



Tourism Release No.84



TOURISM STATISTICAL RELEASE DECEMBER – 2023

24th January, 2024

TOURISM STATISTICS

Zanzibar recorded **70,186** international visitors in December 2023 which is an increase of **5.2** percent compared with **66,720** visitors recorded in December 2022 and increased by **22.5** percent compared with **57,296** visitors recorded in the preceding month (November 2023).

Tourists from Europe continued to dominate the market by accounting (**72.3** percent) of the total visitors in December 2023. In country wise, Italy dominated the Tourism market by accounting **12.3** percent of all visitors entered in December 2023, followed by French and Poland (**8.2** percent) while New Zealand recorded less than one percent which is the least. Other performances are as shown in (**Table 1**).

The data shows that in December 2023, **63,906** visitors equivalent to **90.8** percent of the total visitors entered through Airport, where by **62,439** visitors of them entered by international flights and **1,467** by domestic flights. The remaining **6,280** visitors entered through seaport of whom **1,256** entered by cruise ship and **5024** by sea Ferries from Tanzania Mainland as shown in Figure 1 & Table 2.

Information on the purpose of visit (**Table 3**) shows that in December 2023, about **63,312** visitors equivalent to **97.4** percent came for holidays, **2.1** percent came for visiting friends and relatives and **0.1** percent came for other purposes.

Table 4 & Figure 2 shows that **44,917** visitors (**64** percent) were male and **25,269** (**36** percent) were female. Male increased by 47.7 percent and Female decrease by 6.0 percent compared with the preceding month of November 2023.

The ages of the visitors were categorized into three broad groups: those younger than 15 years who are regarded as children, 15 to 64 years who are regarded as working age population, and 65 years and older are regarded as retirees. The overall results show that **6,600** (**9.4** percent) visitors were aged less than 15 years, **58,805** (**83.8** percent) were aged 15 to 64 years and **4,481** (**6.8** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The visitors from emerging markets in December 2023 (Poland, India, Russia, Israel, China and Ukraine) increased by **29.2** percent compared with the visitors recorded in December 2022. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that **18.9** percent of visitors stayed in the country for eight days in December, 2023. The overall average intended length of stay for visitors in December 2023 was eight nights (**8.4**).

The total of **701,189** bed-spaces was available in December 2023. Out of these bed-spaces, estimates of **581,194** beds were sold during December 2023 representing a bed occupancy rate of **84.0** percent (**Table 7**).

For the past twelve months, Zanzibar has received **638,498** visitors from January- December 2023 which is an increase of **16.4** percent compared with the corresponding months (January- December 2022). About **570,394** visitors entered through airport while **68,104** visitors entered through seaport. Most of visitors were from Europe (**72.4** percent). In country wise, French (**10.7** percent) was the leading market for the months in Zanzibar tourism market (**Table 8**).

Table1: International Visitors by Nationality, December 2023, November 2023 and December 2022

Nationality	December 2022			November 2023			December 2023			% Change Dec 2023 and Nov 2023	%Change, Dec 2023 and Dec 2022
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	2,586	3.9	8	2,165	3.8	7	2,693	3.8	7	24.4	4.1
British	2,944	4.4	6	2,432	4.2	6	4,247	6.1	5	74.6	44.3
German	4,825	7.2	3	4,765	8.3	4	4,189	6.0	6	-12.1	-13.2
Italian	8,609	12.9	1	6,590	11.5	1	8,602	12.3	1	30.5	-0.1
French	6,875	10.3	2	5,226	9.1	3	5,784	8.2	2	10.7	-15.9
Dutch	1,740	2.6	11	1,303	2.3	11	1,714	2.4	11	31.5	-1.5
Belgium	943	1.4	14	668	1.2	16	700	1.0	16	4.8	-25.8
Russian	1,090	1.6	12	774	1.4	14	952	1.4	13	23.0	-12.7
Turkish	342	0.5	20	384	0.7	19	505	0.7	19	31.5	47.7
Polish	3,946	5.9	5	6,148	10.7	2	5,727	8.2	3	-6.8	45.1
Ukrainian	389	0.6	18	813	1.4	13	756	1.1	14	-7.0	94.3
Czech Republic	1,945	2.9	10	1,984	3.5	8	2,301	3.3	10	16.0	18.3
Spanish	896	1.3	15	723	1.3	15	746	1.1	15	3.2	-16.7
Other European	8,328	12.5		8,513	14.9		11,845	16.9		39.1	42.2
Subtotal	45,458	68.1		42,488	74.2		50,761	72.3		19	12
ASIA											
Japanese	117	0.2	23	90	0.2	22	155	0.2	22	72.2	32.5
Chinese	331	0.5	21	429	0.7	18	526	0.7	18	22.6	58.9
Indian	1,014	1.5	13	662	1.2	17	988	1.4	12	49.2	-2.6
Israeli	265	0.4	22	24	0.0	24	143	0.2	23	495.8	-46.0
Other Asian	1,735	2.6		1,136	2.0		1,845	2.6		62.4	6.3
Subtotal	3,462	5.2		2,341	4.1		3,657	5.2		56.2	5.6
AFRICA											
Kenyan	2,927	4.4	7	1,545	2.7	10	2,372	3.4	9	53.5	-19.0
South African	4,807	7.2	4	1,805	3.2	9	4,500	6.4	4	149.3	-6.4
Egyptian	404	0.6	17	202	0.4	21	369	0.5	21	82.7	-8.7
Other African	3,496	5.2		3,094	5.4		4,347	6.2		40.5	24.3
Subtotal	11,634	17.4		6,646	11.6		11,588	16.5		74.4	-0.4
AMERICA											
American	2,494	3.7	9	3,990	7.0	5	2,527	3.6	8	-36.7	1.3
Canadian	652	1	16	988	1.7	12	622	0.9	17	-37.0	-4.6
Other American	425	0.6		375	0.7		470	0.7		25.3	10.6
Subtotal	3,571	5.4		5,353	9.3		3,619	5.2		-32.4	1.3
OCEANIA											
Australian	346	0.5	19	371	0.6	20	445	0.6	20	19.9	28.6
New Zealand	62	0.1	24	89	0.2	23	109	0.2	24	22.5	75.8
Subtotal	408	0.6		460	0.8		554	0.8		20.4	35.8
Not stated	2,187	3.3		8	0.0		7	0.0			
TOTAL	66,720	100		57,296	100.0		70,186	100.0		22.5	5.2

Figure 1: International Visitors by Entry Points, December 2023



Table 2: International Visitors by Nationality through Entry Points, December 2023

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	2,347	112	2,459	27	207	234
British	2,878	25	2,903	795	549	1,344
German	3,807	118	3,925	32	232	264
Italian	8,468	32	8,500	2	100	102
French	5,522	103	5,625	44	115	159
Dutch	1,605	29	1,634	14	66	80
Belgium	638	17	655	10	35	45
Russian	899	14	913	0	39	39
Turkish	474	12	486	0	19	19
Polish	5,678	22	5,700	5	22	27
Ukrainian	731	16	747	4	5	9
Czech Republic	2,270	23	2,293	0	8	8
Spanish	701	25	726	0	20	20
Other Europeans	11,303	321	11,624	28	193	221
Subtotal	47,321	869	48,190	961	1,610	2,571
ASIA						
Japanese	115	20	135	0	20	20
Chinese	353	19	372	1	153	154
Indian	756	23	779	28	181	209
Israeli	117	24	141	0	2	2
Other Asians	1,553	92	1,645	39	161	200
Subtotal	2,894	178	3,072	68	517	585
AFRICA						
Kenyan	1,509	50	1,559	0	813	813
South African	4,349	23	4,372	0	128	128
Egyptian	332	7	339	0	30	30
Other Africans	2,772	182	2,954	2	1391	1,393
Subtotal	8,962	262	9,224	2	2,362	2,364
AMERICA						
American	2,029	53	2,082	138	307	445
Canadian	479	20	499	25	98	123
Other Americans	385	39	424	14	32	46
Subtotal	2,893	112	3,005	177	437	614
OCEANIA						
Australian	297	29	326	40	79	119
New Zealand	65	17	82	8	19	27
Subtotal	362	46	408	48	98	146
Not stated	7	0	7	0	0	0
TOTAL	62,439	1,467	63,906	1,256	5,024	6,280

Table 3: International Visitors by Nationality and Purpose of Visit, December 2023

Nationality	Holidays	Visiting Friends and Relative	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE								
Scandinavian	2,653	31	1	0	0	0	8	2,693
British	3,278	949	7	0	0	0	13	4,247
German	4,126	41	2	0	0	0	20	4,189
Italian	8,551	3	0	0	1	1	46	8,602
French	5,747	0	2	0	1	0	34	5,784
Dutch	1,694	12	1	0	0	0	7	1,714
Belgium	686	12	0	0	0	0	2	700
Russian	945	0	0	0	2	0	5	952
Turkish	500	0	0	0	0	0	5	505
Polish	5,699	1	1	0	5	0	21	5,727
Ukrainian	753	1	0	0	0	1	1	756
Czech Republic	2,284	0	1	0	0	0	16	2,301
Spanish	734	3	0	0	0	0	9	746
Other Europeans	11,700	68	4	0	1	0	72	11,845
Subtotal	49,350	1,121	19	0	10	2	259	50,761
ASIA								
Japanese	153	0	0	0	0	0	2	155
Chinese	522	1	0	0	0	0	3	526
Indian	982	1	0	0	0	0	4	988
Israeli	138	0	0	0	0	0	5	143
Other Asians	1,826	10	4	0	0	0	5	1,845
Subtotal	3,621	12	4	0	0	0	20	3,657
AFRICA								
Kenyan	2,357	6	1	0	0	0	8	2,372
South African	4,451	25	0	0	0	0	24	4,500
Egyptian	366	0	0	0	0	0	3	369
Other Africans	4,270	38	2	1	1	1	34	4,347
Subtotal	11,444	69	3	1	1	1	69	11,588
AMERICA								
American	2,350	160	0	0	0	0	17	2,527
Canadian	594	24	0	0	0	0	4	622
Other Americans	446	24	0	0	0	0	0	470
Subtotal	3,390	208	0	0	0	0	19	3,619
OCEANIA								
Australian	406	38	0	0	0	0	1	445
New Zealand	94	15	0	0	0	0	0	109
Subtotal	500	53	0	0	0	0	1	554
Not stated	7	0	0	0	0	0	0	7
TOTAL	68,312	1,463	26	1	11	3	370	70,186
TOTAL PERCENT	97.3	2.1	0.0	0.0	0.0	0.0	0.5	100

Table 4: International Visitors by Nationality and Sex, December 2023

Nationality	Male	Female	Total
EUROPE			
Scandinavian	1,734	959	2,693
British	2,584	1,663	4,247
German	2,648	1,541	4,189
Italian	5,621	2,981	8,602
French	3,723	2,061	5,784
Dutch	1,112	602	1,714
Belgium	452	248	700
Russian	623	329	952
Turkish	308	197	505
Polish	3,728	1,999	5,727
Ukrainian	521	235	756
Czech Republic	1,488	813	2,301
Spanish	485	261	746
Other European Country	7,742	4,103	11,845
Subtotal	32,769	17,992	50,761
ASIA			
Japanese	100	55	155
Chinese	340	186	526
Indian	631	357	988
Israeli	91	52	143
Other Asian	1,168	677	1,845
Subtotal	2,330	1,327	3,657
AFRICA			
Kenyan	1,393	979	2,372
South African	2,966	1,534	4,500
Egyptian	218	151	369
Other African	2,569	1,778	4,347
Subtotal	7,146	4,442	11,588
AMERICA			
American	1,626	901	2,527
Canadian	386	236	622
Other American	301	169	470
Subtotal	2,313	1,306	3,619
OCEANIA			
Australian	285	160	445
New Zealand	70	39	109
Subtotal	355	199	554
Not stated	4	3	7
TOTAL DECEMBER, 2023	44,917	25,269	70,186
TOTAL NOVEMBER, 2023	30,411	26,885	57,296
TOTAL PERCENT	64.0	36.0	100
% CHANGE, DECEMBER 2023 AND NOVEMBER 2023	47.7	-6.0	22.5

Figure 2: International Visitors by Sex, December 2023

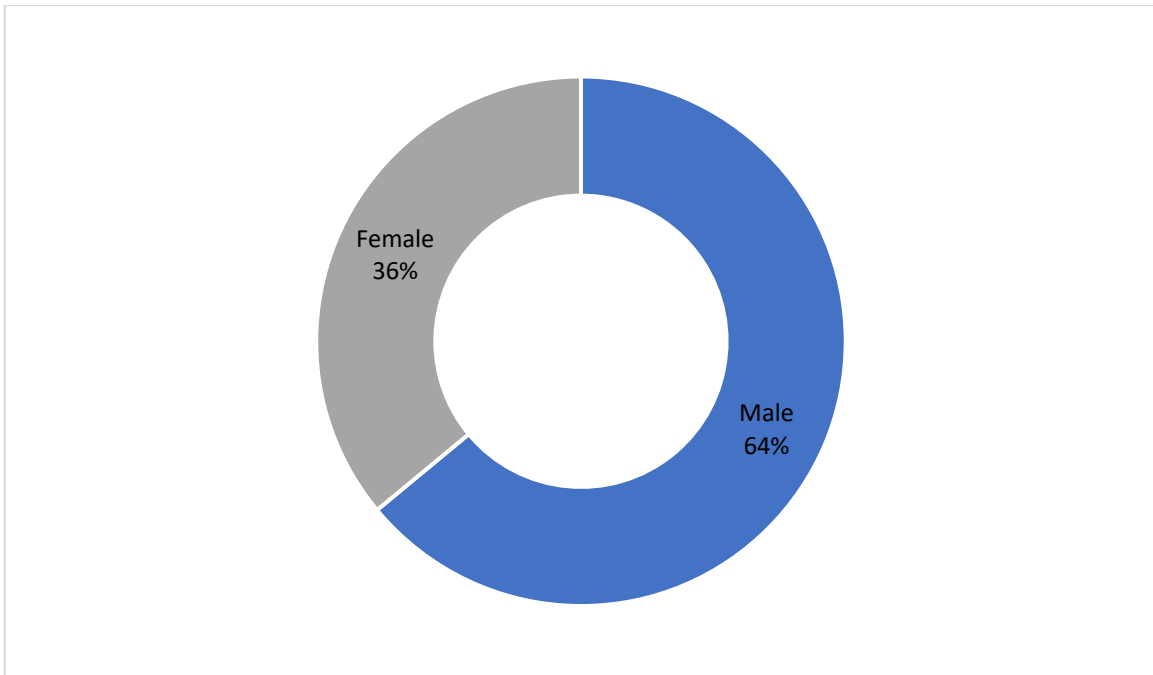


Figure 3: International Visitors by Categorized Age, December 2023

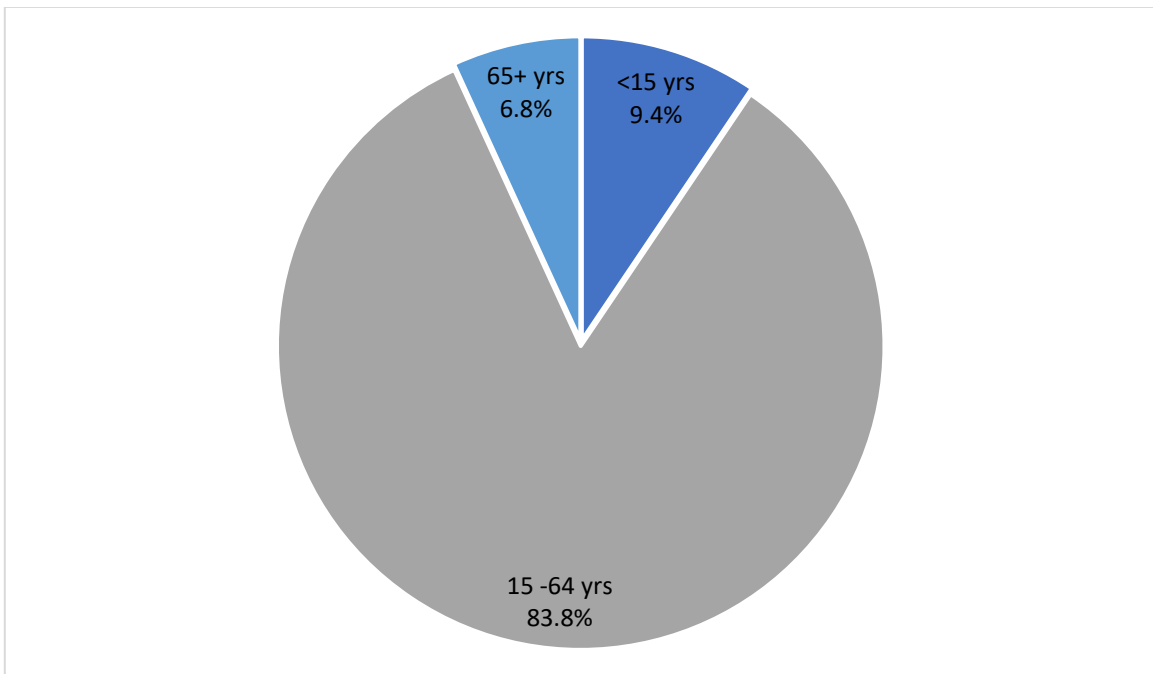


Table 5: International Visitors by Nationality and Categorized Age, December 2023

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	281	2,229	183	2,693
British	314	2,880	1,053	4,247
German	218	3,653	318	4,189
Italian	919	7,155	528	8,602
French	479	4,861	444	5,784
Dutch	145	1,452	117	1,714
Belgium	50	591	59	700
Russian	105	815	32	952
Turkish	34	459	12	505
Polish	519	4,931	277	5,727
Ukrainian	80	655	21	756
Czech Republic	172	1,975	154	2,301
Spanish	46	671	29	746
Other European	1,284	9,898	663	11,845
Subtotal	4,646	42,225	3,890	50,761
ASIA				
Japanese	7	140	8	155
Chinese	22	484	20	526
Indian	100	853	35	988
Israeli	22	113	8	143
Other Asian	127	1,612	106	1,845
Subtotal	278	3,202	177	3,657
AFRICA				
Kenyan	330	1,972	70	2,372
South African	524	3,809	167	4,500
Egyptian	27	337	5	369
Other African	484	3,796	67	4,347
Subtotal	1,365	9,914	309	11,588
AMERICA				
American	182	2,095	250	2,527
Canadian	56	499	67	622
Other American	29	411	30	470
Subtotal	267	3,005	347	3,619
OCEANIA				
Australian	33	372	40	445
New Zealand	11	80	18	109
Subtotal	44	452	58	554
Not stated	0	7	0	7
TOTAL	6,600	58,805	4,781	70,186
TOTAL (%)	9.4	83.8	6.8	100

Figure 4: Visitors Arrival from Emerging Markets, December 2023 and December 2022

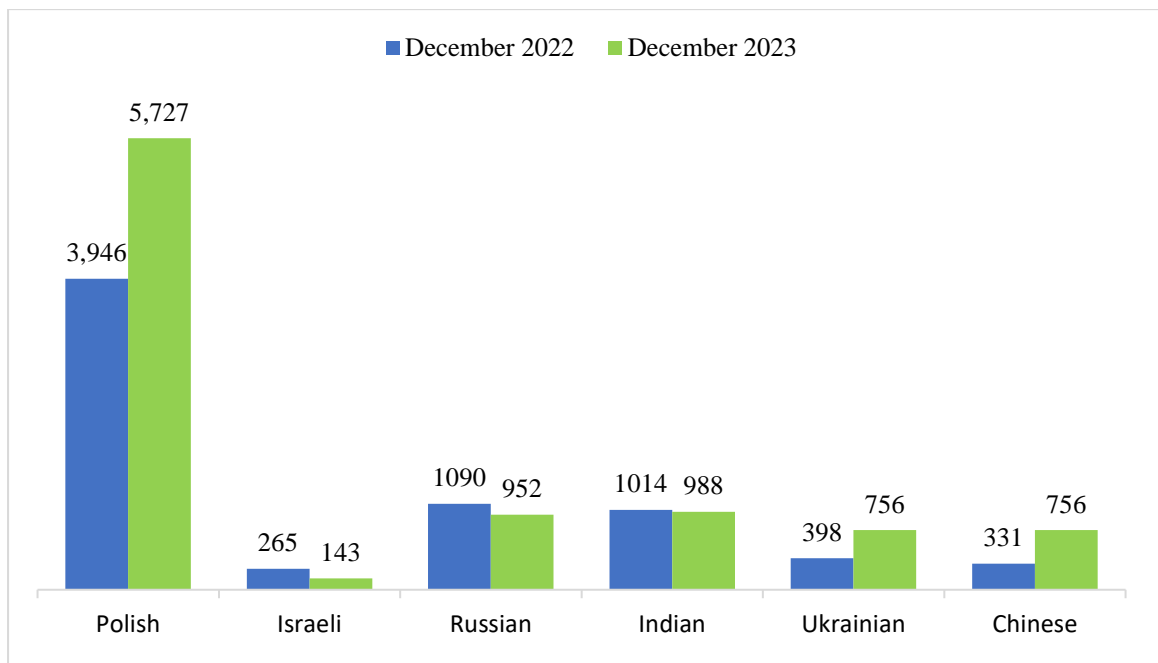


Table 6: Intended Length of Stay and Sex of International Visitors, December 2023

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	553	471	1,024	1.5	553	471	1,024
2	560	477	1,037	1.5	1,120	954	2,074
3	793	594	1,387	2.0	2,379	1,782	4,161
4	1,003	804	1,807	2.6	4,012	3,216	7,228
5	10,185	2,218	12,403	17.7	50,925	11,090	62,015
6	2,378	1,599	3,977	5.7	14,268	9,594	23,862
7	8,017	5,250	13,267	18.9	56,119	36,750	92,869
8	7,764	5,374	13,138	18.7	62,112	42,992	105,104
9	2,786	1,846	4,632	6.6	25,074	16,614	41,688
10	2,893	1,851	4,744	6.8	28,930	18,510	47,440
11	1,285	798	2,083	3.0	14,135	8,778	22,913
12	1,392	844	2,236	3.2	16,704	10,128	26,832
13	596	338	934	1.3	7,748	4,394	12,142
14	1,696	1,004	2,700	3.8	23,744	14,056	37,800
15	846	523	1,369	2.0	12,690	7,845	20,535
16	311	182	493	0.7	4,976	2,912	7,888
17	216	104	320	0.5	3,672	1,768	5,440
18	127	76	203	0.3	2,286	1,368	3,654
19	84	60	144	0.2	1,596	1,140	2,736
20	145	86	231	0.3	2,900	1,720	4,620
21	212	143	355	0.5	4,452	3,003	7,455
22	61	39	100	0.1	1,342	858	2,200
23	50	27	77	0.1	1,150	621	1,771
24	24	27	51	0.1	576	648	1,224
25	31	29	60	0.1	775	725	1,500
26	16	15	31	0.0	416	390	806
27	9	10	19	0.0	243	270	513
28	44	27	71	0.1	1,232	756	1,988
29	15	7	22	0.0	435	203	638
30	220	107	327	0.5	6,600	3,210	9,810
31+	605	339	944	1.3	18,755	10,509	29,264
Total	44,917	25,269	70,186	100.0	371,919	217,275	589,194
Intended Average Length of Stay ¹					8.3	8.6	8.4

¹ The average intended length of stay is determined by dividing the number of visitor nights by the number of international visitors

Table 7: International Visitors ‘nights and Estimated Bed Occupancy Rate, December 2023

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	1,024	1.5	1,024
2	1,037	1.5	2,074
3	1,387	2.0	4,161
4	1,807	2.6	7,228
5	12,403	17.7	62,015
6	3,977	5.7	23,862
7	13,267	18.9	92,869
8	13,138	18.7	105,104
9	4,632	6.6	41,688
10	4,744	6.8	47,440
11	2,083	3.0	22,913
12	2,236	3.2	26,832
13	934	1.3	12,142
14	2,700	3.8	37,800
15	1,369	2.0	20,535
16	493	0.7	7,888
17	320	0.5	5,440
18	203	0.3	3,654
19	144	0.2	2,736
20	231	0.3	4,620
21	355	0.5	7,455
22	100	0.1	2,200
23	77	0.1	1,771
24	51	0.1	1,224
25	60	0.1	1,500
26	31	0.0	806
27	19	0.0	513
28	71	0.1	1,988
29	22	0.0	638
30	327	0.5	9,810
31+	944	1.3	29,264
Total	70,186	100.0	589,194
Number of beds available in December, 2023			701,189
Bed Occupancy Rate			84.0

Table 8: International Visitors by Nationality through Entry Points, January-December 2023 & 2022

Nationality	January- December 2022			January- December 2023					% Change, Jan- Dec 2023 and Jan- Dec 2022
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share Rank		
EUROPE									
Scandinavian	19,570	3.6	9	22,418	2,454	24,872	3.9	7	27.1
British	30,562	5.6	5	32,718	5,910	38,628	6.0	5	26.4
German	43,634	8	3	52,473	4,705	57,178	9.0	3	31.0
Italian	36,928	6.7	4	66,162	1,422	67,584	10.6	2	83.0
French	68,487	12.5	1	65,277	2,802	68,079	10.7	1	-0.6
Dutch	16,359	3	11	15,587	1,441	17,028	2.7	10	4.1
Belgium	11,472	2.1	16	8,277	903	9,180	1.4	14	-20.0
Russian	6,447	1.2	19	8,664	502	9,166	1.4	15	42.2
Turkish	3,987	0.7	22	4,847	643	5,490	0.9	19	37.7
Polish	44,462	8.1	2	45,813	476	46,289	7.2	4	4.1
Ukrainian	12,843	2.3	13	3,950	76	4,026	0.6	20	-68.7
Czech Republic	18,521	3.4	10	16,431	201	16,632	2.6	11	-10.2
Spanish	11,712	2.1	15	10,098	696	10,794	1.7	12	-7.8
Other European	67,917	12.4		84,173	3,246	87,419	13.7		28.7
Subtotal	392,901	71.6		436,888	25,477	462,365	72.4		17.7
ASIA									
Japanese	544	0.1	27	748	321	1,069	0.2	23	96.5
Chinese	2,476	0.5	24	4,141	2,651	6,792	1.1	18	174.3
Indian	8,182	1.5	17	6,245	3,299	9,544	1.5	13	16.6
Israeli	6,848	1.2	18	7,364	185	7,549	1.2	16	10.2
Other Asian	19,030	3.5		18,430	2,743	21,173	3.3		11.3
Subtotal	37,080	6.8		36,928	9,199	46,127	7.2		24.4
AFRICA									
Kenyan	14,769	2.7	12	11,949	6,697	18,646	2.9	9	26.3
South African	24,915	4.5	7	23,176	1,131	24,307	3.8	8	-2.4
Egyptian	4,547	0.8	21	2,647	520	3,167	0.5	22	-30.3
Other African	28,583	5.2		25,126	12,913	38,039	6.0		33.1
Subtotal	72,814	13.3		62,898	21,261	84,159	13.2		15.6
AMERICA									
American	21,470	3.9	8	20,992	7,568	28,560	4.5	6	33.0
Canadian	5,153	0.9	20	4,964	2,108	7,072	1.1	17	37.2
Other American	4,322	0.8		4,515	733	5,248	0.8		21.4
Subtotal	30,945	5.6		30,471	10,409	40,880	6.4		32.1
OCEANIA									
Australian	2,097	0.4	25	2,500	1,429	3,929	0.6	21	87.4
New Zealand	648	0.1	26	526	314	840	0.1	24	29.6
Subtotal	2,745	0.5		3,026	1,743	4,769	0.7		73.7
Not stated	12,018	2.2		183	15	198	0.0		
TOTAL	548,503	100		570,394	68,104	638,498	100		16.4

Annex I: Visitors Arrival from Emerging Markets, December 2023, November 2023 and December 2022

Nationality	December 2022	November 2023	December 2023	% Change Dec 2023 and Dec 2022	% Change Dec 2023 and Nov 2023
Russian	1,090	774	952	-12.7	23.0
Polish	3,946	6,148	5,727	45.1	-6.8
Ukrainian	389	813	756	94.3	-7.0
Chinese	331	429	526	58.9	22.6
Indian	1,014	662	988	-2.6	49.2
Israeli	265	24	143	-46.0	495.8
Total	7,035	8,850	9,092	29.2	2.7

Annex II: International Visitors by Month, 2019 - 2023

Month	2019	2020	2021	2022	2023
January	46,133	61,461	49,868	42,443	68,813
February	50,387	61,752	51,574	46,995	65,430
March	33,883	33,801	43,821	38,762	45,915
April	20,242	334	13,839	20,540	27,666
May	15,640	197	9,280	20,450	26,620
June	36,605	353	20,416	34,013	47,595
July	55,947	3,079	29,714	58,157	58,711
August	68,163	4,366	34,425	61,388	61,466
September	49,732	5,422	25,817	46,338	53,839
October	53,023	12,157	31,826	57,547	54,961
November	47,824	29,128	35,438	55,150	57,296
December	60,685	48,594	48,167	66,720	70,186
Total	538,264	260,644	394,185	548,503	638,498

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 report provides 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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