM STATISTICAL RELEASE FOR JANUARY, 2019

Tourist Arrivals in Zanzibar decreased by 12.7 percent to **46,133** in January 2019 from **52,828** in December 2018 and decreased by 12.0 percent compared with corresponding month in 2018. Tourists from Europe continue to dominate the Zanzibar market which accounts 69.8 percent of the total visitors in January 2019 and decreased by 1.2 percent compared with corresponding month in 2018. In country wise, Italy dominated the Tourism market by accounting 18.2 percent of all visitors entered in January 2019, followed by Polish (7.2 percent) and America (6.9 percent) while Japan recorded the least (0.2 percent). Other performances are as shown in **Table 1**.

The data from **Table 2** shows that **41,074** visitors entered through Airport, among them **31,524** visitors came by international flights and **9,550** by domestic flights. The remaining **5,059** visitors entered through seaport, of whom **18** visitors came by Cruise Ship and **5,041** by Sea Ferries.

Information on the purpose of visit (**Table 3**) shows that, in January 2019, About **44,838** visitors equivalent to **97.2** percent of visitors came for holidays, followed by 'visiting friend and relatives' that accounts for only 0.8 percent.

Table 4 shows that there were **19,622** males (42.5 percent) and **26,511** females (57.5 percent) visitors in January, 2019. Both males and females decreased by 3.2 percent and 18.6 percent respectively 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 5** show that **2,354** (5.1 percent) visitors were aged less than 15 years; **39,722** (86.1 percent) were aged 15 to 64 years and **4,057** (8.8 percent) were aged 65 years and older.

Table 6 shows that majority of the visitors (20.3 percent) stayed in the country for seven days and about one percent (1.2 percent) of the visitors stayed for one month and above. The overall average intended length of stay for visitors in January, 2019 was eight nights.

The number of visitors from emerging markets for the month of January 2019 decreased by 9.4 percent compared with corresponding month in 2018 and they increased by 6.2 percent compared with previous month. Visitors from all other countries decreased except from Polish and Ukraine increased by 24.7 percent and 9.8 percent respectively compared with the corresponding month in 2018 and by 39.3 percent and 33.7 percent respectively compared with previous month. Other performances are shown in **Table 7**.

The total of **520,397** bed-spaces was available in January 2019. Out of these bed-spaces, estimates of **383,623** hotel-beds were sold during that month representing a bed occupancy rate of **73.7** percent (**Table 9**).

Table1: International Visitors by Nationality, January 2019

Nationality	January 2018			December 2018			January 2019			% Change, December 2018 to January 2019	% Change, January 2018 to January 2019
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
EUROPE											
Scandinavian	2,905	5.5	4	3,151	6.0	4	2,686	5.8	5	-14.8	-7.5
British	1,924	3.7	9	2,191	4.1	8	1,542	3.3	8	-29.6	-19.9
German	3,072	5.9	2	2,470	4.7	6	2,545	5.5	6	3.0	-17.2
Italian	8,508	16.2	1	7,369	13.9	1	8,406	18.2	1	14.1	-1.2
French	2,418	4.6	7	2,541	4.8	5	3,093	6.7	4	21.7	27.9
Dutch	1,415	2.7	11	1,317	2.5	11	1,465	3.2	9	11.2	3.5
Belgium	798	1.5	14	992	1.9	13	748	1.6	13	-24.6	-6.3
Russian	2,112	4	8	1,638	3.1	10	1,573	3.4	7	-4.0	-25.5
Turkish	430	0.8	18	226	0.4	21	406	0.9	18	79.6	-5.6
Polish	2,680	5.1	6	2399	4.5	7	3,341	7.2	2	39.3	24.7
Ukrainian	661	1.3	16	543	1.0	19	726	1.6	14	33.7	9.8
Czech Republic	1044	2	13	623	1.2	16	1,159	2.5	11	86.0	11.0
Spanish	378	0.7	20	718	1.4	15	380	0.8	19	-47.1	0.5
Other European	4,244	8.1		4,398	8.3		4,132	9.0		-6.0	-2.6
Subtotal	32,589	62.2		30,576	57.9		32,202	69.8		5.3	-1.2
ASIA											
Japanese	116	0.2	22	189	0.4	22	88	0.2	23	-53.4	-24.1
Chinese	334	0.6	21	385	0.7	20	268	0.6	20	-30.4	-19.8
Indian	419	0.8	19	599	1.1	17	226	0.5	21	-62.3	-46.1
Israeli	1,626	3.1	10	1,119	2.1	12	965	2.1	12	-13.8	-40.7
Other Asian	2,269	4.3		1,747	3.3		1,376	3.0		-21.2	-39.4
Subtotal	4,764	9.1		4,039	7.6		2,923	6.3		-27.6	-38.6
AFRICA											
Kenyan	638	1.2	17	1950	3.7	9	429	0.9	17	-78.0	-32.8
South African	1,339	2.6	12	3,842	7.3	3	1,186	2.6	10	-69.1	-11.4
Other African	1,239	2.4		2,567	4.9		1,126	2.4		-56.1	-9.1
Subtotal	3,216	6.1		8,359	15.8		2,741	5.9		-67.2	-14.8
AMERICA											
American	2,892	5.5	5	4,434	8.4	2	3,201	6.9	3	-27.8	10.7
Canadian	730	1.4	15	571	1.1	18	584	1.3	16	2.3	-20.0
Other American	1,343	2.6		1,547	2.9		945	2.0		-38.9	-29.6
Subtotal	4,965	9.5		6,552	12.4		4,730	10.3		-27.8	-4.7
OCEANIA											
Australian	3,071	5.9	3	780	1.5	14	587	1.3	15	-24.7	-80.9
New Zealand	67	0.1	23	67	0.1	23	167	0.4	22	149.3	149.3
Subtotal	3,138	6		847	1.6		754	1.6		-11.0	-76.0
Not stated	3,745	7.1		2455	4.6		2,783	6.0			
TOTAL	52,417	100		52,828	100		46,133	100.0		-12.7	-12.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 2: International Visitors by Nationality Through Entry Points, January 2019

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	1,515	811	2,326	2	358	360
British	1,006	381	1,387	0	155	155
German	1,535	814	2,349	0	196	196
Italian	8,014	324	8,338	2	66	68
French	2,176	799	2,975	0	118	118
Dutch	1,114	251	1,365	2	98	100
Belgium	492	102	594	0	154	154
Russian	1,263	149	1,412	0	161	161
Turkish	292	80	372	0	34	34
Polish	3,193	126	3,319	4	18	22
Ukrainian	650	48	698	0	28	28
Czech Republic	1,073	47	1,120	0	39	39
Spanish	231	124	355	0	25	25
Other Europeans	2,782	758	3,540	1	591	592
Subtotal	25,336	4,814	30,150	11	2,041	2,052
ASIA						
Japanese	49	18	67	0	21	21
Chinese	114	78	192	0	76	76
Indian	125	29	154	0	72	72
Israeli	917	32	949	1	15	16
Other Asians	717	156	873	2	501	503
Subtotal	1,922	313	2,235	3	685	688
AFRICA						
Kenyan	310	24	334	0	95	95
South African	1,057	84	1,141	0	45	45
Other Africans	503	74	577	2	547	549
Subtotal	1,870	182	2,052	2	687	689
AMERICA						
American	1,497	1,018	2,515	1	685	686
Canadian	236	263	499	0	85	85
Other Americans	225	159	384	0	561	561
Subtotal	1,958	1,440	3,398	1	1,331	1,332
OCEANIA						
Australian	244	170	414	0	173	173
New Zealand	125	33	158	0	9	9
Subtotal	369	203	572	0	182	182
Not stated	69	2,598	2,667	1	115	116
TOTAL	31,524	9,550	41,074	18	5,041	5,059

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 3: International Visitors by Nationality and Purpose of Visit, January 2019

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	6	2,678	0	0	2	2,686
British	0	0	0	0	21	1,501	2	1	17	1,542
German	0	0	0	0	37	2,504	0	0	4	2,545
Italian	5	0	3	1	67	8,314	2	2	12	8,406
French	0	0	1	0	39	3,049	0	0	4	3,093
Dutch	0	0	1	0	8	1,455	0	0	1	1,465
Belgium	0	0	1	0	4	690	0	0	53	748
Russian	1	0	1	0	13	1,558	0	0	0	1,573
Turkish	0	0	0	0	1	405	0	0	0	406
Polish	2	0	0	0	29	3,307	0	0	3	3,341
Ukrainian	0	0	0	0	6	719	0	1	0	726
Czech Republic	0	1	0	0	14	1,142	0	0	2	1,159
Spanish	0	0	0	0	4	375	0	0	1	380
Other Europeans	0	0	1	1	38	3,952	1	0	139	4,132
Subtotal	8	1	8	2	287	31,649	5	4	238	32,202
ASIA										
Japanese	0	1	0	0	1	86	0	0	0	88
Chinese	0	0	0	0	1	266	1	0	0	268
Indian	0	0	0	0	2	223	0	0	1	226
Israeli	0	0	0	1	5	957	1	1	0	965
Other Asians	0	0	1	0	26	1,228	2	0	119	1,376
Subtotal	0	1	1	1	35	2,760	4	1	120	2,923
AFRICA										
Kenyan	1	0	0	0	6	421	1	0	0	429
South African	0	0	0	2	3	1,181	0	0	0	1,186
Other Africans	0	1	0	1	3	1,003	0	0	118	1,126
Subtotal	1	1	0	3	12	2,605	1	0	118	2,741
AMERICA										
American	2	1	2	1	10	3,027	0	0	158	3,201
Canadian	0	0	0	0	6	573	0	4	1	584
Other Americans	0	1	0	0	3	752	0	0	189	945
Subtotal	2	2	2	1	19	4,352	0	4	348	4,730
OCEANIA										
Australian	0	0	0	0	3	555	1	0	28	587
New Zealand	0	0	0	0	0	167	0	0	0	167
Subtotal	0	0	0	0	3	722	1	0	28	754
Not stated	0	0	0	0	0	2,750	0	0	33	2,783
TOTAL	11	5	11	7	356	44,838	11	9	885	46,133
TOTAL PERCENT	0.0	0.0	0.0	0.0	0.8	97.2	0.0	0.0	1.9	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 4: International Visitors by Nationality and Sex, January 2019

Nationality	Male	Female	Total
EUROPE			
Scandinavian	1,100	1,586	2,686
British	666	876	1,542
German	1,155	1,390	2,545
Italian	3,499	4,907	8,406
French	1,425	1,668	3,093
Dutch	672	793	1,465
Belgium	283	465	748
Russian	756	817	1,573
Turkish	200	206	406
Polish	1,573	1,768	3,341
Ukrainian	351	375	726
Czech Republic	531	628	1,159
Spanish	166	214	380
Other European Country	1,743	2,389	4,132
Subtotal	14,120	18,082	32,202
ASIA			
Japanese	44	44	88
Chinese	134	134	268
Indian	136	90	226
Israeli	454	511	965
Other Asian	656	720	1,376
Subtotal	1,424	1,499	2,923
AFRICA			
Kenyan	215	214	429
South African	526	660	1,186
Other African	481	645	1,126
Subtotal	1,222	1,519	2,741
AMERICA			
American	726	2,475	3,201
Canadian	252	332	584
Other American	249	696	945
Subtotal	1,227	3,503	4,730
OCEANIA			
Australian	234	353	587
New Zealand	78	89	167
Subtotal	312	442	754
Not stated	1,317	1,466	2,783
TOTAL JANUARY, 2019	19,622	26,511	46,133
TOTAL DECEMBER, 2018	20,276	32,552	52,828
TOTAL % JANUARY	42.5	57.5	100
% CHANGE, DECEMBER 2018 TO JANUARY 2019	-3.2	-18.6	-12.7

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 5: International Visitors by Nationality and Categorized Age, January 2019

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	164	2,262	260	2,686
British	34	1,317	191	1,542
German	59	2,166	320	2,545
Italian	566	7,024	816	8,406
French	85	2,624	384	3,093
Dutch	46	1,251	168	1,465
Belgium	31	661	56	748
Russian	112	1,414	47	1,573
Turkish	39	352	15	406
Polish	298	2,872	171	3,341
Ukrainian	55	661	10	726
Czech Republic	74	989	96	1,159
Spanish	9	357	14	380
Other European	175	3,668	289	4,132
Subtotal	1,747	27,618	2,837	32,202
ASIA				
Japanese	1	87	0	88
Chinese	18	237	13	268
Indian	6	208	12	226
Israeli	40	832	93	965
Other Asian	47	1,232	97	1,376
Subtotal	112	2,596	215	2,923
AFRICA				
Kenyan	20	396	13	429
South African	62	1,068	56	1,186
Other African	78	988	60	1,126
Subtotal	160	2,452	129	2,741
AMERICA				
American	132	2,738	331	3,201
Canadian	32	472	80	584
Other American	41	845	59	945
Subtotal	205	4,055	470	4,730
OCEANIA				
Australian	29	517	41	587
New Zealand	4	136	27	167
Subtotal	33	653	68	754
Not stated	97	2,348	338	2,783
TOTAL	2,354	39,722	4,057	46,133
TOTAL PERCENT	5.1	86.1	8.8	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 6: Intended Length of Stay and Sex of International Visitors in Zanzibar, January 2019

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	253	181	434	0.9	253	181	434
2	436	413	849	1.8	872	826	1,698
3	894	878	1,772	3.8	2,682	2,634	5,316
4	1,306	1,347	2,653	5.8	5,224	5,388	10,612
5	1,294	1,450	2,744	5.9	6,470	7,250	13,720
6	1,426	7,704	9,130	19.8	8,556	46,224	54,780
7	4,620	4,739	9,359	20.3	32,340	33,173	65,513
8	2,538	2,738	5,276	11.4	20,304	21,904	42,208
9	801	913	1,714	3.7	7,209	8,217	15,426
10	1,397	1,447	2,844	6.2	13,970	14,470	28,440
11	820	840	1,660	3.6	9,020	9,240	18,260
12	797	837	1,634	3.5	9,564	10,044	19,608
13	294	310	604	1.3	3,822	4,030	7,852
14	999	1,011	2,010	4.4	13,986	14,154	28,140
15	578	557	1,135	2.5	8,670	8,355	17,025
16	145	170	315	0.7	2,320	2,720	5,040
17	98	94	192	0.4	1,666	1,598	3,264
18	68	63	131	0.3	1,224	1,134	2,358
19	34	39	73	0.2	646	741	1,387
20	89	74	163	0.4	1,780	1,480	3,260
21	185	147	332	0.7	3,885	3,087	6,972
22	37	34	71	0.2	814	748	1,562
23	21	22	43	0.1	483	506	989
24	15	12	27	0.1	360	288	648
25	23	15	38	0.1	575	375	950
26	6	5	11	0.0	156	130	286
27	12	20	32	0.1	324	540	864
28	31	44	75	0.2	868	1,232	2,100
29	6	13	19	0.0	174	377	551
30	135	88	223	0.5	4,050	2,640	6,690
31+	265	305	570	1.2	8,215	9,455	17,670
Total	19,623	26,510	46,133	100.0	170,482	213,141	383,623
Average intended Length of Stay¹					8.2	8.1	8.2

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 7: Visitors Arrival from Emerging Markets, January 2019

Nationality	January 2018	December 2018	January 2019	% Change, January 2018 to January 2019	% Change, December 2018 to January 2019
Russian	2112	1,638	1,573	-25.5	-4.0
Polish	2,680	2,399	3,341	24.7	39.3
Ukrainian	661	543	726	9.8	33.7
Chinese	334	385	268	-19.8	-30.4
Indian	419	599	226	-46.1	-62.3
Israeli	1,626	1,119	965	-40.7	-13.8
Total	7,832	6,683	7,099	-9.4	6.2

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 8: Summary of Visitors by Mode of Travel Through Entry Point, January 2019

Category	Airport	Seaport	Total
International flight/ Cruise Ship	31,524	18	31,542
Domestic flights/ Sea ferries	9,550	5,041	14,591
Total	41,074	5,059	46,133

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

**Table 9: International Visitors nights and Estimated Bed Occupancy
Rate in Zanzibar, January 2019**

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	434	0.9	434
2	849	1.8	1,698
3	1,772	3.8	5,316
4	2,653	5.8	10,612
5	2,744	5.9	13,720
6	9,130	19.8	54,780
7	9,359	20.3	65,513
8	5,276	11.4	42,208
9	1,714	3.7	15,426
10	2,844	6.2	28,440
11	1,660	3.6	18,260
12	1,634	3.5	19,608
13	604	1.3	7,852
14	2,010	4.4	28,140
15	1,135	2.5	17,025
16	315	0.7	5,040
17	192	0.4	3,264
18	131	0.3	2,358
19	73	0.2	1,387
20	163	0.4	3,260
21	332	0.7	6,972
22	71	0.2	1,562
23	43	0.1	989
24	27	0.1	648
25	38	0.1	950
26	11	0.0	286
27	32	0.1	864
28	75	0.2	2,100
29	19	0.0	551
30	223	0.5	6,690
31+	570	1.2	17,670
Total	46,133	100.0	383,623
Number of beds available in January			520,397
Bed Occupancy Rate			73.7

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 10: International Visitors by Month, 2015 - 2019

Month	2015	2016	2017	2018	2019
January	23,052	31,717	40,938	52,417	46,133
February	28,918	34,175	39,119	46,935	
March	20,265	29,058	30,366	39,592	
April	13,942	14,701	21,004	21,139	
May	11,501	13,654	15,696	18,655	
June	17,397	20,546	23,458	37,235	
July	28,163	37,553	41,034	53,087	
August	32,726	42,484	51,937	56,861	
September	27,014	32,765	38,977	52,551	
October	25,422	44,169	43,470	49,796	
November	25,914	31,557	36,363	39,713	
December	39,929	43,863	51,112	52,828	
Total	294,243	376,242	433,474	520,809	46,133

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.

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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