

TOURISM STATISTICAL RELEASE DECEMBER - 2017

No.12



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TOURISM STATISTICAL RELEASE FOR DECEMBER , 2017

Tourist Arrivals in Zanzibar increased by 40.6 percent to **51,112** in December from **36,363** in November 2017 and 16.5 percent compared with corresponding month in 2016. Tourists from Europe continue to dominate the Zanzibar market which accounts 55.7 percent of the total visitors in December and posted a growth of 11.5 compared with corresponding month in 2016. In country wise, Italy (6,430) dominated the Tourism market by accounting 12.6 percent of all visitors entered in November, followed by South Africa (7.3 percent) and Scandinavia (6.7 percent) while New Zealand recorded the least (0.2 percent). Other performances are as shown in table 1.

The data from table 2 shows that **41,944** visitors entered through Airport, among them **30,365** visitors came by international flights and **11,579** by domestic flights. The remaining **9,168** visitors entered through seaport, of whom **517** visitors came by Cruise Ship and **8,651** by Sea Ferries.

Generally, Zanzibar has received 433,474 visitors for the year 2017 which is an increase of **15.2** percent compared with the previous year. Almost three quarters (**63.5** percent) of all visitors in 2017 were from Europe. The visitors from Europe has increased by 18.1 percent compared to the last year. In country wise, Italy (51,978) equivalent to 12 percent of the all visitors in 2017 continue to dominate the market. Italians have increased by 11.1 percent compared to last year. About **361,645** visitors entered through airport which is equivalent to **83.4** percent while the remaining **71829** visitors entered through seaport that accounting **16.6**percent (Table 3).

Information on the purpose of visit (Table 4) shows that, in December 2017, About 49,960 visitors equivalent to **98** percent of visitors came for holidays, followed by 'visiting friend and relatives' that accounts for less than one percent (0.7 percent).

Table 5 shows that there were **26,089** male (51.0 percent) and **25,023** female (49.0 percent) visitors in November, 2017. Both males and females increased by 53.4 and 29.3 percent by 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 6 show that **4,764** (9.3 percent) visitors were aged less than 15 years; **44,061** (**86.2** percent) were aged 15 to 64 years and **2,287** (4.5 percent) were aged 65 years and older.

Table 7 shows that more than half (52.5 percent) of the visitors stayed in the country either for seven or eight days. Less than one percent (0.8 percent) of the visitors stayed for more than a month. The overall average intended length of stay for visitors in November, 2017 was around Eight nights.

The number of visitors from emerging markets for the month of December 2017 rose by more than one third (34.9 percent) compared with corresponding month in 2016 and decreased by 13.6 percent compared with previous month. Visitors from Russia greatly increased by more than hundred percent compared with the corresponding month in 2016. With the exception of Poland which prevailed a decrease in December, the remaining countries showed an increase compared with previous month. Other performances are shown in Table 8.

The total of **520,738** bed-spaces was available in December 2017. Out of these bed-spaces, estimates of 410,442 hotel-beds were sold during that month representing a bed occupancy rate of **78.8** percent (Table 10).

Table1: International Visitors by Nationality, December 2017

Nationality	December 2016			November 2017			December 2017			% Change, November 2017 to December 2017	% Change, December 2017 to December 2016
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
EUROPE											
Scandinavian	2,690	6.1	5	2,317	6	4.0	3,446	6.7	3	48.7	28.1
British	3,330	7.6	3	2,515	7	3.0	2,596	5.1	6	3.2	-22.0
German	2,882	6.6	4	3,796	10	2.0	2,802	5.5	5	-26.2	-2.8
Italian	6,512	14.8	1	4,342	12	1.0	6,430	12.6	1	48.1	-1.3
French	1,926	4.4	9	2,163	6	5.0	2,185	4.3	8	1.0	13.4
Dutch	1,433	3.3	11	1,376	4	11.0	1,145	2.2	12	-16.8	-20.1
Belgium	846	1.9	12	423	1	18.0	588	1.2	19	39.0	-30.5
Russian	585	1.3	17	1,488	4	10.0	1,630	3.2	9	9.5	178.6
Turkish	228	0.5	21	171	1	21.0	246	0.5	22	43.9	7.9
Polish	1,926	4.4	9	1,496	4	9.0	1,439	2.8	11	-3.8	-25.3
Ukrainian	805	1.8	13	334	1	20.0	576	1.1	20	72.5	-28.4
Czech Republic	669	1.5	16	863	2	13.0	756	1.5	14	-12.4	13.0
Spanish	490	1.1	18	729	2	15.0	708	1.4	15	-2.9	44.5
Other European	1,186	2.7		3,481	10		3,898	7.6		12.0	228.7
Subtotal	25,508	58.2		25,494	70		28,445	55.7		11.6	11.5
ASIA											
Japanese	225	0.5	22	110	0	22.0	292	0.6	21	165.5	29.8
Chinese	468	1.1	19	452	1	16.0	681	1.3	17	50.7	45.5
Indian	753	1.7	14	451	1	17.0	685	1.3	16	51.9	-9.0
Israeli	2,252	5.1	7	1,561	4	8.0	1,628	3.2	10	4.3	-27.7
Other Asian	2,831	6.5		932	3		1,834	3.6		2.5	-66.3
Subtotal	6,529	14.9		3,506	10		5,120	10.0		46.0	-21.6
AFRICA											
Kenyan	2,292	5.2	6	899	3	12.0	2,545	5.0	7	183.1	11.0
South African	3,805	8.7	2	1,760	5	7.0	3,714	7.3	2	111.0	-2.4
Other African	2,120	4.8		1,065	3		2,856	5.6		168.2	34.7
Subtotal	8,217	18.7		3,724	10		9,115	17.8		144.8	10.9
AMERICA											
American	2,112	4.8	8	1,894	5	6.0	3,000	5.9	4	58.4	42.0
Canadian	694	1.6	15	795	2	14.0	624	1.2	18	-21.5	-10.1
Other American	237	0.5		372	1		955	1.9		393.0	673.8
Subtotal	3,043	6.9		3,061	8		4,579	9.0		49.6	50.5
OCEANIA											
Australian	448	1.0	20	407	1	19.0	936	1.8	13	130.0	108.9
New Zealand	75	0.2	23	100	0	23.0	90	0.2	23	-10.0	20.0
Subtotal	523	1.2		507	1		1,026	2.0		102.4	96.2
Not stated	43	0.1		71	0		2,827	5.5		3,881.7	6,474.4
TOTAL	43,863	100.0		36,363	100		51,112	100.0		40.6	16.5

Table 2: International Visitors by Nationality Through Entry Points, December 2017

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	1,418	1,237	2,655	3	788	791
British	1,141	611	1,752	478	366	844
German	1,478	755	2,233	4	565	569
Italian	5,568	395	5,963	0	467	467
French	1,133	731	1,864	2	319	321
Dutch	498	426	924	6	215	221
Belgium	356	150	506	0	82	82
Russian	1,393	146	1,539	0	91	91
Turkish	120	51	171	0	75	75
Polish	1,262	104	1,366	5	68	73
Ukrainian	506	33	539	0	37	37
Czech Republic	652	41	693	0	63	63
Spanish	253	313	566	0	142	142
Other Europeans	2,353	1,170	3,523	8	367	375
Subtotal	18,131	6,163	24,294	506	3,645	4,151
ASIA						
Japanese	117	80	197	1	94	95
Chinese	160	196	356	0	325	325
Indian	258	126	384	0	301	301
Israeli	1,365	243	1,608	0	20	20
Other Asians	1,064	354	1,418	0	416	416
Subtotal	2,964	999	3,963	1	1,156	1,157
AFRICA						
Kenyan	1,343	189	1,532	0	1,013	1,013
South African	2,687	586	3,273	8	433	441
Other Africans	1,123	460	1,583	0	1,273	1,273
Subtotal	5,153	1,235	6,388	8	2,719	2,727
AMERICA						
American	1,246	1,155	2,401	0	599	599
Canadian	195	230	425	1	198	199
Other Americans	492	373	865	0	90	90
Subtotal	1,933	1,758	4,244	1	887	888
OCEANIA						
Australian	430	304	734	0	202	202
New Zealand	18	38	56	0	34	34
Subtotal	448	342	790	0	236	236
Not stated	1,736	1,082	2,818	1	8	9
TOTAL	30,365	11,579	41,944	517	8,651	9,168

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 3: International Visitors by Nationality Through Entry Points, January-December 2017

Nationality	January-December 2016			January-December 2017					% Change, Jan-December 2016 to Jan- December 2017
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	20,608	5.5	6	17,844	5,204	23,048	5.3	8	11.8
British	31,582	8.4	3	28,314	6,611	34,925	8.1	3	10.6
German	39,915	10.6	2	36,635	5,669	42,304	9.8	2	6.0
Italian	46,804	12.4	1	49,684	2,294	51,978	12.0	1	11.1
French	18,617	4.9	8	20,543	3,214	23,757	5.5	7	27.6
Dutch	13,466	3.6	9	12,113	2,584	14,697	3.4	9	9.1
Belgium	6,155	1.6	17	5,577	1137	6,714	1.5	16	9.1
Russian	4,091	1.1	20	6,889	763	7,652	1.8	14	87.0
Turkish	2,158	0.6	21	2,023	668	2,691	0.6	21	24.7
Polish	7,360	2.0	13	10,975	1056	12,031	2.8	11	63.5
Ukrainian	6,265	1.7	16	4,889	318	5,207	1.2	20	-16.9
Czech Republic	4,546	1.2	18	5,599	526	6,125	1.4	18	34.7
Spanish	8,642	2.3	12	9,640	1,268	10,908	2.5	12	26.2
Other European	22,948	6.1		29,081	4,284	33,365	7.7		45.4
Subtotal	233,157	62.0		239,806	35,596	275,402	63.5		18.1
ASIA									
Japanese	1,600	0.4	22	1139	637	1,776	0.4	22	11.0
Chinese	6,359	1.7	15	4,489	2,920	7,409	1.7	15	16.5
Indian	12,006	3.2	10	3,482	3,013	6,495	1.5	17	-45.9
Israeli	20,585	5.5	7	26,827	330	27,157	6.3	4	31.9
Other Asian	17,558	4.7		11,570	4,175	15,745	3.6		-10.3
Subtotal	58,108	15.4		47,507	11,075	58,582	13.5		0.8
AFRICA									
Kenyan	11,092	2.9	11	8,084	3,964	12,048	2.8	10	8.6
South African	22,976	6.1	4	22,188	2,244	24,432	5.6	6	6.3
Other African	11,948	3.2		8,773	6,204	14,977	3.5		25.4
Subtotal	46,016	12.2		39,045	12,412	51,457	11.9		11.8
AMERICA									
American	20,923	5.6	5	18,125	6,469	24,594	5.7	5	17.5
Canadian	6,568	1.7	14	5,494	2,361	7,855	1.8	13	19.6
Other American	2,913	0.8		3,804	1212	5,016	1.2		72.2
Subtotal	30,404	8.1		27,976	10,042	38,018	8.8		25.0
OCEANIA									
Australian	4,360	1.2	19	3,776	2,070	5,846	1.3	19	34.1
New Zealand	999	0.3	23	784	444	1,228	0.3	23	22.9
Subtotal	5,359	1.4		4,560	2,514	7,074	1.6		32.0
Not stated	3,198	0.8		3304	190	3,494	0.8		9.3
TOTAL	376,242	100.0		361,645	71,829	433,474	100.0		15.2

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Returning Residences	Prospective Resident	Seeking Employment	Temporary Employment	Visiting Friends and Relatives	Holidays	Business and Conference	In Transit	Others	Total
EUROPE										
Scandinavian	2	0	1	0	9	3,404	1	0	29	3,446
British	1	1	1	1	27	2,554	1	0	10	2,596
German	1	2	2	1	22	2,755	0	1	18	2,802
Italian	3	3	0	4	47	6,284	11	15	63	6,430
French	0	1	0	0	10	2,157	0	0	17	2,185
Dutch	0	1	0	0	6	1,119	2	1	16	1,145
Belgium	0	1	0	0	4	574	0	0	9	588
Russian	4	1	2	0	39	1,574	0	0	10	1,630
Turkish	0	0	0	0	1	243	0	0	2	246
Polish	2	1	0	0	5	1,404	1	0	26	1,439
Ukrainian	2	2	2	0	6	550	0	4	10	576
Czech Republic	0	3	0	0	8	738	0	0	7	756
Spanish	0	0	2	5	4	688	3	0	6	708
Other Europeans	5	11	1	1	21	3,794	3	3	59	3,898
Subtotal	20	27	11	12	209	27838	22	24	282	28,445
ASIA										
Japanese	0	0	0	0	1	290	0	0	1	292
Chinese	0	1	1	0	2	675	0	0	2	681
Indian	0	0	0	0	3	672	3	1	6	685
Israeli	1	0	0	0	19	1,585	3	0	20	1,628
Other Asians	1	6	7	0	13	1,769	0	1	37	1,834
Subtotal	2	7	8	0	38	4991	6	2	66	5,120
AFRICA										
Kenyan	2	2	1	0	22	2,495	2	0	21	2,545
South African	1	2	2	1	26	3,657	2	0	23	3,714
Other Africans	1	4	0	1	20	2,791	6	0	33	2,856
Subtotal	4	8	3	2	68	8943	10	0	77	9,115
AMERICA										
American	1	3	1	0	7	2,966	2	0	20	3,000
Canadian	0	0	0	0	8	614	0	0	2	624
Other Americans	1	1	1	0	0	930	1	2	19	955
Subtotal	2	4	2	0	15	4510	3	2	41	4,579
OCEANIA										
Australian	0	1	0	0	5	913	0	1	16	936
New Zealand	0	0	0	0	0	90	0	0	0	90
Subtotal	0	1	0	0	5	1003	0	1	16	1026
Not stated	5	17	0	0	3	2,675	3	2	122	2,827
TOTAL	33	64	24	14	338	49960	44	31	604	51,112
TOTAL PERCENT	0.1	0.1	0.0	0.0	0.7	97.7	0.1	0.1	1.2	100.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	1,583	1,863	3,446
British	1,226	1,370	2,596
German	1,317	1,485	2,802
Italian	3,007	3,423	6,430
French	993	1,192	2,185
Dutch	529	616	1,145
Belgium	257	331	588
Russian	834	796	1,630
Turkish	143	103	246
Polish	584	855	1,439
Ukrainian	262	314	576
Czech Republic	356	400	756
Spanish	348	360	708
Other European Country	1,977	1,921	3,898
Subtotal	13,416	15,029	28,445
ASIA			
Japanese	139	153	292
Chinese	428	253	681
Indian	412	273	685
Israeli	845	783	1,628
Other Asian	1,244	590	1,834
Subtotal	3,068	2,052	5,120
AFRICA			
Kenyan	1,215	1,330	2,545
South African	1,582	2,132	3,714
Other African	1,585	1,271	2,856
Subtotal	4,382	4,733	9,115
AMERICA			
American	1,248	1,752	3,000
Canadian	277	347	624
Other American	662	293	955
Subtotal	2,187	2,392	4,579
OCEANIA			
Australian	615	321	936
New Zealand	39	51	90
Subtotal	654	372	1,026
Not stated	2,382	445	2,827
TOTAL NOVEMBER, 2017	26,089	25,023	51,112
TOTAL NOVEMBER, 2017	17,004	19,359	36,363
TOTAL %NOVEMBER	51.0	49.0	100.0
% CHANGE, NOVEMBER TO			
DECEMBER 2017	53.4	29.3	40.6

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	448	2,853	145	3,446
British	192	1,913	491	2,596
German	97	2,560	145	2,802
Italian	605	5,538	287	6,430
French	248	1,818	119	2,185
Dutch	101	980	64	1,145
Belgium	72	491	25	588
Russian	99	1,508	23	1,630
Turkish	9	232	5	246
Polish	125	1,267	47	1,439
Ukrainian	27	543	6	576
Czech Republic	53	678	25	756
Spanish	26	668	14	708
Other European	327	3,422	149	3,898
Subtotal	2,429	24,471	1,545	28,445
ASIA				
Japanese	14	270	8	292
Chinese	37	637	7	681
Indian	65	595	25	685
Israeli	132	1,381	115	1,628
Other Asian	131	1,625	78	1,834
Subtotal	379	4,508	233	0
AFRICA				
Kenyan	423	2074	48	2,545
South African	371	3,245	98	3,714
Other African	428	2,367	61	2,856
Subtotal	1,222	7,686	207	9,115
AMERICA				
American	262	2,587	151	3,000
Canadian	53	535	36	624
Other American	97	829	29	955
Subtotal	412	3,951	216	0
OCEANIA				
Australian	89	821	26	936
New Zealand	9	75	6	90
Subtotal	98	896	32	1026
Not stated	224	2549	54	2,827
TOTAL	4,764	44,061	2,287	51,112
TOTAL PERCENT	9.3	86.2	4.5	100.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	260	193	453	0.9	260	193	453
2	605	442	1,047	2.0	1,210	884	2,094
3	813	808	1,621	3.2	2,439	2,424	4,863
4	953	1,109	2,062	4.0	3,812	4,436	8,248
5	1,317	1,593	2,910	5.7	6,585	7,965	14,550
6	1,340	2,371	3,711	7.3	8,040	14,226	22,266
7	12,493	9,099	21,592	42.2	87,451	63,693	151,144
8	2,392	2,882	5,274	10.3	19,136	23,056	42,192
9	799	965	1,764	3.5	7,191	8,685	15,876
10	1,228	1,469	2,697	5.3	12,280	14,690	26,970
11	510	518	1,028	2.0	5,610	5,698	11,308
12	867	823	1,690	3.3	10,404	9,876	20,280
13	279	339	618	1.2	3,627	4,407	8,034
14	753	825	1,578	3.1	10,542	11,550	22,092
15	411	477	888	1.7	6,165	7,155	13,320
16	145	183	328	0.6	2,320	2,928	5,248
17	88	86	174	0.3	1,496	1,462	2,958
18	58	68	126	0.2	1,044	1,224	2,268
19	29	34	63	0.1	551	646	1,197
20	133	142	275	0.5	2,660	2,840	5,500
21	123	150	273	0.5	2,583	3,150	5,733
22	27	25	52	0.1	594	550	1,144
23	19	28	47	0.1	437	644	1,081
24	17	26	43	0.1	408	624	1,032
25	30	27	57	0.1	750	675	1,425
26	9	3	12	0.0	234	78	312
27	8	15	23	0.0	216	405	621
28	9	19	28	0.1	252	532	784
29	5	3	8	0.0	145	87	232
30	152	133	285	0.6	4,560	3,990	8,550
31+	217	168	385	0.8	6,727	5,208	11,935
Total	26,089	25,023	51,112	100	209,729	203,981	413,710
Average intended Length of Stay¹					8.0	8.2	8.1

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 2017

Nationality	December 2016	November 2017	December 2017	% Change, December 2016 to December 2017	% Change, November 2017 to December 2017
Russian	585	1,488	1,630	178.6	9.5
Polish	1,926	1,496	1,439	-25.3	-3.8
Ukrainian	805	334	576	-28.4	72.5
Chinese	468	452	681	45.5	50.7
Indian	753	451	685	-9.0	51.9
Israeli	2,252	1,561	1,628	-27.7	4.3
Total	4,287	6,689	5782	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, December 2017

Category	Airport	Seaport	Total
International flight/ Cruise Ship	30,365	517	30,882
Domestic flights/ Sea ferries	11,579	8,651	20,230
Total	41,944	9,168	51,112

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	449	0.9	449
2	1043	2.1	2,086
3	1615	3.2	4,845
4	2054	4.0	8,216
5	2893	5.7	14,465
6	3696	7.3	22,176
7	21474	42.3	150,318
8	5235	10.3	41,880
9	1752	3.5	15,768
10	2671	5.3	26,710
11	1021	2.0	11,231
12	1664	3.3	19,968
13	614	1.2	7,982
14	1563	3.1	21,882
15	883	1.7	13,245
16	324	0.6	5,184
17	171	0.3	2,907
18	124	0.2	2,232
19	61	0.1	1,159
20	274	0.5	5,480
21	269	0.5	5,649
22	52	0.1	1,144
23	46	0.1	1,058
24	43	0.1	1,032
25	56	0.1	1,400
26	12	0.0	312
27	23	0.0	621
28	27	0.1	756
29	8	0.0	232
30	281	0.6	8,430
31+	375	0.7	11,625
Total	50,773	100	410,442
Number of beds available in November			520,738
Bed Occupancy Rate			78.8

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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