

TOURISM STATISTICAL RELEASE

JULY - 2019

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TOURISM STATISTICAL RELEASE FOR JULY 2019

Tourist Arrivals in Zanzibar increased by 5.4 percent to **55,947** in July compared with corresponding month in 2018 and increased by 52.8 percent compared to previous month. Tourists from Europe continue to dominate the Zanzibar market by accounting 79.2 percent of the total visitors in July 2019 and increased by 18.0 percent compared with corresponding month in 2018. In country wise, America dominated the Tourism market by accounting 10.9 percent of all visitors entered in July 2019, followed by German (7.9 percent) and Italy (7.7percent) while Ukraine recorded the least (0.2 percent). Other performances are as shown in (**Table 1**).

The data from **Table 2** shows that **48,785** visitors entered through Airport, among them **28,219** visitors came by international flights and **20,566** by domestic flights and remaining **7,162** visitors through Seaport, of which **15** came by Cruise Ship and **7,147** by Sea Ferries.

Information on the purpose of visit shows that, about **54,701** visitors equivalent to **97.8** percent of visitors came for holidays in July 2019. Other performances are as shown in (**Table 4**)

Table 5 shows that among the visitors there were **24,968** males (**44.6** percent) and **30,979** females (**55.4** percent) in July 2019. Males and Females increased by 51.7 percent and 53.7 percent respectively compared with the preceding month.

The results presented in **Table 6** show that; **47,986** (**85.8** percent) were aged 15 to 64 years, **5,396** (**9.6** percent) visitors were aged less than 15 years and **2,565** (**4.6** percent) were aged 65 years.

Table 7 shows that 27.2 percent of all visitors in July 2019 stayed in the country for Six days. 1.6 percent of visitors stayed in the country for at least a month and above. The overall average intended length of stay for visitors in July 2019 was about Seven (7.6) nights.

The visitors from emerging market show that Polish increased by 105.3 percent in July 2019 compared with corresponding month in 2018 and increased by 875.9 percent compared with previous month. Other performances are shown in (**Table 8**).

The total of **520,397** bed-spaces was available in July 2019. Out of these bed-spaces, estimates of **424,501** hotel-beds were sold during that month representing a bed occupancy rate of **81.6** percent (**Table 10**).

Generally, Zanzibar has received **258,423** visitors from January-July 2019 which is the decrease of **4.0** percent compared with the corresponding months (January – July) 2018. Most of visitors were from Europe (**61.8**percent). In country wise, Italy (10.5 percent) is a leading market for the first seven months in Zanzibar tourism market. About **226,114** visitors entered through airport which is equivalent to **87.5** percent while the remaining **32,309** visitors entered through seaport that accounting **12.5** percent.

Table1: International Visitors by Nationality, July 2019

Nationality	July 2018			June 2019			July 2019			% Change, June 2019 to July 2019	% Change, July 2018 to July 2019
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
EUROPE											
Scandinavian	3,199	6	5	1,108	3	8	3,040	5.4	6	174.4	-5.0
British	4,265	8	2	2,593	7.1	4	4,410	7.9	2	70.1	3.4
German	3,869	7.3	3	3,547	9.7	2	4,149	7.4	4	17.0	7.2
Italian	3,417	6.4	4	1,073	2.9	9	4,320	7.7	3	302.6	26.4
French	2,516	4.7	6	2,427	6.6	5	3,951	7.1	5	62.8	57.0
Dutch	1,572	3	9	875	2.4	11	2,005	3.6	8	129.1	27.5
Belgium	1,409	2.7	11	1,247	3.4	7	2,807	5.0	7	125.1	99.2
Russian	821	1.5	14	380	1	17	376	0.7	19	-1.1	-54.2
Turkish	232	0.4	20	361	1	18	298	0.5	20	-17.5	28.4
Polish	808	1.5	17	1,403	3.8	6	1,659	3.0	11	18.2	105.3
Ukrainian	124	0.2	22	226	0.6	21	113	0.2	23	-50.0	-8.9
Czech Republic	372	0.7	19	252	0.7	20	493	0.9	18	95.6	32.5
Spanish	1,548	2.9	10	925	2.5	10	1,833	3.3	9	98.2	18.4
Other European	5,090	9.6		2,836	7.7		5,054	9.0		78.2	-0.7
Subtotal	29,242	55.1		19,253	52.6		34,508	61.7		79.2	18.0
ASIA											
Japanese	111	0.2	23	105	0.3	23	124	0.2	22	18.1	11.7
Chinese	1,191	2.2	13	406	1.1	16	887	1.6	14	118.5	-25.5
Indian	675	1.3	18	744	2	12	602	1.1	17	-19.1	-10.8
Israeli	1,711	3.2	8	295	0.8	19	1,088	1.9	12	268.8	-36.4
Other Asian	3,446	6.5		1,976	5.4		2,467	4.4		24.8	-28.4
Subtotal	7,134	13.4		3,526	9.6		5,168	9.2		46.6	-27.6
AFRICA											
Kenyan	814	1.5	16	715	2	13	778	1.4	16	8.8	-4.4
South African	1,913	3.6	7	2,814	7.7	3	1,744	3.1	10	-38.0	-8.8
Other African	2,245	4.2		1,697	4.6		2,316	4.1		36.5	3.2
Subtotal	4,972	9.4		5,226	14.3		4,838	8.6		-7.4	-2.7
AMERICA		0									
American	6,696	12.6	1	4,894	13.4	1	6,106	10.9	1	24.8	-8.8
Canadian	818	1.5	15	623	1.7	15	782	1.4	15	25.5	-4.4
Other American	1,997	3.8		1,779	4.9		2,482	4.4		39.5	24.3
Subtotal	9,511	17.9		7,296	19.9		9,370	16.7		28.4	-1.5
OCEANIA		0									
Australian	1,276	2.4	12	656	1.8	14	1,058	1.9	13	61.3	-17.1
New Zealand	142	0.3	21	109	0.3	22	213	0.4	21	95.4	50.0
Subtotal	1,418	2.7		765	2.1		1,271	2.3		66.1	-10.4
Not stated	810	1.5		539	1.5		792	1.4			
TOTAL	53,087	100		36,605	100		55,947	100.0		52.8	5.4

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	1,224	1,337	2,561	1	478	479
British	2,158	1,573	3,731	0	679	679
German	1,979	1,734	3,713	1	435	436
Italian	3,613	556	4,169	1	150	151
French	1,853	1,582	3,435	3	513	516
Dutch	574	1,121	1,695	0	310	310
Belgium	933	1,631	2,564	0	243	243
Russian	265	55	320	0	56	56
Turkish	214	28	242	0	56	56
Polish	1,466	157	1,623	0	36	36
Ukrainian	81	19	100	0	13	13
Czech Republic	332	112	444	0	49	49
Spanish	828	897	1,725	0	108	108
Other Europeans	2,570	2,074	4,644	0	410	410
Subtotal	18,090	12,876	30,966	6	3,536	3,542
ASIA						
Japanese	53	46	99	0	25	25
Chinese	196	433	629	1	257	258
Indian	251	149	400	0	202	202
Israeli	732	335	1,067	0	21	21
Other Asians	1,519	362	1,881	3	583	586
Subtotal	2,751	1,325	4,076	4	1,088	1,092
AFRICA						
Kenyan	455	55	510	0	268	268
South African	1,439	178	1,617	0	127	127
Other Africans	1,136	603	1,739	2	575	577
Subtotal	3,030	836	3,866	2	970	972
AMERICA						
American	2,022	3,054	5,076	3	1027	1,030
Canadian	192	424	616	0	166	166
Other Americans	1,205	1,202	2,407	0	75	75
Subtotal	3,419	4,680	8,099	3	1,268	1,271
OCEANIA						
Australian	356	460	816	0	242	242
New Zealand	45	145	190	0	23	23
Subtotal	401	605	1,006	0	265	265
Not stated	528	244	772	0	20	20
TOTAL	28,219	20,566	48,785	15	7,147	7,162

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 3: International Visitors by Nationality Through Entry Points, January- July 2019

Nationality	January- July 2018			January- July 2019					% Change, Jan-July 2018 to Jan-July 2019
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	14,914	5.5	5	11,278	1,823	13,101	5.1	6	-12.2
British	14,981	5.6	4	11,921	2,068	13,989	5.4	5	-6.6
German	20,298	7.5	3	17,727	1,655	19,382	7.5	3	-4.5
Italian	24,826	9.2	1	26,497	540	27,037	10.5	1	8.9
French	14,005	5.2	6	17,293	1,336	18,629	7.2	4	33.0
Dutch	7,420	2.8	12	6,834	792	7,626	3.0	10	2.8
Belgium	4,278	1.6	15	8,172	662	8,834	3.4	9	106.5
Russian	9,601	3.6	8	4,031	430	4,461	1.7	14	-53.5
Turkish	1,570	0.6	21	1,411	254	1,665	0.6	21	6.1
Polish	8,452	3.1	10	10,492	160	10,652	4.1	8	26.0
Ukrainian	2,354	0.9	20	2,207	79	2,286	0.9	20	-2.9
Czech Republic	4,630	1.7	14	4,327	173	4,500	1.7	13	-2.8
Spanish	4,070	1.5	18	4,295	301	4,596	1.8	12	12.9
Other European	24,058	8.9		20,329	2,591	22,920	8.9		-4.7
Subtotal	155,457	57.8		146,814	12,864	159,678	61.8		2.7
ASIA									
Japanese	832	0.3	22	547	228	775	0.3	23	-6.9
Chinese	4,144	1.5	17	2,446	1,034	3,480	1.3	18	-16.0
Indian	3,672	1.4	19	1,836	1,044	2,880	1.1	19	-21.6
Israeli	8,613	3.2	9	3,491	101	3,592	1.4	17	-58.3
Other Asian	13,739	5.1		8,754	2,055	10,809	4.2		-21.3
Subtotal	31,000	11.5		17,074	4,462	21,536	8.3		-30.5
AFRICA									
Kenyan	5,043	1.9	13	3,268	1,515	4,783	1.9	11	-5.2
South African	12,143	4.5	7	10,357	587	10,944	4.2	7	-9.9
Other African	10,140	3.8		7,472	3,755	11,227	4.3		10.7
Subtotal	27,326	10.2		21,097	5,857	26,954	10.4		-1.4
AMERICA									
American	24,599	9.1	2	19,425	5,513	24,938	9.7	2	1.4
Canadian	4,271	1.6	16	3,167	786	3,953	1.5	16	-7.4
Other American	7,752	2.9		9,181	1,386	10,567	4.1		36.3
Subtotal	36,622	13.6		31,773	7,685	39,458	15.3		7.7
OCEANIA									
Australian	8,156	3	11	3,037	980	4,017	1.6	15	-50.7
New Zealand	530	0.2	23	750	88	838	0.3	22	58.1
Subtotal	8,686	3.2		3,787	1,068	4,855	1.9		-44.1
Not stated	9,969	3.7		5,569	373	5,942	2.3		
TOTAL	269,060	100		226,114	32,309	258,423	100		-4.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 4: International Visitors by Nationality and Purpose of Visit, July 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	2	1	29	3,007	0	1	0	3,040
British	0	1	0	0	108	4,281	1	0	19	4,410
German	1	0	0	0	23	4,119	0	0	6	4,149
Italian	0	0	1	0	72	4,236	2	2	7	4,320
French	0	0	0	0	46	3,899	2	0	4	3,951
Dutch	0	0	0	0	16	1,983	0	0	6	2,005
Belgium	0	0	2	0	12	2,684	0	0	109	2,807
Russian	0	0	0	0	2	373	0	0	1	376
Turkish	0	0	0	0	1	294	1	0	2	298
Polish	0	0	1	0	19	1,626	1	0	12	1,659
Ukrainian	0	0	0	0	0	112	0	0	1	113
Czech Republic	0	0	0	0	7	486	0	0	0	493
Spanish	1	0	0	0	19	1,810	0	0	3	1,833
Other Europeans	2	0	0	0	43	4,941	2	0	66	5,054
Subtotal	4	1	6	1	397	33,851	9	3	236	34,508
ASIA										
Japanese	0	0	0	0	0	124	0	0	0	124
Chinese	0	0	0	0	3	882	1	0	1	887
Indian	0	0	0	1	5	595	0	0	1	602
Israeli	0	0	0	0	19	1,063	0	0	6	1,088
Other Asians	0	0	1	1	43	2,387	0	1	34	2,467
Subtotal	0	0	1	2	70	5,051	1	1	42	5,168
AFRICA										
Kenyan	0	0	0	0	7	766	1	0	4	778
South African	0	0	0	0	10	1,729	0	0	5	1,744
Other Africans	0	1	1	0	19	2,206	3	0	86	2,316
Subtotal	0	1	1	0	36	4,701	4	0	95	4,838
AMERICA										
American	0	0	1	1	45	6,031	1	0	27	6,106
Canadian	0	0	0	0	7	774	0	0	1	782
Other Americans	1	0	0	0	6	2,334	0	0	141	2,482
Subtotal	1	0	1	1	58	9,139	1	0	169	9,370
OCEANIA										
Australian	0	0	0	0	5	1,046	0	0	7	1,058
New Zealand	0	0	0	0	1	212	0	0	0	213
Subtotal	0	0	0	0	6	1,258	0	0	7	1,271
Not stated	0	0	0	0	2	701	0	0	89	792
TOTAL	5	2	9	4	569	54,701	15	4	638	55,947
TOTAL PERCENT	0.0	0.0	0.0	0.0	1.0	97.8	0.0	0.0	1.1	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 5: International Visitors by Nationality and Sex, July 2019

Nationality	Male	Female	Total
EUROPE			
Scandinavian	1,320	1,720	3,040
British	1,886	2,524	4,410
German	1,778	2,371	4,149
Italian	1,777	2,543	4,320
French	1,716	2,235	3,951
Dutch	864	1,141	2,005
Belgium	1,436	1,371	2,807
Russian	153	223	376
Turkish	154	144	298
Polish	701	958	1,659
Ukrainian	33	80	113
Czech Republic	204	289	493
Spanish	738	1,095	1,833
Other European Country	2,300	2,754	5,054
Subtotal	15,060	19,448	34,508
ASIA			
Japanese	66	58	124
Chinese	415	472	887
Indian	331	271	602
Israeli	439	649	1,088
Other Asian	1,406	1,061	2,467
Subtotal	2,657	2,511	5,168
AFRICA			
Kenyan	386	392	778
South African	722	1,022	1,744
Other African	1,307	1,009	2,316
Subtotal	2,415	2,423	4,838
AMERICA			
American	1,907	4,199	6,106
Canadian	328	454	782
Other American	1,456	1,026	2,482
Subtotal	3,691	5,679	9,370
OCEANIA			
Australian	524	534	1,058
New Zealand	103	110	213
Subtotal	627	644	1,271
Not stated	518	274	792
TOTAL JULY, 2019	24,968	30,979	55,947
TOTAL JUNE, 2019	16,454	20,151	36,605
TOTAL PERCENT	44.6	55.4	100
% CHANGE, JUNE 2019 TO JULY 2019	51.7	53.7	52.8

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 6: International Visitors by Nationality and Categorized Age, July 2019

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	367	2,560	113	3,040
British	532	3,658	220	4,410
German	294	3,673	182	4,149
Italian	355	3,820	145	4,320
French	501	3,347	103	3,951
Dutch	259	1,683	63	2,005
Belgium	310	2,404	93	2,807
Russian	25	339	12	376
Turkish	15	280	3	298
Polish	190	1,444	25	1,659
Ukrainian	4	108	1	113
Czech Republic	36	439	18	493
Spanish	85	1,702	46	1,833
Other European	477	4,430	147	5,054
Subtotal	3,450	29,887	1,171	34,508
ASIA				
Japanese	7	114	3	124
Chinese	93	752	42	887
Indian	40	527	35	602
Israeli	148	865	75	1,088
Other Asian	204	2,099	164	2,467
Subtotal	492	4,357	319	5,168
AFRICA				
Kenyan	33	719	26	778
South African	89	1,555	100	1,744
Other African	216	2,023	77	2,316
Subtotal	338	4,297	203	4,838
AMERICA				
American	573	4,970	563	6,106
Canadian	81	646	55	782
Other American	304	2,067	111	2,482
Subtotal	958	7,683	729	9,370
OCEANIA				
Australian	98	865	95	1,058
New Zealand	23	157	33	213
Subtotal	121	1,022	128	1,271
Not stated	37	740	15	792
TOTAL	5,396	47,986	2,565	55,947
TOTAL PERCENT	9.6	85.8	4.6	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 7: Intended Length of Stay and Sex of International Visitors in Zanzibar, July 2019

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	441	277	718	1.3	441	277	718
2	795	736	1,531	2.7	1,590	1,472	3,062
3	1,615	1,808	3,423	6.1	4,845	5,424	10,269
4	1,919	2,126	4,045	7.2	7,676	8,504	16,180
5	2,763	3,207	5,970	10.7	13,815	16,035	29,850
6	5,137	10,058	15,195	27.2	30,822	60,348	91,170
7	4,707	4,709	9,416	16.8	32,949	32,963	65,912
8	1,734	1,894	3,628	6.5	13,872	15,152	29,024
9	711	654	1,365	2.4	6,399	5,886	12,285
10	1,188	1,305	2,493	4.5	11,880	13,050	24,930
11	362	390	752	1.3	3,982	4,290	8,272
12	506	565	1,071	1.9	6,072	6,780	12,852
13	213	250	463	0.8	2,769	3,250	6,019
14	955	997	1,952	3.5	13,370	13,958	27,328
15	511	523	1,034	1.8	7,665	7,845	15,510
16	142	174	316	0.6	2,272	2,784	5,056
17	84	89	173	0.3	1,428	1,513	2,941
18	78	108	186	0.3	1,404	1,944	3,348
19	56	46	102	0.2	1,064	874	1,938
20	94	108	202	0.4	1,880	2,160	4,040
21	163	159	322	0.6	3,423	3,339	6,762
22	33	37	70	0.1	726	814	1,540
23	22	17	39	0.1	506	391	897
24	15	19	34	0.1	360	456	816
25	15	28	43	0.1	375	700	1,075
26	9	14	23	0.0	234	364	598
27	11	23	34	0.1	297	621	918
28	34	33	67	0.1	952	924	1,876
29	2	6	8	0.0	58	174	232
30	178	171	349	0.6	5,340	5,130	10,470
31+	474	449	923	1.6	14,694	13,919	28,613
Total	24,967	30,980	55,947	100.0	193,160	231,341	424,501
Average intended Length of Stay¹					7.7	7.5	7.6

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, July 2019

Nationality	July 2018	June 2019	July 2019	% Change, July 2018 to July 2019	% Change June 2019 to July 2019
Russian	821	195	376	-54.2	92.8
Polish	808	170	1,659	105.3	875.9
Ukrainian	124	128	113	-8.9	-11.7
Chinese	1191	455	887	-25.5	94.9
Indian	675	418	602	-10.8	44.0
Israeli	1,711	59	1,088	-36.4	1744.1
Total	5,330	1,425	4,725	-11.4	231.6

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 9: Summary of Visitors by Mode of Travel Through Entry Point, July 2019

Category	Airport	Seaport	Total
International flight/ Cruise Ship	28,219	15	28,234
Domestic flights/ Sea ferries	20,566	7,147	27,713
Total	48,785	7,162	55,947

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

**Table 10: International Visitors nights and Estimated Bed Occupancy
Rate in Zanzibar, July 2019**

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	718	1.3	718
2	1,531	2.7	3,062
3	3,423	6.1	10,269
4	4,045	7.2	16,180
5	5,970	10.7	29,850
6	15,195	27.2	91,170
7	9,416	16.8	65,912
8	3,628	6.5	29,024
9	1,365	2.4	12,285
10	2,493	4.5	24,930
11	752	1.3	8,272
12	1,071	1.9	12,852
13	463	0.8	6,019
14	1,952	3.5	27,328
15	1,034	1.8	15,510
16	316	0.6	5,056
17	173	0.3	2,941
18	186	0.3	3,348
19	102	0.2	1,938
20	202	0.4	4,040
21	322	0.6	6,762
22	70	0.1	1,540
23	39	0.1	897
24	34	0.1	816
25	43	0.1	1,075
26	23	0.0	598
27	34	0.1	918
28	67	0.1	1,876
29	8	0.0	232
30	349	0.6	10,470
31+	923	1.6	28,613
Total	55,947	100.0	424,501
Number of beds available in July			520,397
Bed Occupancy Rate			81.6

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 11: 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	49,973
March	20,265	29,058	30,366	39,592	33,883
April	13,942	14,701	21,004	21,139	20,242
May	11,501	13,654	15,696	18,655	15,640
June	17,397	20,546	23,458	37,235	36,605
July	28,163	37,553	41,034	53,087	55,947
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	258,423

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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