

TOURISM STATISTICAL RELEASE

SEPTEMBER - 2019

No.33



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TOURISM STATISTICAL RELEASE FOR SEPTEMBER 2019

Tourist Arrivals in Zanzibar decreased by **27.0** percent to **49,732** in September from **68,163** in August 2019 and decreased by **5.4** percent compared with corresponding month in 2018. Tourists from Europe continue to dominate the Zanzibar market by accounting **62.0** percent of the total visitors in September 2019 and decreased by **4.0** percent compared with corresponding month in 2018. In country wise, Germany dominated the Tourism market by accounting **10.9** percent of all visitors entered in September 2019, followed by Italy (9.4 percent) and America (7.7 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 **44,214** visitors entered through Airport, among them **29,292** visitors came by international flights and **14,922** by domestic flights and remaining **5,518** visitors through Seaport, of which **64** came by Cruise Ship and **5,454** by Sea Ferries.

Generally, Zanzibar has received **376,732** visitors from January-September 2019 which is a decrease of **0.5** percent compared with the corresponding months (January – September) 2018. Most of visitors were from Europe (**62.2** percent). In country wise, Italy (11.3 percent) is a leading market for the first nine months in Zanzibar tourism market. About **329,627** visitors entered through airport while the remaining **47,205** visitors entered through seaport (**Table 3**).

Information on the purpose of visit (**Table 4**) shows that August 2019, about **49,071** visitors equivalent to **98.7** percent of visitors came for holidays and less than one percent (**0.5** percent) visitors came for visiting friends and relatives.

Table 5 shows that among the visitors there were **23,102** males (**46.5** percent) and **26,630** females (**53.5** percent) in September 2019. Males and Females decreased by **27.0** percent and **27.1** 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 **1,105** (2.2 percent) visitors were aged less than 15 years; **45,950** (**92.4** percent) were aged 15 to 64 years and **2,677** (5.4 percent) were aged 65 years and older.

Table 7 shows that **29.0** percent of all visitors in September 2019 stayed in the country for Six days. About one percent (1.2 percent) of visitors stayed in the country for at least a month. The overall average intended length of stay for visitors in September 2019 was about Seven (7.2) nights.

The visitors from emerging markets decreased by **25.9** percent in September 2019 compared with corresponding month in 2018 and decreased by 6.4 percent compared with previous month. Other performances are shown in **Table 8**.

The total of **503,610** bed-spaces was available in September 2019. Out of these bed-spaces, estimates of **357,738** hotel-beds were sold during that month representing a bed occupancy rate of **71.0** percent (**Table 10**).

Table1: International Visitors by Nationality, September 2019

Nationality	September 2018			August 2019			September 2019			% Change, August 2019 to September 2019	% Change, September 2018 to September 2019
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
EUROPE											
Scandinavian	1,263	2.4	11	1,116	1.6	13	1,113	2.2	11	-0.3	-11.9
British	3,807	7.2	4	4,643	6.8	5	3,444	6.9	5	-25.8	-9.5
German	6,373	12.1	1	5,116	7.5	3	5,443	10.9	1	6.4	-14.6
Italian	6,068	11.5	2	10,701	15.7	1	4,692	9.4	2	-56.2	-22.7
French	3,056	5.8	5	6,571	9.6	2	3,816	7.7	4	-41.9	24.9
Dutch	1,272	2.4	10	2454	3.6	7	1,206	2.4	10	-50.9	-5.2
Belgium	842	1.6	15	2,194	3.2	8	2,111	4.2	8	-3.8	150.7
Russian	1,354	2.6	9	493	0.7	18	546	1.1	17	10.8	-59.7
Turkish	210	0.4	22	475	0.7	19	301	0.6	21	-36.6	43.3
Polish	1,087	2.1	12	1,630	2.4	10	2,115	4.3	7	29.8	94.6
Ukrainian	217	0.4	20	185	0.3	22	303	0.6	19	63.8	39.6
Czech Republic	298	0.6	19	323	0.5	20	302	0.6	20	-6.5	1.3
Spanish	1,785	3.4	8	3360	4.9	6	1,605	3.2	9	-52.2	-10.1
Other European	4,460	8.5		4,576	6.7		3,813	7.7		-16.7	-14.5
Subtotal	32,092	61.1		43,837	64.3		30,810	62.0		-29.7	-4.0
ASIA											
Japanese	215	0.4	21	255	0.4	21	181	0.4	22	-29.0	-15.8
Chinese	669	1.3	16	976	1.4	14	744	1.5	14	-23.8	11.2
Indian	436	0.8	18	775	1.1	17	474	1.0	18	-38.8	8.7
Israeli	3,055	5.8	6	1337	2.0	11	870	1.7	13	-34.9	-71.5
Other Asian	1,830	3.5		2,428	3.6		1,469	3.0		-39.5	-19.7
Subtotal	6,205	11.8		5,771	8.5		3,738	7.5		-35.2	-39.8
AFRICA											
Kenyan	638	1.2	17	1254	1.8	12	902	1.8	12	-28.1	41.4
South African	2,381	4.5	7	1,865	2.7	9	3,005	6.0	6	61.1	26.2
Other African	1,739	3.3		3,478	5.1		2,782	5.6		-20.0	60.0
Subtotal	4,758	9.1		6,597	9.7		6,689	13.5		1.4	40.6
AMERICA											
American	5,071	9.6	3	4,786	7.0	4	3,841	7.7	3	-19.7	-24.3
Canadian	937	1.8	14	876	1.3	16	742	1.5	15	-15.3	-20.8
Other American	1,593	3		3,550	5.2		2,441	4.9		-31.2	53.2
Subtotal	7,601	14.5		9,212	13.5		7,024	14.1		-23.8	-7.6
OCEANIA											
Australian	1,013	1.9	13	923	1.4	15	727	1.5	16	-21.2	-28.2
New Zealand	123	0.2	23	169	0.2	23	100	0.2	23	-40.8	-18.7
Subtotal	1,136	2.2		1092	1.6		827	1.7		-24.3	-27.2
Not stated	759	1.4		1654	2.4		644	1.3			
TOTAL	52,551	100		68,163	100		49,732	100.0		-27.0	-5.4

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	516	420	936	8	169	177
British	1,703	1,246	2,949	3	492	495
German	2,917	2,031	4,948	2	493	495
Italian	4,015	512	4,527	3	162	165
French	2,143	1,367	3,510	3	303	306
Dutch	496	564	1,060	4	142	146
Belgium	1,113	846	1,959	3	149	152
Russian	397	65	462	0	84	84
Turkish	179	40	219	0	82	82
Polish	1,954	107	2,061	0	54	54
Ukrainian	232	54	286	0	17	17
Czech Republic	233	41	274	1	27	28
Spanish	782	757	1,539	2	64	66
Other Europeans	2,286	1,265	3,551	0	262	262
Subtotal	18,966	9,315	28,281	29	2,500	2,529
ASIA						
Japanese	74	60	134	0	47	47
Chinese	168	221	389	0	355	355
Indian	174	118	292	0	182	182
Israeli	708	122	830	1	39	40
Other Asians	973	282	1,255	6	208	214
Subtotal	2,097	803	2,900	7	831	838
AFRICA						
Kenyan	537	71	608	1	293	294
South African	2,602	200	2,802	3	200	203
Other Africans	1,231	695	1,926	14	842	856
Subtotal	4,370	966	5,336	18	1,335	1,353
AMERICA						
American	1,507	2,005	3,512	0	329	329
Canadian	164	450	614	0	128	128
Other Americans	1,430	917	2,347	4	90	94
Subtotal	3,101	3,372	6,473	4	547	551
OCEANIA						
Australian	269	263	532	5	190	195
New Zealand	29	49	78	0	22	22
Subtotal	298	312	610	5	212	217
Not stated	460	154	614	1	29	30
TOTAL	29,292	14,922	44,214	64	5,454	5,518

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	January- September 2018			January- September 2019					% Change, Jan-September 2018 to Jan- September 2019
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	17,335	4.6	6	13,129	2,229	15,358	4.1	7	-11.4
British	22,916	6.1	4	18,599	3,496	22,095	5.9	5	-3.6
German	30,673	8.1	3	27,082	2,888	29,970	8.0	3	-2.3
Italian	39,279	10.4	1	41,073	1,364	42,437	11.3	1	8.0
French	21,629	5.7	5	26,680	2,351	29,031	7.7	4	34.2
Dutch	10,820	2.9	10	9,928	1,372	11,300	3.0	10	4.4
Belgium	6,127	1.6	16	12,199	955	13,154	3.5	9	114.7
Russian	11,738	3.1	9	4,911	597	5,508	1.5	16	-53.1
Turkish	2,216	0.6	21	2,008	440	2,448	0.6	21	10.5
Polish	10,343	2.7	11	14,101	297	14,398	3.8	8	39.2
Ukrainian	2,693	0.7	20	2,667	107	2,774	0.7	20	3.0
Czech Republic	5,121	1.4	18	4,904	232	5,136	1.4	18	0.3
Spanish	8,734	2.3	13	8,858	709	9,567	2.5	11	9.5
Other European	32,879	8.7		28,006	3,312	31,318	8.3		-4.7
Subtotal	222,503	58.8		214,145	20,349	234,494	62.2		5.4
ASIA									
Japanese	1,277	0.3	22	875	338	1,213	0.3	22	-5.0
Chinese	5,895	1.6	17	3,569	1,639	5,208	1.4	17	-11.7
Indian	4,714	1.2	19	2,591	1,543	4,134	1.1	19	-12.3
Israeli	13,677	3.6	8	5,623	180	5,803	1.5	13	-57.6
Other Asian	18,203	4.8		12,057	2,708	14,765	3.9		-18.9
Subtotal	43,766	11.6		24,715	6,408	31,123	8.3		-28.9
AFRICA									
Kenyan	6,549	1.7	14	4,575	2,382	6,957	1.8	12	6.2
South African	15,846	4.2	7	14,866	953	15,819	4.2	6	-0.2
Other African	14,367	3.8		11,968	5,565	17,533	4.7		22.0
Subtotal	36,762	9.7		31,409	8,900	40,309	10.7		9.6
AMERICA									
American	35,008	9.2	2	27,035	6,583	33,618	8.9	2	-4.0
Canadian	6,182	1.6	15	4,414	1,168	5,582	1.5	15	-9.7
Other American	11,514	3		14,923	1,637	16,560	4.4		43.8
Subtotal	52,704	13.9		46,372	9,388	55,760	14.8		5.8
OCEANIA									
Australian	10,294	2.7	12	4,239	1,459	5,698	1.5	14	-44.6
New Zealand	849	0.2	23	958	149	1,107	0.3	23	30.4
Subtotal	11,143	2.9		5,197	1,608	6,805	1.8		-38.9
Not stated	11,594	3.1		7,789	452	8,241	2.2		
TOTAL	378,472	100		329,627	47,105	376,732	100		-0.5

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 4: International Visitors by Nationality and Purpose of Visit, September 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	5	1,108	0	0	0	1,113
British	0	0	0	0	12	3,430	0	0	2	3,444
German	0	0	0	0	25	5,407	0	1	10	5,443
Italian	0	0	0	0	32	4,654	0	0	6	4,692
French	0	1	0	0	22	3,785	2	1	5	3,816
Dutch	0	0	0	0	1	1,200	0	0	5	1,206
Belgium	1	0	1	0	1	2,034	0	0	74	2,111
Russian	0	0	0	0	1	543	0	0	2	546
Turkish	0	0	0	0	4	294	0	0	3	301
Polish	0	0	0	0	14	2,094	1	0	6	2,115
Ukrainian	0	0	0	0	0	303	0	0	0	303
Czech Republic	0	0	0	0	1	301	0	0	0	302
Spanish	0	0	0	0	5	1,599	0	0	1	1,605
Other Europeans	1	0	0	1	16	3,761	1	0	33	3,813
Subtotal	2	1	1	1	139	30,513	4	2	147	30,810
ASIA										
Japanese	0	0	0	0	1	179	0	1	0	181
Chinese	0	0	0	0	2	740	0	0	2	744
Indian	0	0	0	1	4	467	0	1	1	474
Israeli	0	0	0	0	2	866	1	0	1	870
Other Asians	0	0	0	1	32	1,414	0	1	21	1,469
Subtotal	0	0	0	2	41	3,666	1	3	25	3,738
AFRICA										
Kenyan	0	0	0	0	9	892	1	0	0	902
South African	0	0	0	0	11	2,992	0	0	2	3,005
Other Africans	0	0	1	1	7	2,706	2	0	65	2,782
Subtotal	0	0	1	1	27	6,590	3	0	67	6,689
AMERICA										
American	0	0	0	0	13	3,820	1	0	7	3,841
Canadian	1	0	0	0	5	735	0	0	1	742
Other Americans	2	1	0	0	1	2,341	0	0	96	2,441
Subtotal	3	1	0	0	19	6,896	1	0	104	7,024
OCEANIA										
Australian	0	0	0	0	2	724	0	0	1	727
New Zealand	0	0	0	0	0	100	0	0	0	100
Subtotal	0	0	0	0	2	824	0	0	1	827
Not stated	0	1	0	0	0	582	0	0	61	644
TOTAL	5	3	2	4	228	49,071	9	5	405	49,732
TOTAL PERCENT	0.0	0.0	0.0	0.0	0.5	98.7	0.0	0.0	0.8	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	444	669	1,113
British	1,445	1,999	3,444
German	2,401	3,042	5,443
Italian	1,945	2,747	4,692
French	1,617	2,199	3,816
Dutch	540	666	1,206
Belgium	1,401	710	2,111
Russian	235	311	546
Turkish	160	141	301
Polish	891	1,224	2,115
Ukrainian	135	168	303
Czech Republic	134	168	302
Spanish	686	919	1,605
Other European Country	1,845	1,968	3,813
Subtotal	13,879	16,931	30,810
ASIA			
Japanese	97	84	181
Chinese	396	348	744
Indian	288	186	474
Israeli	382	488	870
Other Asian	924	545	1,469
Subtotal	2,087	1,651	3,738
AFRICA			
Kenyan	435	467	902
South African	1,172	1,833	3,005
Other African	1,632	1,150	2,782
Subtotal	3,239	3,450	6,689
AMERICA			
American	1,048	2,793	3,841
Canadian	330	412	742
Other American	1,673	768	2,441
Subtotal	3,051	3,973	7,024
OCEANIA			
Australian	345	382	727
New Zealand	44	56	100
Subtotal	389	438	827
Not stated	457	187	644
TOTAL SEPTEMBER, 2019	23,102	26,630	49,732
TOTAL AUGUST, 2019	31,625	36,538	68,163
TOTAL PERCENT % CHANGE, AUGUST 2019 TO SEPTEMBER 2019	46.5	53.5	100
	-27.0	-27.1	-27.0

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	36	997	80	1,113
British	36	3,155	253	3,444
German	55	5,091	297	5,443
Italian	140	4,396	156	4,692
French	40	3,597	179	3,816
Dutch	14	1,124	68	1,206
Belgium	38	1,978	95	2,111
Russian	14	525	7	546
Turkish	7	281	13	301
Polish	51	2,018	46	2,115
Ukrainian	5	292	6	303
Czech Republic	6	290	6	302
Spanish	36	1,547	22	1,605
Other European	80	3,564	169	3,813
Subtotal	558	28,855	1,397	30,810
ASIA				
Japanese	1	176	4	181
Chinese	15	714	15	744
Indian	18	425	31	474
Israeli	51	772	47	870
Other Asian	42	1,349	78	1,469
Subtotal	127	3,436	175	3,738
AFRICA				
Kenyan	14	864	24	902
South African	163	2,701	141	3,005
Other African	68	2,614	100	2,782
Subtotal	245	6,179	265	6,689
AMERICA				
American	74	3,266	501	3,841
Canadian	10	624	108	742
Other American	66	2,263	112	2,441
Subtotal	150	6,153	721	7,024
OCEANIA				
Australian	11	626	90	727
New Zealand	3	78	19	100
Subtotal	14	704	109	827
Not stated	11	623	10	644
TOTAL	1,105	45,950	2,677	49,732
TOTAL PERCENT	2.2	92.4	5.4	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	491	353	844	1.7	491	353	844
2	710	573	1,283	2.6	1,420	1,146	2,566
3	1,221	1,272	2,493	5.0	3,663	3,816	7,479
4	1,649	1,921	3,570	7.2	6,596	7,684	14,280
5	2,472	2,881	5,353	10.8	12,360	14,405	26,765
6	6,034	8,411	14,445	29.0	36,204	50,466	86,670
7	4,162	4,308	8,470	17.0	29,134	30,156	59,290
8	1,643	1,931	3,574	7.2	13,144	15,448	28,592
9	631	732	1,363	2.7	5,679	6,588	12,267
10	1,086	1,184	2,270	4.6	10,860	11,840	22,700
11	357	376	733	1.5	3,927	4,136	8,063
12	479	482	961	1.9	5,748	5,784	11,532
13	219	271	490	1.0	2,847	3,523	6,370
14	764	735	1,499	3.0	10,696	10,290	20,986
15	422	424	846	1.7	6,330	6,360	12,690
16	124	123	247	0.5	1,984	1,968	3,952
17	31	63	94	0.2	527	1,071	1,598
18	36	47	83	0.2	648	846	1,494
19	25	31	56	0.1	475	589	1,064
20	64	44	108	0.2	1,280	880	2,160
21	87	91	178	0.4	1,827	1,911	3,738
22	26	18	44	0.1	572	396	968
23	10	8	18	0.0	230	184	414
24	11	12	23	0.0	264	288	552
25	13	14	27	0.1	325	350	675
26	7	11	18	0.0	182	286	468
27	3	3	6	0.0	81	81	162
28	10	15	25	0.1	280	420	700
29	2	9	11	0.0	58	261	319
30	120	100	220	0.4	3,600	3,000	6,600
31+	193	187	380	0.8	5,983	5,797	11,780
Total	23,102	26,630	49,732	100.0	167,415	190,323	357,738
Average intended Length of Stay¹					7.2	7.1	7.2

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 8: Visitors Arrival from Emerging Markets, September 2019

Nationality	September 2018	August 2019	September 2019	% Change, September 2018 to September 2019	% Change August 2019 to Sept 2019
Russian	1,354	493	546	-59.7	10.8
Polish	1,087	1,630	2,115	94.6	29.8
Ukrainian	217	185	303	39.6	63.8
Chinese	669	976	744	11.2	-23.8
Indian	436	775	474	8.7	-38.8
Israeli	3,055	1,337	870	-71.5	-34.9
Total	6,818	5,396	5,052	-25.9	-6.4

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Category	Airport	Seaport	Total
International flight/ Cruise Ship	29,292	64	29,356
Domestic flights/ Sea ferries	14,922	5,454	20,376
Total	44,214	5,518	49,732

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

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

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	844	1.7	844
2	1,283	2.6	2,566
3	2,493	5.0	7,479
4	3,570	7.2	14,280
5	5,353	10.8	26,765
6	14,445	29.0	86,670
7	8,470	17.0	59,290
8	3,574	7.2	28,592
9	1,363	2.7	12,267
10	2,270	4.6	22,700
11	733	1.5	8,063
12	961	1.9	11,532
13	490	1.0	6,370
14	1,499	3.0	20,986
15	846	1.7	12,690
16	247	0.5	3,952
17	94	0.2	1,598
18	83	0.2	1,494
19	56	0.1	1,064
20	108	0.2	2,160
21	178	0.4	3,738
22	44	0.1	968
23	18	0.0	414
24	23	0.0	552
25	27	0.1	675
26	18	0.0	468
27	6	0.0	162
28	25	0.1	700
29	11	0.0	319
30	220	0.4	6,600
31+	380	0.8	11,780
Total	49,732	100.0	357,738
Number of beds available in September			503,610
Bed Occupancy Rate			71.0

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	50,387
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	68,163
September	27,014	32,765	38,977	52,551	49,732
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	376,732

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.

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