

TOURISM STATISTICAL RELEASE

APRIL - 2019

No.28



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TOURISM STATISTICAL RELEASE FOR APRIL 2019

Tourist Arrivals in Zanzibar decreased by 4.2 percent to **20,242** in April compared with corresponding month in 2018 and decreased by 40.3 percent compared to previous month. Tourists from Europe continue to dominate the Zanzibar market by accounting 50.2 percent of the total visitors in April 2019 and increased by 4.2 percent compared with corresponding month in 2018. In country wise, America dominated the Tourism market by accounting 8.3 percent of all visitors entered in April, followed by German (7.9 percent) and French (7.1 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 **16,527** visitors entered through Airport, among them **12,284** visitors came by international flights and **42,43** by domestic flights and remaining **3,715** visitors through Seaport, of which 6 came by Cruise Ship and 3,709 by Sea Ferries.

Information on the purpose of visit (**Table 4**) shows that April 2019, about **19,755** visitors equivalent to **97.6** percent of visitors came for holidays.

Table 5 shows that among the visitors there were **9,767** males (**48.3** percent) and **10,475** females (**51.7** percent) in April 2019. Males and Females decreased by 35.4 percent and 44.2 percent respectively compared with the preceding month.

The overall results presented in **Table 6** show that **1,593** (7.9 percent) visitors were aged less than 15 years; **17,580** (**86.8** percent) were aged 15 to 64 years and **1,069** (5.3 percent) were aged 65 years and older.

Table 7 shows that 23.7 percent of all visitors in April 2019 stayed in the country for Six days. 1.8 percent of visitors stayed in the country for at least a month. The overall average intended length of stay for visitors in April 2019 was about Seven (6.9) nights.

The visitors from emerging market show that Polish increased by more than hundred percent (140.6 percent) in April 2019 compared with corresponding month in 2018 and decreased by 66.9 percent compared with previous month. Other performances are shown in (**Table 8**).

The total of **503,610** bed-spaces was available in April 2019. Out of these bed-spaces, estimates of 139,182 hotel-beds were sold during that month representing a bed occupancy rate of **27.6** percent (**Table 10**).

Generally, Zanzibar has received **150,231** visitors from January-April 2019 which is a decrease of **6.2** percent compared with the corresponding months (January – April) 2018. Most of visitors were from Europe (**65.6** percent). In country wise, Italy (14.3 percent) is a leading market for the first four months in Zanzibar tourism market. About **132,127** visitors entered through airport which is equivalent to **87.9** percent while the remaining **18,104** visitors entered through seaport that accounting **12.1** percent.

Table1: International Visitors by Nationality, April 2019

Nationality	April 2018			March 2019			April 2019			% Change, March 2019 to April 2019	% Change, April 2018 to April 2019
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
EUROPE											
Scandinavian	667	3.2	9	1,587	4.7	5	984	4.9	7	-38.0	47.5
British	1,189	5.6	4	1,241	3.7	8	1,206	6.0	5	-2.8	1.4
German	1,461	6.9	2	2,506	7.4	3	1,602	7.9	2	-36.1	9.7
Italian	434	2.1	12	5,185	15.3	1	395	2.0	14	-92.4	-9.0
French	958	4.5	6	2,356	7.0	4	1,432	7.1	3	-39.2	49.5
Dutch	599	2.8	10	1,107	3.3	10	551	2.7	9	-50.2	-8.0
Belgium	357	1.7	15	1,117	3.3	9	800	4.0	8	-28.4	124.1
Russian	1,127	5.3	5	530	1.6	14	212	1.0	18	-60.0	-81.2
Turkish	148	0.7	21	165	0.5	20	124	0.6	22	-24.8	-16.2
Polish	180	0.9	19	1309	3.9	7	433	2.1	13	-66.9	140.6
Ukrainian	271	1.3	16	352	1.0	16	170	0.8	20	-51.7	-37.3
Czech Republic	176	0.8	20	1072	3.2	11	176	0.9	19	-83.6	0.0
Spanish	257	1.2	18	293	0.9	17	466	2.3	11	59.0	81.3
Other European	1,918	9.1		2,795	8.2		1,604	7.9		-42.6	-16.4
Subtotal	9,742	46.1		21,615	63.8		10,155	50.2		-53.0	4.2
ASIA	0										
Japanese	74	0.4	22	98	0.3	23	133	0.7	21	35.7	79.7
Chinese	414	2	13	224	0.7	18	475	2.3	10	112.1	14.7
Indian	375	1.8	14	219	0.6	19	441	2.2	12	101.4	17.6
Israeli	888	4.2	7	133	0.4	21	280	1.4	17	110.5	-68.5
Other Asian	1,558	7.4		1,484	4.4		1,226	6.1		-17.4	-21.3
Subtotal	3,309	15.7		2,158	6.4		2,555	12.6		18.4	-22.8
AFRICA	0	0									
Kenyan	814	3.9	8	561	1.7	13	1,099	5.4	6	95.9	35.0
South African	1,937	9.2	1	1,337	3.9	6	1,375	6.8	4	2.8	-29.0
Other African	1,378	6.5		1,555	4.6		1,602	7.9		3.0	16.3
Subtotal	4,129	19.5		3,453	10.2		4,076	20.1		18.0	-1.3
AMERICA	0	0									
American	1,307	6.2	3	3,153	9.3	2	1,680	8.3	1	-46.7	28.5
Canadian	267	1.3	17	618	1.8	12	303	1.5	16	-51.0	13.5
Other American	831	3.9		1,722	5.1		805	4.0		-53.3	-3.1
Subtotal	2,405	11.4		5,493	16.2		2,788	13.8		-49.2	15.9
OCEANIA	0	0									
Australian	572	2.7	11	460	1.4	15	331	1.6	15	-28.0	-42.1
New Zealand	23	0.1	23	100	0.3	22	38	0.2	23	-62.0	65.2
Subtotal	595	2.8		560	1.7		369	1.8		-34.1	-38.0
Not stated	959	4.5		604	1.8		299	1.5			
TOTAL	21,139	100		33,883	100		20,242	100.0		-40.3	-4.2

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	516	246	762	1	221	222
British	690	222	912	0	294	294
German	1,064	323	1,387	0	215	215
Italian	301	45	346	1	48	49
French	970	339	1,309	0	123	123
Dutch	233	229	462	0	89	89
Belgium	412	327	739	0	61	61
Russian	176	12	188	0	24	24
Turkish	81	15	96	0	28	28
Polish	367	59	426	0	7	7
Ukrainian	160	7	167	0	3	3
Czech Republic	152	19	171	0	5	5
Spanish	251	184	435	0	31	31
Other Europeans	1,119	337	1,456	1	147	148
Subtotal	6,492	2,364	8,856	3	1,296	1,299
ASIA						
Japanese	49	50	99	0	34	34
Chinese	109	166	275	1	199	200
Indian	210	50	260	0	181	181
Israeli	75	196	271	0	9	9
Other Asians	908	165	1,073	0	153	153
Subtotal	1,351	627	1,978	1	576	577
AFRICA						
Kenyan	689	49	738	0	361	361
South African	1,168	73	1,241	0	134	134
Other Africans	685	255	940	1	661	662
Subtotal	2,542	377	2,919	1	1,156	1,157
AMERICA						
American	798	478	1,276	1	403	404
Canadian	108	84	192	0	111	111
Other Americans	555	200	755	0	50	50
Subtotal	1,461	762	2,223	1	564	565
OCEANIA						
Australian	198	51	249	0	82	82
New Zealand	14	16	30	0	8	8
Subtotal	212	67	279	0	90	90
Not stated	226	46	272	0	27	27
TOTAL	12,284	4,243	16,527	6	3,709	3,715

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	January- April 2018			January- April 2019					% Change, Jan-April 2018 to Jan-April 2019
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	9,542	6	4	7,422	1,077	8,499	5.7	5	-10.9
British	6,911	4.3	6	5,212	851	6,063	4.0	7	-12.3
German	11,075	6.9	3	9,317	806	10,123	6.7	4	-8.6
Italian	20,071	12.5	1	21,170	256	21,426	14.3	1	6.8
French	8,768	5.5	5	10,702	521	11,223	7.5	3	28.0
Dutch	4,478	2.8	12	4,005	306	4,311	2.9	9	-3.7
Belgium	2,245	1.4	16	3,791	343	4,134	2.8	10	84.1
Russian	6,575	4.1	7	3,216	294	3,510	2.3	12	-46.6
Turkish	993	0.6	21	771	121	892	0.6	21	-10.2
Polish	6,407	4	8	7,347	73	7,420	4.9	6	15.8
Ukrainian	1,955	1.2	18	1,761	58	1,819	1.2	17	-7.0
Czech Republic	3,820	2.4	13	3,589	99	3,688	2.5	11	-3.5
Spanish	1,429	0.9	20	1,405	115	1,520	1.0	19	6.4
Other European	14,037	8.8		11,978	1,889	13,867	9.2		-1.2
Subtotal	98,306	61.4		91,686	6,809	98,495	65.6		0.2
ASIA									
Japanese	538	0.3	22	312	131	443	0.3	23	-17.7
Chinese	1,989	1.2	17	1,299	433	1,732	1.2	18	-12.9
Indian	1,535	1	19	738	378	1,116	0.7	20	-27.3
Israeli	5,701	3.6	10	2,099	51	2,150	1.4	15	-62.3
Other Asian	6,582	4.1		4,699	1,073	5,772	3.8		-12.3
Subtotal	16,345	10.2		9,147	2,066	11,213	7.5		-31.4
AFRICA									
Kenyan	2,974	1.9	14	1,939	805	2,744	1.8	13	-7.7
South African	5,847	3.7	9	4,517	258	4,775	3.2	8	-18.3
Other African	5,229	3.3		3,846	2,455	6,301	4.2		20.5
Subtotal	14,050	8.8		10,302	3,518	13,820	9.2		-1.6
AMERICA									
American	11,505	7.2	2	8,712	3,246	11,958	8.0	2	3.9
Canadian	2,498	1.6	15	1,810	405	2,215	1.5	14	-11.3
Other American	3,808	2.4		4,494	1,187	5,681	3.8		49.2
Subtotal	17,811	11.1		15,016	4,838	19,854	13.2		11.5
OCEANIA									
Australian	5,308	3.3	11	1,546	517	2,063	1.4	16	-61.1
New Zealand	179	0.1	23	436	34	470	0.3	22	162.6
Subtotal	5,487	3.4		1,982	551	2,533	1.7		-53.8
Not stated	8,084	5		3,994	322	4,316	2.9		
TOTAL	160,083	100		132,127	18,104	150,231	100		-6.2

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 4: International Visitors by Nationality and Purpose of Visit, April 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	2	980	0	0	2	984
British	0	1	0	0	5	1,178	2	0	20	1,206
German	0	0	0	0	1	1,599	0	0	2	1,602
Italian	0	0	0	0	1	392	1	0	1	395
French	0	1	0	0	1	1,424	0	1	5	1,432
Dutch	0	0	0	0	0	549	1	0	1	551
Belgium	1	0	0	0	0	744	0	0	55	800
Russian	0	0	0	0	1	211	0	0	0	212
Turkish	0	0	0	0	2	122	0	0	0	124
Polish	0	0	0	0	0	433	0	0	0	433
Ukrainian	0	0	0	0	0	170	0	0	0	170
Czech Republic	0	0	0	0	0	175	1	0	0	176
Spanish	0	0	1	0	0	462	3	0	0	466
Other Europeans	0	0	2	0	3	1,550	1	1	47	1,604
Subtotal	1	2	3	0	16	9,989	9	2	133	10,155
ASIA										
Japanese	0	0	0	0	0	133	0	0	0	133
Chinese	0	0	0	0	1	473	0	0	1	475
Indian	0	0	0	1	0	435	0	0	5	441
Israeli	0	0	0	0	1	276	0	0	3	280
Other Asians	0	0	0	0	9	1,186	0	0	31	1,226
Subtotal	0	0	0	1	11	2,503	0	0	40	2,555
AFRICA										
Kenyan	0	0	0	1	10	1,083	3	0	2	1,099
South African	0	0	0	0	0	1,373	0	0	2	1,375
Other Africans	0	0	1	0	0	1,558	1	0	42	1,602
Subtotal	0	0	1	1	10	4,014	4	0	46	4,076
AMERICA										
American	0	0	0	0	3	1,620	1	0	56	1,680
Canadian	0	0	0	0	2	300	1	0	0	303
Other Americans	0	0	0	0	0	721	0	0	84	805
Subtotal	0	0	0	0	5	2,641	2	0	140	2,788
OCEANIA										
Australian	0	0	0	0	0	320	0	0	11	331
New Zealand	0	0	0	0	0	38	0	0	0	38
Subtotal	0	0	0	0	0	358	0	0	11	369
Not stated	0	0	0	0	0	250	0	0	49	299
TOTAL	1	2	4	2	42	19,755	15	2	419	20,242
TOTAL PERCENT	0.0	0.0	0.0	0.0	0.2	97.6	0.1	0.0	2.1	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	425	559	984
British	561	645	1,206
German	730	872	1,602
Italian	178	217	395
French	612	820	1,432
Dutch	243	308	551
Belgium	476	324	800
Russian	87	125	212
Turkish	74	50	124
Polish	136	297	433
Ukrainian	62	108	170
Czech Republic	78	98	176
Spanish	214	252	466
Other European Country	781	823	1,604
Subtotal	4,657	5,498	10,155
ASIA			
Japanese	77	56	133
Chinese	286	189	475
Indian	257	184	441
Israeli	122	158	280
Other Asian	787	439	1,226
Subtotal	1,529	1,026	2,555
AFRICA			
Kenyan	539	560	1,099
South African	553	822	1,375
Other African	860	742	1,602
Subtotal	1,952	2,124	4,076
AMERICA			
American	548	1,132	1,680
Canadian	126	177	303
Other American	546	259	805
Subtotal	1,220	1,568	2,788
OCEANIA			
Australian	170	161	331
New Zealand	18	20	38
Subtotal	188	181	369
Not stated	221	78	299
TOTAL APRIL, 2019	9,767	10,475	20,242
TOTAL MARCH, 2019	15,108	18,775	33,883
TOTAL PERCENT	48.3	51.7	100
% CHANGE, MARCH 2019 TO APRIL 2019	-35.4	-44.2	-40.3

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	86	846	52	984
British	110	1,004	92	1,206
German	107	1,380	115	1,602
Italian	31	350	14	395
French	132	1,226	74	1,432
Dutch	75	450	26	551
Belgium	97	663	40	800
Russian	9	197	6	212
Turkish	3	118	3	124
Polish	27	382	24	433
Ukrainian	5	161	4	170
Czech Republic	13	154	9	176
Spanish	27	424	15	466
Other European	123	1,400	81	1,604
Subtotal	845	8,755	555	10,155
ASIA				
Japanese	2	129	2	133
Chinese	9	461	5	475
Indian	51	377	13	441
Israeli	56	205	19	280
Other Asian	58	1,087	81	1,226
Subtotal	176	2,259	120	2,555
AFRICA				
Kenyan	129	929	41	1,099
South African	80	1,241	54	1,375
Other African	119	1,433	50	1,602
Subtotal	328	3,603	145	4,076
AMERICA				
American	123	1,441	116	1,680
Canadian	18	247	38	303
Other American	65	697	43	805
Subtotal	206	2,385	197	2,788
OCEANIA				
Australian	24	263	44	331
New Zealand	0	37	1	38
Subtotal	24	300	45	369
Not stated	14	278	7	299
TOTAL	1,593	17,580	1,069	20,242
TOTAL PERCENT	7.9	86.8	5.3	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	337	240	577	2.9	337	240	577
2	456	352	808	4.0	912	704	1,616
3	772	741	1,513	7.5	2,316	2,223	4,539
4	1,160	1,084	2,244	11.1	4,640	4,336	8,976
5	1,026	1,058	2,084	10.3	5,130	5,290	10,420
6	1,799	3,031	4,830	23.9	10,794	18,186	28,980
7	1,693	1,605	3,298	16.3	11,851	11,235	23,086
8	581	566	1,147	5.7	4,648	4,528	9,176
9	303	301	604	3.0	2,727	2,709	5,436
10	502	496	998	4.9	5,020	4,960	9,980
11	137	135	272	1.3	1,507	1,485	2,992
12	179	190	369	1.8	2,148	2,280	4,428
13	76	61	137	0.7	988	793	1,781
14	261	240	501	2.5	3,654	3,360	7,014
15	105	85	190	0.9	1,575	1,275	2,850
16	20	24	44	0.2	320	384	704
17	16	18	34	0.2	272	306	578
18	18	11	29	0.1	324	198	522
19	9	7	16	0.1	171	133	304
20	26	22	48	0.2	520	440	960
21	41	38	79	0.4	861	798	1,659
22	2	7	9	0.0	44	154	198
23	2	3	5	0.0	46	69	115
24	-	1	1	0.0	-	24	24
25	7	5	12	0.1	175	125	300
26	3	3	6	0.0	78	78	156
27	1	2	3	0.0	27	54	81
28	5	8	13	0.1	140	224	364
29	2	-	2	0.0	58	-	58
30	85	46	131	0.6	2,550	1,380	3,930
31+	142	96	238	1.2	4,402	2,976	7,378
Total	9,766	10,476	20,242	100.0	68,235	70,947	139,182
Average intended Length of Stay¹					7.0	6.8	6.9

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, April 2019

Nationality	April 2018	March 2019	April 2019	% Change, April 2018 to April 2019	% Change March 2019 to April 2019
Russian	1127	530	212	-81.2	-60.0
Polish	180	1,309	433	140.6	-66.9
Ukrainian	271	352	170	-37.3	-51.7
Chinese	414	224	475	14.7	112.1
Indian	375	219	441	17.6	101.4
Israeli	888	133	280	-68.5	110.5
Total	3,255	2,767	2,011	-38.2	-27.3

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Category	Airport	Seaport	Total
International flight/ Cruise Ship	12,284	6	12,290
Domestic flights/ Sea ferries	4,243	3,709	7,952
Total	16,527	3,715	20,242

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	577	2.9	577
2	808	4.0	1,616
3	1,513	7.5	4,539
4	2,244	11.1	8,976
5	2,084	10.3	10,420
6	4,830	23.9	28,980
7	3,298	16.3	23,086
8	1,147	5.7	9,176
9	604	3.0	5,436
10	998	4.9	9,980
11	272	1.3	2,992
12	369	1.8	4,428
13	137	0.7	1,781
14	501	2.5	7,014
15	190	0.9	2,850
16	44	0.2	704
17	34	0.2	578
18	29	0.1	522
19	16	0.1	304
20	48	0.2	960
21	79	0.4	1,659
22	9	0.0	198
23	5	0.0	115
24	1	0.0	24
25	12	0.1	300
26	6	0.0	156
27	3	0.0	81
28	13	0.1	364
29	2	0.0	58
30	131	0.6	3,930
31+	238	1.2	7,378
Total	20,242	100.0	139,182
Number of beds available in April			503,610
Bed Occupancy Rate			27.6

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	
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	150,231

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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