



Tourism Release No.74



TOURISM STATISTICAL RELEASE FEBRUARY - 2023

TOURISM STATISTICS

Zanzibar recorded **65,430** international visitors in February 2023 which is an increase of **39.2** percent compared with **46,995** visitors recorded in February 2022 and decreased by **4.9** percent compared with **68,813** visitors recorded in the preceding month (January 2023).

Tourists from Europe continued to dominate the market by accounting (**84.9** percent) of the total visitors in February 2023. In country wise, French dominated the Tourism market by accounting **14.6** percent of all visitors entered in February 2023, followed by Italy (**12.8** 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 **60,065** visitors equivalent to **91.8** percent of the total visitors entered through Airport, whereby **54,572** visitors of them entered by international flights and **5,493** by domestic flights. The remaining **5,365** visitors entered through seaport of whom **963** entered by cruise ship and sea ferries from outside Tanzania and **4,402** by Sea Ferries from Tanzania Mainland as shown in **Figure 1 & Table 2**.

Information on the purpose of visit (**Table 3**) shows that in February 2023, about **64,823** visitors equivalent to **99.1** percent came for holidays, **0.5** percent came for visiting friends and relatives and **0.4** percent came for other purposes.

Table 4 & Figure 2 shows that **23,326** visitors (**35.7** percent) were male and **42,104** (**64.3** percent) were female. Male decreased by **29.0** and Female increased by **17.0** percent compared with the preceding month of January 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 **5,139** (**7.9** percent) visitors were aged less than 15 years, **54,356** (**83.1** percent) were aged 15 to 64 years and **5,935** (**9.1** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The visitors from emerging markets (Poland, India, Russia, Israel, China and Ukraine) increased by **4.5** percent compared with previous month. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that about one for every five visitors (**25.7** percent) stayed in the country for Six days in February 2023. The overall average intended length of stay for visitors in February 2023 was eight nights.

The total of **633,332** bed-spaces was available in February 2023. Out of these bed-spaces, estimates of **532,487** beds were sold during in February 2023 representing a bed occupancy rate of **84.1** percent (**Table 7**).

For the past two months, Zanzibar has received **134,243** visitors from January- February 2023 which is an increase of **50.1** percent compared with the corresponding months (January- February 2022). About **125,780** visitors entered through airport while **8,463** visitors entered through seaport. Most of visitors were from Europe (**83.4** percent). In country wise, Italy (**13.9** percent) was the leading market for the two months in Zanzibar tourism market (**Table 8**).

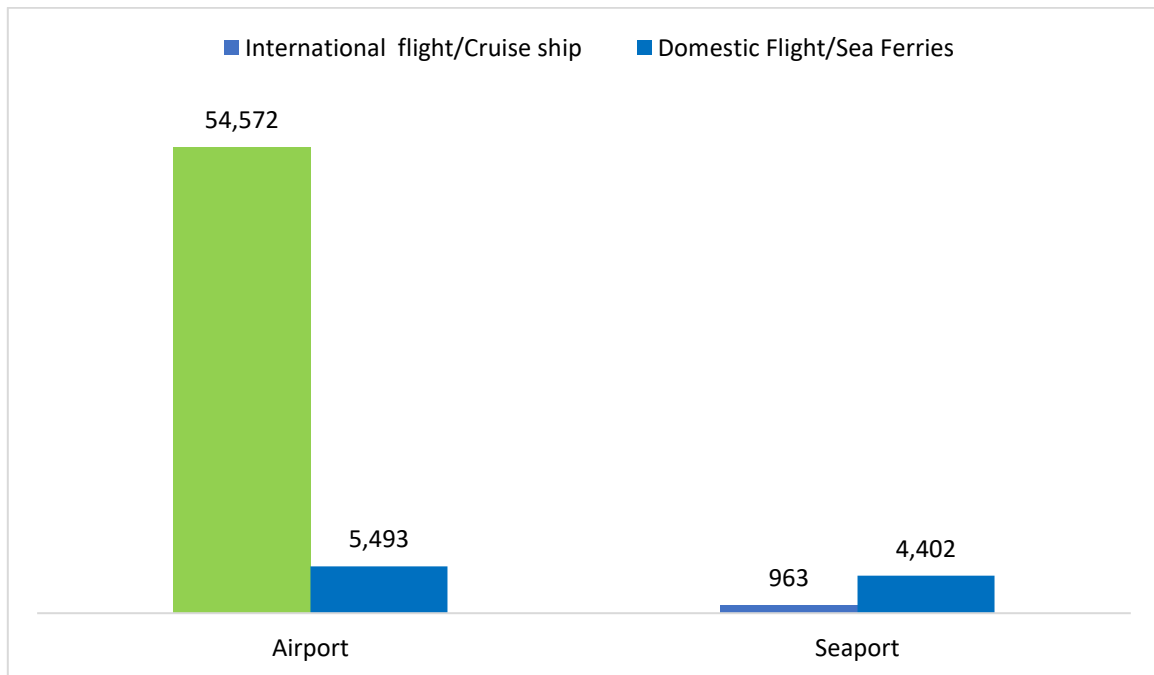
Table1: International Visitors by Nationality, February 2023, January 2022 and February2022

Nationality	February-22			January-23			February-23			% Change, January 2023 and February2023	% Change, February 2022 and February 2023
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	1,606	3.4	7	3,588	5.2	5	3,617	5.5	5	0.8	125.2
British	1,145	2.4	8	2,615	3.8	6	2,959	4.5	6	13.2	158.4
German	2,602	5.5	4	4,634	6.7	4	5,632	8.6	4	21.5	116.4
Italian	585	1.2	13	10,338	15.0	1	8,378	12.8	2	-19.0	1332.1
French	5,244	11.2	3	8,658	12.6	2	9,570	14.6	1	10.5	82.5
Dutch	1,105	2.4	9	2,524	3.7	7	1,801	2.8	8	-28.6	63.0
Belgium	957	2	11	1,001	1.5	12	1,074	1.6	12	7.3	12.2
Russian	510	1.1	14	998	1.5	13	1,339	2.0	10	34.2	162.5
Turkish	376	0.8	16	541	0.8	16	426	0.7	19	-21.3	13.3
Polish	10,027	21.3	1	6,102	8.9	3	5,702	8.7	3	-6.6	-43.1
Ukrainian	5,606	11.9	2	508	0.7	17	491	0.8	17	-3.3	-91.2
Czech Republic	2,346	5	5	2,293	3.3	8	2,682	4.1	7	17.0	14.3
Spanish	471	1	15	636	0.9	14	478	0.7	18	-24.8	1.5
Other European	7,027	15		11,910	17.3		11,417	17.4		-4.1	62.5
Subtotal	39,607	84		56,346	81.9		55,566	84.9		-1	40
ASIA											
Japanese	15	0	23	56	0.1	23	63	0.1	23	12.5	320.0
Chinese	153	0.3	20	407	0.6	19	287	0.4	20	-29.5	87.6
Indian	219	0.5	18	459	0.7	18	615	0.9	15	34.0	180.8
Israeli	118	0.3	21	195	0.3	21	623	1.0	14	219.5	428.0
Other Asian	520	1.1		1,378	2.0		1,222	1.9		-11.3	135.0
Subtotal	1,025	2.2		2,495	3.6		2,810	4.3		12.6	174.1
AFRICA											
Kenyan	601	1.3	12	1,698	2.5	10	1,100	1.7	11	-35.2	83.0
South African	2,135	4.5	6	1,593	2.3	11	980	1.5	13	-38.5	-54.1
Egyptian	277	0.6	17	152	0.2	22	226	0.3	21	48.7	-18.4
Other African	1,302	2.8		3,055	4.4		2,007	3.1		-34.3	54.1
Subtotal	4,315	9.2		6,498	9.4		4,313	6.6		-33.6	0.0
AMERICA											
American	976	2.1	10	1,858	2.7	9	1,449	2.2	9	-22.0	48.5
Canadian	155	0.3	19	602	0.9	15	610	0.9	16	1.3	293.5
Other American	202	0.4		542	0.8		413	0.6		-23.8	104.5
Subtotal	1,333	2.8		3,002	4.4		2,472	3.8		-17.7	85.4
OCEANIA											
Australian	94	0.2	22	381	0.6	20	207	0.3	22	-45.7	120.2
New Zealand	14	0	24	44	0.1	24	21	0.0	24	-52.3	50.0
Subtotal	108	0.2		425	0.6		228	0.3		-46.4	111.1
Not stated	607	1.3		47	0.1		41	0.1			
TOTAL	46,995	100		68,813	100.0		65,430	100.0		-4.9	39.2

Source: OCGS, ZCT & Immigration Department, Zanzibar

na: not applicable

Figure 1: International Visitors by Entry Points, February 2023



Source: OCGS, ZCT & Immigration Department, Zanzibar

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

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	2,946	293	3,239	0	378	378
British	2,375	236	2,611	0	348	348
German	4,067	336	4,403	907	322	1,229
Italian	7,366	887	8,253	0	125	125
French	8,619	654	9,273	0	297	297
Dutch	1,562	147	1,709	2	90	92
Belgium	944	71	1,015	2	57	59
Russian	1,172	111	1,283	0	56	56
Turkish	361	15	376	0	50	50
Polish	4,937	714	5,651	0	51	51
Ukrainian	459	22	481	3	7	10
Czech Republic	2,424	237	2,661	0	21	21
Spanish	399	43	442	0	36	36
Other Europeans	9,970	1,016	10,986	23	408	431
Subtotal	47,601	4,782	52,383	937	2,246	3,183
ASIA						
Japanese	33	4	37	0	26	26
Chinese	188	6	194	0	93	93
Indian	328	25	353	11	251	262
Israeli	599	5	604	0	19	19
Other Asians	939	103	1,042	2	178	180
Subtotal	2,087	143	2,230	13	567	580
AFRICA						
Kenyan	686	93	779	8	313	321
South African	823	79	902	0	78	78
Egyptian	162	11	173	1	52	53
Other Africans	1,254	133	1,387	3	617	620
Subtotal	2,925	316	3,241	12	1,060	1,072
AMERICA						
American	1,013	149	1,162	1	286	287
Canadian	444	41	485	0	125	125
Other Americans	315	36	351	0	62	62
Subtotal	1,772	226	1,998	1	473	474
OCEANIA						
Australian	148	10	158	0	49	49
New Zealand	14	1	15	0	6	6
Subtotal	162	11	173	0	55	55
Not stated	25	15	40	0	1	1
TOTAL	54,572	5,493	60,065	963	4,402	5,365

Source: OCGS, ZCT & Immigration Department, Zanzibar

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

Nationality	Holidays	Visiting Friends and Relatives	Returning Residences	Prospective Resident	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE										
Scandinavian	3,599	7	0	0	2	0	3	0	6	3,617
British	2,909	29	0	0	0	0	0	0	21	2,959
German	5,592	19	2	1	0	0	0	1	17	5,632
Italian	8,319	30	3	0	1	1	0	0	24	8,378
French	9,517	32	4	0	3	0	0	0	14	9,570
Dutch	1,794	4	0	0	1	0	0	0	2	1,801
Belgium	1,068	5	0	0	0	0	0	0	1	1,074
Russian	1,313	26	0	0	0	0	0	0	0	1,339
Turkish	425	1	0	0	0	0	0	0	0	426
Polish	5,672	15	0	0	3	0	4	0	8	5,702
Ukrainian	491	0	0	0	0	0	0	0	0	491
Czech Republic	2,646	30	0	0	1	0	3	0	2	2,682
Spanish	476	0	0	0	0	0	0	0	2	478
Other Europeans	11,249	113	1	3	1	0	1	0	49	11,417
Subtotal	55,070	311	10	4	12	1	11	1	146	55,566
ASIA										
Japanese	63	0	0	0	0	0	0	0	0	63
Chinese	285	0	0	0	0	0	0	0	2	287
Indian	605	2	0	0	1	0	0	0	7	615
Israeli	616	3	0	0	0	2	0	0	2	623
Other Asians	1,204	11	0	0	1	0	0	0	6	1,222
Subtotal	2,773	16	0	0	2	2	0	0	17	2,810
AFRICA										
Kenyan	1,082	2	6	2	1	0	0	0	7	1,100
South African	974	3	2	0	0	0	0	0	1	980
Egyptian	215	0	0	2	0	0	0	0	9	226
Other Africans	1,996	5	1	1	1	0	0	0	3	2,007
Subtotal	4,267	10	9	5	2	0	0	0	20	4,313
AMERICA										
American	1,431	1	0	1	1	0	0	0	15	1,449
Canadian	606	1	0	0	0	0	0	0	3	610
Other Americans	409	2	0	0	0	0	0	0	2	413
Subtotal	2,446	4	-	1	1	0	0	0	20	2,472
OCEANIA										
Australian	205	2	0	0	0	0	0	0	0	207
New Zealand	21	0	0	0	0	0	0	0	0	21
Subtotal	226	2	0	0	0	0	0	0	0	228
Not stated	41	0	0	0	0	0	0	0	0	41
TOTAL	64,823	343	19	10	17	3	11	1	203	65,430
TOTAL PERCENT	99.1	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.3	100

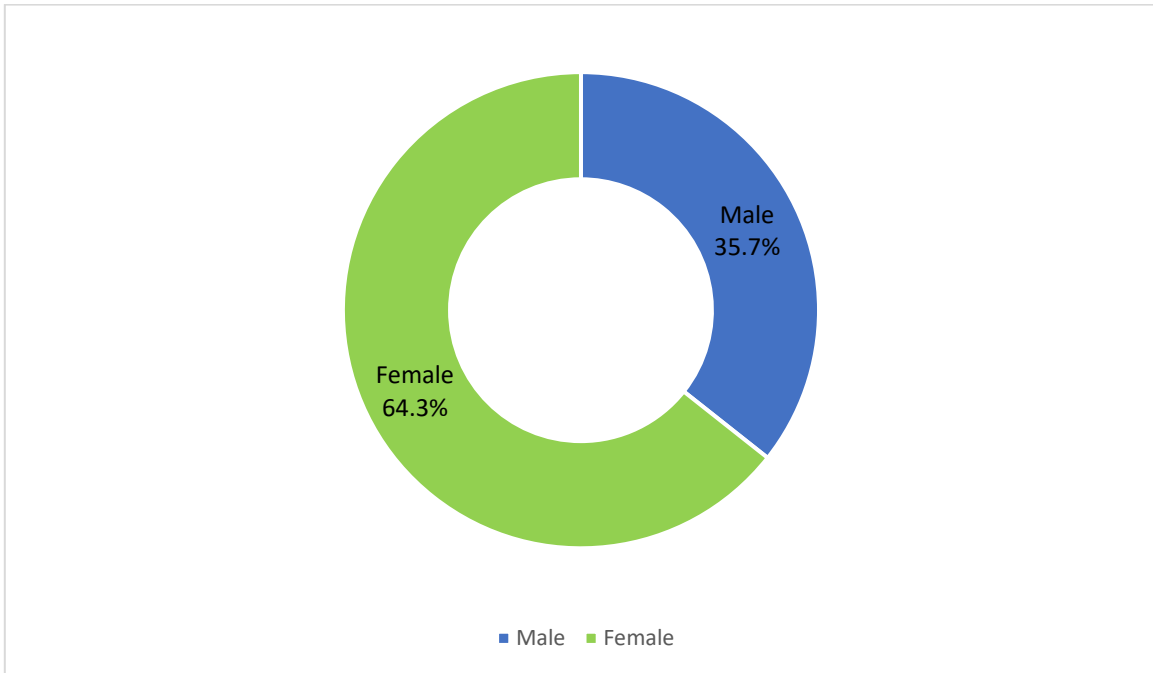
Source: OCGS, ZCT & Immigration Department, Zanzibar

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	1,252	2,365	3,617
British	976	1,983	2,959
German	1,705	3,927	5,632
Italian	3,127	5,251	8,378
French	3,367	6,203	9,570
Dutch	626	1,175	1,801
Belgium	330	744	1,074
Russian	482	857	1,339
Turkish	136	290	426
Polish	2,060	3,642	5,702
Ukrainian	135	356	491
Czech Republic	920	1,762	2,682
Spanish	176	302	478
Other European Country	4,041	7,376	11,417
Subtotal	19,333	36,233	55,566
ASIA			
Japanese	20	43	63
Chinese	110	177	287
Indian	344	271	615
Israeli	154	469	623
Other Asian	634	588	1,222
Subtotal	1,262	1,548	2,810
AFRICA			
Kenyan	477	623	1,100
South African	332	648	980
Egyptian	126	100	226
Other African	986	1,021	2,007
Subtotal	1,921	2,392	4,313
AMERICA			
American	318	1,131	1,449
Canadian	213	397	610
Other American	165	248	413
Subtotal	696	1,776	2,472
OCEANIA			
Australian	83	124	207
New Zealand	11	10	21
Subtotal	94	134	228
Not stated	20	21	41
TOTAL FEBRUARY, 2023	23,326	42,104	65,430
TOTAL JANUARY, 2023	32,835	35,978	68,813
TOTAL PERCENT	35.7	64.3	100
% CHANGE, JANUARY 2023 AND FEBRUARY 2023	-29.0	17.0	-4.9

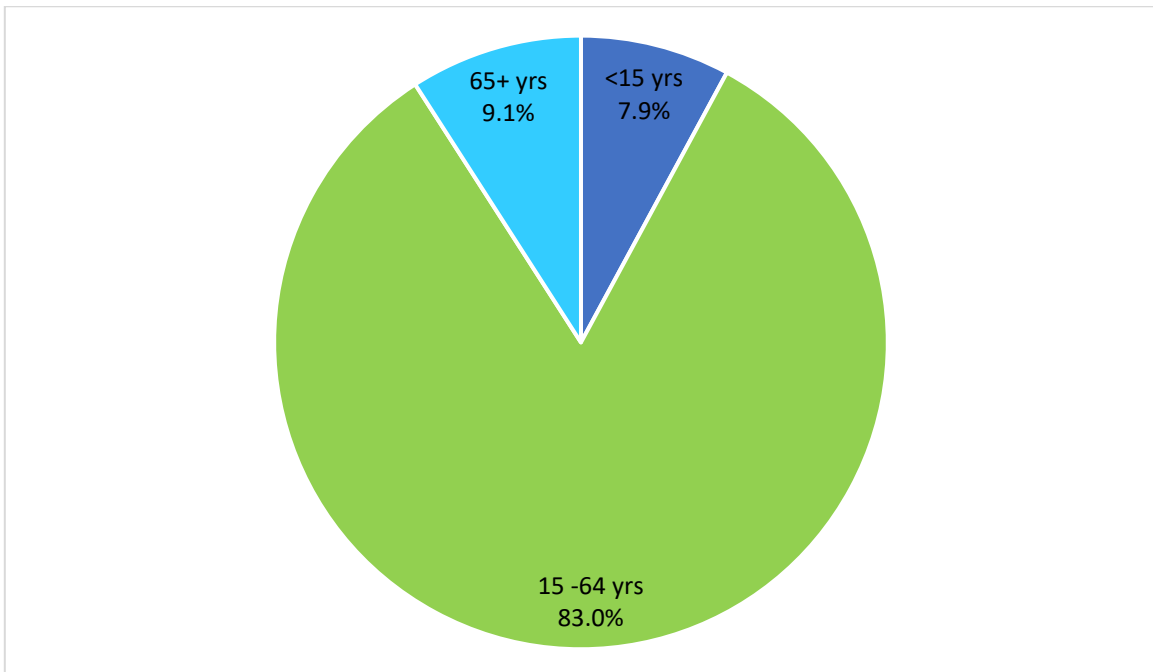
Source: OCGS, ZCT & Immigration Department, Zanzibar

Figure 2: International Visitors by Sex, February 2023



Source: OCGS, ZCT & Immigration Department, Zanzibar

Figure 3: International Visitors by Categorized Age, February 2023



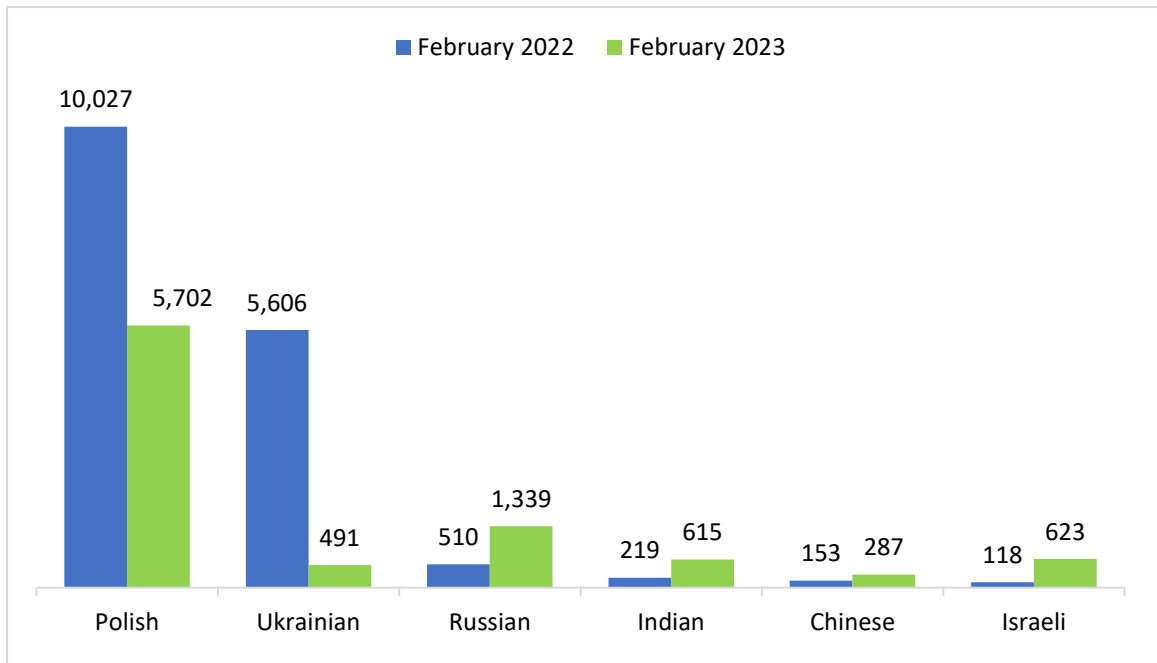
Source: OCGS, ZCT & Immigration Department, Zanzibar

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

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	382	2,905	330	3,617
British	147	2,406	406	2,959
German	248	4,685	699	5,632
Italian	671	6,437	1,270	8,378
French	1,192	7,846	532	9,570
Dutch	92	1,492	217	1,801
Belgium	73	910	91	1,074
Russian	93	1,198	48	1,339
Turkish	22	375	29	426
Polish	569	4,722	411	5,702
Ukrainian	38	433	20	491
Czech Republic	212	2,221	249	2,682
Spanish	17	420	41	478
Other European	864	9,760	793	11,417
Subtotal	4,620	45,810	5,136	55,566
ASIA				
Japanese	7	52	4	63
Chinese	27	242	18	287
Indian	24	556	35	615
Israeli	27	531	65	623
Other Asian	52	1,068	102	1,222
Subtotal	137	2,449	224	2,810
AFRICA				
Kenyan	64	981	55	1,100
South African	53	877	50	980
Egyptian	13	206	7	226
Other African	123	1,821	63	2,007
Subtotal	253	3,885	175	4,313
AMERICA				
American	62	1,179	208	1,449
Canadian	32	451	127	610
Other American	29	352	32	413
Subtotal	123	1,982	367	2,472
OCEANIA				
Australian	5	174	28	207
New Zealand	0	19	2	21
Subtotal	5	193	30	228
Not stated	1	37	3	41
TOTAL	5,139	54,356	5,935	65,430
TOTAL PERCENT	7.9	83.0	9.1	100

Source: OCGS, ZCT & Immigration Department, Zanzibar

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



Source: OCGS, ZCT & Immigration Department, Zanzibar

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

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	215	165	380	0.6	215	165	380
2	348	330	678	1.0	696	660	1,356
3	573	591	1,164	1.8	1,719	1,773	3,492
4	620	865	1,485	2.3	2,480	3,460	5,940
5	2,042	2,403	4,445	6.8	10,210	12,015	22,225
6	3,010	13,783	16,793	25.7	18,060	82,698	100,758
7	4,951	8,626	13,577	20.8	34,657	60,382	95,039
8	4,583	6,071	10,654	16.3	36,664	48,568	85,232
9	1,029	1,399	2,428	3.7	9,261	12,591	21,852
10	1,490	2,005	3,495	5.3	14,900	20,050	34,950
11	692	979	1,671	2.6	7,612	10,769	18,381
12	768	915	1,683	2.6	9,216	10,980	20,196
13	365	460	825	1.3	4,745	5,980	10,725
14	942	1,343	2,285	3.5	13,188	18,802	31,990
15	549	657	1,206	1.8	8,235	9,855	18,090
16	173	237	410	0.6	2,768	3,792	6,560
17	81	112	193	0.3	1,377	1,904	3,281
18	94	105	199	0.3	1,692	1,890	3,582
19	43	64	107	0.2	817	1,216	2,033
20	114	125	239	0.4	2,280	2,500	4,780
21	103	155	258	0.4	2,163	3,255	5,418
22	29	33	62	0.1	638	726	1,364
23	36	46	82	0.1	828	1,058	1,886
24	17	31	48	0.1	408	744	1,152
25	23	20	43	0.1	575	500	1,075
26	16	15	31	0.0	416	390	806
27	10	16	26	0.0	270	432	702
28	27	36	63	0.1	756	1,008	1,764
29	14	23	37	0.1	406	667	1,073
30	146	202	348	0.5	4,380	6,060	10,440
31+	223	292	515	0.8	6,913	9,052	15,965
Total	23,326	42,104	65,430	100.0	198,545	333,942	532,487
	Intended Average Length of Stay ¹				8.5	7.9	8.1

Source: OCGS, ZCT & Immigration Department, Zanzibar

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, February 2023

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	380	0.6	380
2	678	1.0	1,356
3	1,164	1.8	3,492
4	1,485	2.3	5,940
5	4,445	6.8	22,225
6	16,793	25.7	100,758
7	13,577	20.8	95,039
8	10,654	16.3	85,232
9	2,428	3.7	21,852
10	3,495	5.3	34,950
11	1,671	2.6	18,381
12	1,683	2.6	20,196
13	825	1.3	10,725
14	2,285	3.5	31,990
15	1,206	1.8	18,090
16	410	0.6	6,560
17	193	0.3	3,281
18	199	0.3	3,582
19	107	0.2	2,033
20	239	0.4	4,780
21	258	0.4	5,418
22	62	0.1	1,364
23	82	0.1	1,886
24	48	0.1	1,152
25	43	0.1	1,075
26	31	0.0	806
27	26	0.0	702
28	63	0.1	1,764
29	37	0.1	1,073
30	348	0.5	10,440
31+	515	0.8	15,965
Total	65,430	100.0	532,487
Number of beds available in February, 2023			633,332
Bed Occupancy Rate			84.1

Source: OCGS, ZCT & Immigration Department, Zanzibar

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

Nationality	January- February 2022			January- February 2023					% Change, Jan-Feb 2022 and Jan-Feb 2023
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	3,131	3.5	7	6,606	599	7,205	5.4	5	130.1
British	2,268	2.5	9	5,104	470	5,574	4.2	6	145.8
German	4,798	5.4	4	8,899	1,367	10,266	7.6	4	114.0
Italian	1,131	1.3	14	18,538	178	18,716	13.9	1	1554.8
French	10,330	11.5	3	17,832	396	18,228	13.6	2	76.5
Dutch	2,137	2.4	10	4,149	176	4,325	3.2	8	102.4
Belgium	1,850	2.1	12	1,973	102	2,075	1.5	13	12.2
Russian	1,024	1.1	15	2,255	82	2,337	1.7	12	128.2
Turkish	732	0.8	17	897	70	967	0.7	18	32.1
Polish	16,575	18.5	1	11,733	71	11,804	8.8	3	-28.8
Ukrainian	11,175	12.5	2	979	20	999	0.7	17	-91.1
Czech Republic	4,720	5.3	5	4,946	29	4,975	3.7	7	5.4
Spanish	939	1	16	1,055	59	1,114	0.8	15	18.6
Other European	13,977	15.6		22,633	694	23,327	17.4		66.9
Subtotal	74,787	83.6		107,599	4,313	111,912	83.4		49.6
ASIA									
Japanese	29	0	24	86	33	119	0.1	23	310.3
Chinese	290	0.3	21	526	168	694	0.5	20	139.3
Indian	397	0.4	19	720	354	1,074	0.8	16	170.5
Israeli	194	0.2	22	788	30	818	0.6	19	321.6
Other Asian	1,029	1.2		2,277	323	2,600	1.9		152.7
Subtotal	1,939	2.2		4,397	908	5,305	4.0		173.6
AFRICA									
Kenyan	1,239	1.4	13	2,016	782	2,798	2.1	10	125.8
South African	4,082	4.6	6	2,439	134	2,573	1.9	11	-37.0
Egyptian	538	0.6	18	304	74	378	0.3	22	-29.7
Other African	2,698	3		3,798	1,264	5,062	3.8		87.6
Subtotal	8,557	9.6		8,557	2,254	10,811	8.1		26.3
AMERICA									
American	1,926	2.2	11	2,770	537	3,307	2.5	9	71.7
Canadian	303	0.3	20	985	227	1,212	0.9	14	300.0
Other American	408	0.5		869	86	955	0.7		134.1
Subtotal	2,637	2.9		4,624	850	5,474	4.1		107.6
OCEANIA									
Australian	161	0.2	23	472	116	588	0.4	21	265.2
New Zealand	28	0	25	53	12	65	0.0	24	132.1
Subtotal	189	0.2		525	128	653	0.5		245.5
Not stated	1,329	1.5		78	10	88	0.1		
TOTAL	89,438	100		125,780	8,463	134,243	100		50.1

Source: OCGS, ZCT & Immigration Department, Zanzibar

Annex I: Visitors Arrival from Emerging Markets, February 2022, January 2023 and February 2023

Nationality	February 2022	January 2023	February2023	% Change February 2022 and February2023	% Change January 2023 and February 2023
Russian	510	998	1,339	162.5	34.2
Polish	10,027	6,102	5,702	-43.1	-6.6
Ukrainian	5606	508	491	-91.2	-3.3
Chinese	153	407	287	87.6	-29.5
Indian	219	459	615	180.8	34.0
Israeli	118	195	623	428.0	219.5
Total	16,633	8,669	9,057	-45.5	4.5

Source: OCGS, ZCT & Immigration Department, Zanzibar

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	
April	20,242	334	13,839	20,540	
May	15,640	197	9,280	20,450	
June	36,605	353	20,416	34,013	
July	55,947	3,079	29,714	58,157	
August	68,163	4,366	34,425	61,388	
September	49,732	5,422	25,817	46,338	
October	53,023	12,157	31,826	57,547	
November	47,824	29,128	35,438	55,150	
December	60,685	48,594	48,167	66,720	
Total	538264	260644	394185	548503	134,243

Source: OCGS, ZCT & Immigration Department, 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 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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