



Tourism Release No.83



TOURISM STATISTICAL RELEASE NOVEMBER – 2023

27th December, 2023

TOURISM STATISTICS

Zanzibar recorded **57,296** international visitors in November 2023 which is an increase of **3.9** percent compared with **55,150** visitors recorded in November 2022 and increased by **4.2** percent compared with **54,961** visitors recorded in the preceding month (October 2023).

Tourists from Europe continued to dominate the market by accounting (**74.2** percent) of the total visitors in November 2023. In country wise, Italy dominated the Tourism market by accounting **11.5** percent of all visitors entered in November 2023, followed by Poland (**10.7** 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 **49,414** visitors equivalent to **86.2** percent of the total visitors entered through Airport, where by **47,619** visitors of them entered by international flights and **1,795** by domestic flights. The remaining **7,882** visitors entered through seaport of whom **1,561** entered by cruise ship and **6,321** by sea Ferries from Tanzania Mainland as shown in Figure 1 & Table 2.

Information on the purpose of visit (**Table 3**) shows that in November 2023, about **54,748** visitors equivalent to **95.6** percent came for holidays, **0.4** percent came for visiting friends and relatives and **4** percent came for other purposes.

Table 4 & Figure 2 shows that **30,411** visitors (**53.1** percent) were male and **26,885** (**46.9** percent) were female. Male and Female increased by 4.4 and 4.1 respectively compared with the preceding month of October 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 **2,268** (**4.0** percent) visitors were aged less than 15 years, **49,414** (**86.2** percent) were aged 15 to 64 years and **5,614** (**9.8** 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 **45.1** percent compared with the visitors recorded in November 2022. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that **18.4** percent of visitors stayed in the country for eight days in November, 2023. The overall average intended length of stay for visitors in November 2023 was eight nights (**8.2**).

The total of **678,570** bed-spaces was available in November 2023. Out of these bed-spaces, estimates of **472,502** beds were sold during November 2023 representing a bed occupancy rate of **69.6** percent (**Table 7**).

For the past eleven months, Zanzibar has received **568,312** visitors from January- November 2023 which is an increase of **18.0** percent compared with the corresponding months (January- November 2022). About **506,488** visitors entered through airport while **61,824** visitors entered through seaport. Most of visitors were from Europe (**72.4** percent). In country wise, French (**11.0** percent) was the leading market for the months in Zanzibar tourism market (**Table 8**).

Table1: International Visitors by Nationality, November2023, October 2023 and November 2022

Nationality	November 2022			October 2023			November 2023			% Change Nov 2023 and Oct 2023	%Change, Nov2023 and Nov 2022
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	2,865	5.2	6	2,578	4.7	6	2,165	3.8	7	-16.0	-24.4
British	3,014	5.5	5	3,673	6.7	5	2,432	4.2	6	-33.8	-19.3
German	4,124	7.5	3	5,883	10.7	2	4,765	8.3	4	-19.0	15.5
Italian	5,308	9.6	2	5,015	9.1	3	6,590	11.5	1	31.4	24.2
French	6,693	12.1	1	6,345	11.5	1	5,226	9.1	3	-17.6	-21.9
Dutch	1,711	3.1	8	1,373	2.5	10	1,303	2.3	11	-5.1	-23.8
Belgium	1,223	2.2	12	906	1.6	13	668	1.2	16	-26.3	-45.4
Russian	778	1.4	14	663	1.2	15	774	1.4	14	16.7	-0.5
Turkish	305	0.6	20	393	0.7	19	384	0.7	19	-2.3	25.9
Polish	3,620	6.6	4	4,071	7.4	4	6,148	10.7	2	51.0	69.8
Ukrainian	229	0.4	22	200	0.4	22	813	1.4	13	306.5	255.0
Czech Republic	1,627	3	9	1,207	2.2	11	1,984	3.5	8	64.4	21.9
Spanish	1,091	2	13	1,043	1.9	12	723	1.3	15	-30.7	-33.7
Other European	6,279	11.4		7,149	13.0		8,513	14.9		19.1	35.6
Subtotal	38,867	70.5		40,499	73.7		42,488	74.2		5	9
ASIA											
Japanese	91	0.2	24	60	0.1	24	90	0.2	22	50.0	-1.1
Chinese	272	0.5	21	555	1.0	17	429	0.7	18	-22.7	57.7
Indian	769	1.4	15	730	1.3	14	662	1.2	17	-9.3	-13.9
Israeli	433	0.8	17	416	0.8	18	24	0.0	24	-94.2	-94.5
Other Asian	1,641	3		1,391	2.5		1,136	2.0		-18.3	-30.8
Subtotal	3,206	5.8		3,152	5.7		2,341	4.1		-25.7	-27.0
AFRICA											
Kenyan	1,613	2.9	10	1,566	2.8	9	1,545	2.7	10	-1.3	-4.2
South African	1,279	2.3	11	2,441	4.4	7	1,805	3.2	9	-26.1	41.1
Egyptian	309	0.6	19	270	0.5	21	202	0.4	21	-25.2	-34.6
Other African	3,395	6.2		3,635	6.6		3,094	5.4		-14.9	-8.9
Subtotal	6,596	12		7,912	14.4		6,646	11.6		-16.0	0.8
AMERICA											
American	2,235	4.1	7	1,875	3.4	8	3,990	7.0	5	112.8	78.5
Canadian	644	1.2	16	601	1.1	16	988	1.7	12	64.4	53.4
Other American	767	1.4		493	0.9		375	0.7		-23.9	-51.1
Subtotal	3,646	6.6		2,969	5.4		5,353	9.3		80.3	46.8
OCEANIA											
Australian	380	0.7	18	334	0.6	20	371	0.6	20	11.1	-2.4
New Zealand	135	0.2	23	89	0.2	23	89	0.2	23	0.0	-34.1
Subtotal	515	0.9		423	0.8		460	0.8		8.7	-10.7
Not stated	2,320	4.2		6	0.0		8	0.0			
TOTAL	55,150	100		54,961	100.0		57,296	100.0		4.2	3.9

Figure 1: International Visitors by Entry Points, November 2023

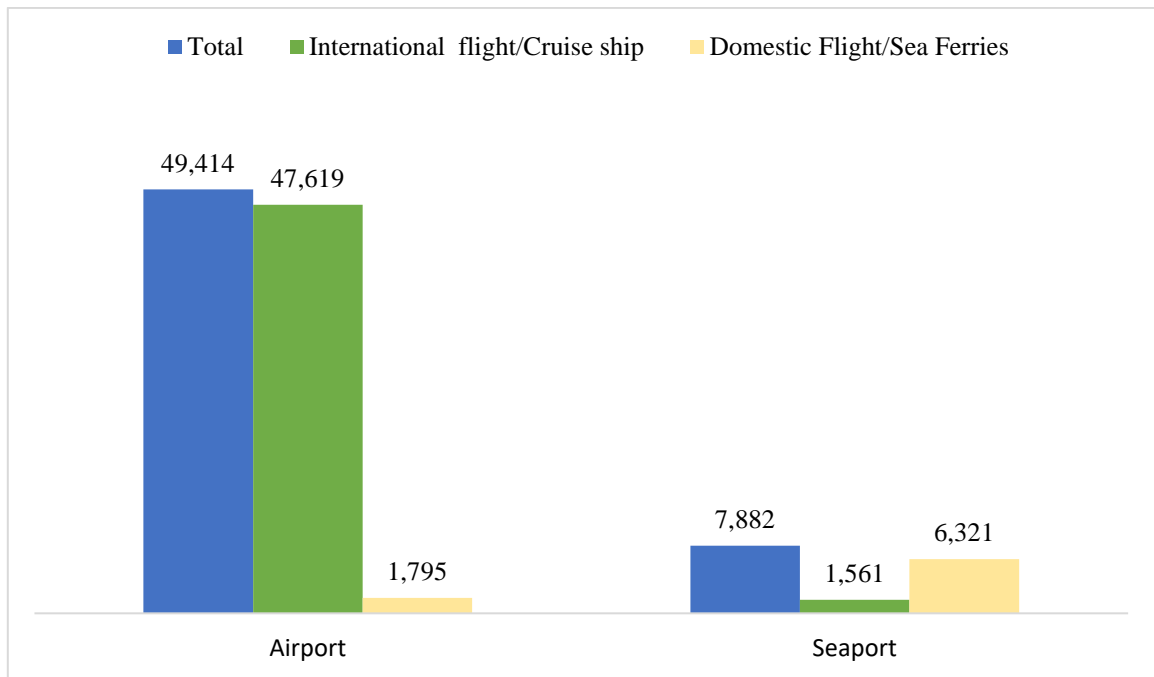


Table 2: International Visitors by Nationality through Entry Points, November 2023

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	1,780	124	1,904	2	259	261
British	1,963	121	2,084	19	329	348
German	4,272	173	4,445	14	306	320
Italian	6,377	74	6,451	14	125	139
French	4,859	143	5,002	3	221	224
Dutch	1,112	52	1,164	30	109	139
Belgium	540	71	611	2	55	57
Russian	697	17	714	1	59	60
Turkish	330	9	339	-	45	45
Polish	6,050	31	6,081	-	67	67
Ukrainian	805	1	806	-	7	7
Czech Republic	1,943	22	1,965	-	19	19
Spanish	635	52	687	1	35	36
Other Europeans	8,067	106	8,173	29	311	340
Subtotal	39,430	996	40,426	115	1,947	2,062
ASIA						
Japanese	48	9	57	3	30	33
Chinese	171	44	215	6	208	214
Indian	337	73	410	-	252	252
Israeli	15	7	22	-	2	2
Other Asians	863	54	917	4	215	219
Subtotal	1,434	187	1,621	13	707	720
AFRICA						
Kenyan	804	112	916	-	629	629
South African	1,680	25	1,705	5	95	100
Egyptian	162	11	173	-	29	29
Other Africans	1,900	237	2,137	-	957	957
Subtotal	4,546	385	4,931	5	1,710	1,715
AMERICA						
American	1,417	141	1,558	1,105	1,327	2,432
Canadian	324	47	371	251	366	617
Other Americans	273	22	295	14	66	80
Subtotal	2,014	210	2,224	1,370	1,759	3,129
OCEANIA						
Australian	156	17	173	51	147	198
New Zealand	31	0	31	7	51	58
Subtotal	187	17	204	58	198	256
Not stated	8	0	8	-	0	-
TOTAL	47,619	1,795	49,414	1,561	6,321	7,882

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

Nationality	Holidays	Visiting Friends and Relatives	Returning Residences	Prospective Resident	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE										
Scandinavian	2,153	6	0	3	1	0	0	0	2	2,165
British	2,352	7	24	46	-	1	0	1	1	2,432
German	4,718	29	3	13	-	0	0	0	2	4,765
Italian	6,527	32	12	17	1	0	0	0	1	6,590
French	5,189	22	5	3	1	0	1	0	5	5,226
Dutch	1,286	7	0	9	-	0	0	0	1	1,303
Belgium	659	7	0	2	-	0	0	0	-	668
Russian	759	8	7	0	-	0	0	0	-	774
Turkish	382	2	0	0	-	0	0	0	-	384
Polish	6,128	9	2	0	1	1	2	0	5	6,148
Ukrainian	807	5	0	0	-	0	0	0	1	813
Czech Republic	1,979	2	0	0	-	0	0	0	3	1,984
Spanish	716	5	0	2	-	0	0	0	-	723
Other Europeans	8,363	52	3	79	-	2	0	0	14	8,513
Subtotal	42,018	193	56	174	4	4	3	1	35	42,488
ASIA										
Japanese	84	0	1	5	-	0	0	0	-	90
Chinese	418	2	2	7	-	0	0	0	-	429
Indian	659	2	1	0	-	0	0	0	-	662
Israeli	24	0	0	0	-	0	0	0	-	24
Other Asians	1,125	2	0	7	-	0	2	0	-	1,136
Subtotal	2,310	6	4	19	-	-	2	-	-	2,341
AFRICA										
Kenyan	1,541	4	0	0	-	0	0	0	-	1,545
South African	1,782	10	3	9	-	0	0	0	1	1,805
Egyptian	196	6	0	0	-	0	0	0	-	202
Other Africans	3,086	5	0	2	1	0	0	0	-	3,094
Subtotal	6,605	25	3	11	1	-	-	-	1	6,646
AMERICA										
American	2,445	12	0	1,524	2	2	0	0	5	3,990
Canadian	641	3	5	337	-	0	0	2	-	988
Other Americans	340	2	13	20	-	0	0	0	-	375
Subtotal	3,426	17	18	1,881	2	2	-	2	5	5,353
OCEANIA										
Australian	319	2	1	49	-	0	0	0	-	371
New Zealand	62	0	0	27	-	0	0	0	-	89
Subtotal	381	2	1	76	-	-	-	-	-	460
Not stated	8	0	0	0	-	0	0	0	-	8
TOTAL	54,748	243	82	2,161	7	6	5	3	41	57,296
TOTAL PERCENT	95.6	0.4	0.1	3.8	0.0	0.0	0.0	0.0	0.1	100

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	1,082	1,083	2,165
British	1,275	1,157	2,432
German	2,496	2,269	4,765
Italian	3,467	3,123	6,590
French	2,773	2,453	5,226
Dutch	726	577	1,303
Belgium	367	301	668
Russian	390	384	774
Turkish	247	137	384
Polish	3,230	2,918	6,148
Ukrainian	371	442	813
Czech Republic	1,045	939	1,984
Spanish	381	342	723
Other European Country	4,468	4,045	8,513
Subtotal	22,318	20,170	42,488
ASIA			
Japanese	55	35	90
Chinese	290	139	429
Indian	459	203	662
Israeli	13	11	24
Other Asian	767	369	1,136
Subtotal	1,584	757	2,341
AFRICA			
Kenyan	852	693	1,545
South African	877	928	1,805
Egyptian	137	65	202
Other African	1,820	1,274	3,094
Subtotal	3,686	2,960	6,646
AMERICA			
American	1,927	2,063	3,990
Canadian	489	499	988
Other American	183	192	375
Subtotal	2,599	2,754	5,353
OCEANIA			
Australian	176	195	371
New Zealand	45	44	89
Subtotal	221	239	460
Not stated	3	5	8
TOTAL NOVEMBER, 2023	30,411	26,885	57,296
TOTAL OCTOBER, 2023	29,132	25,829	54,961
TOTAL PERCENT	53.1	46.9	100
% CHANGE, NOVEMBER 2023 AND OCTOBER 2023	4.4	4.1	4.2

Figure 2: International Visitors by Sex, November 2023

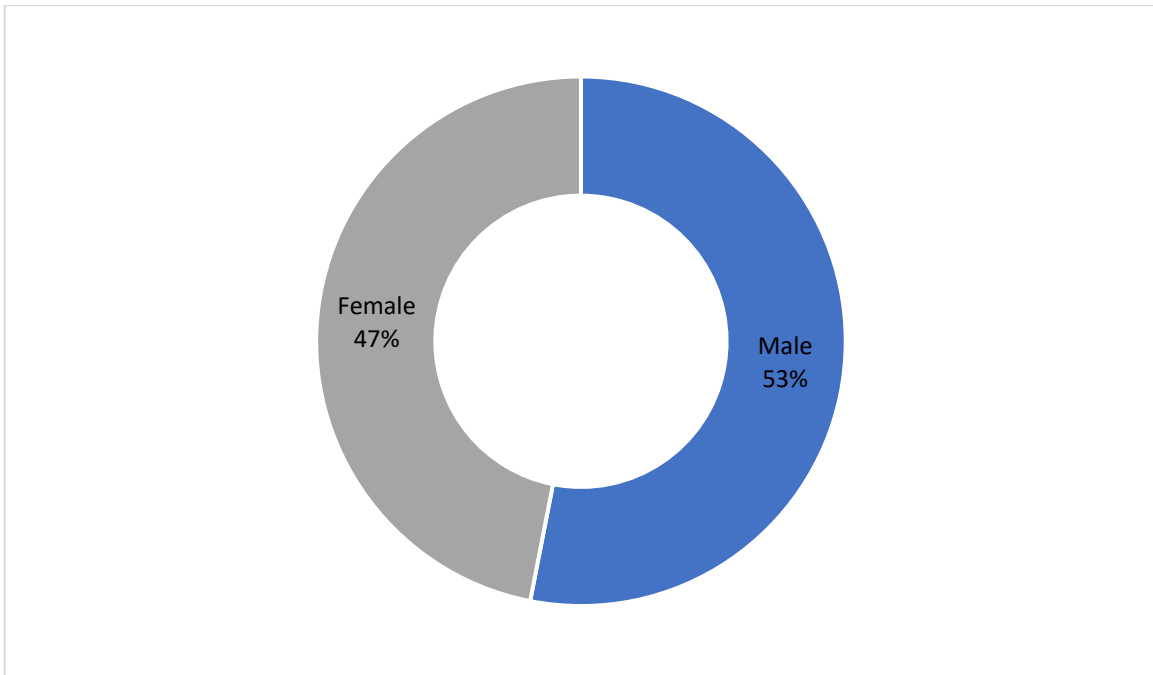


Figure 3: International Visitors by Categorized Age, November 2023

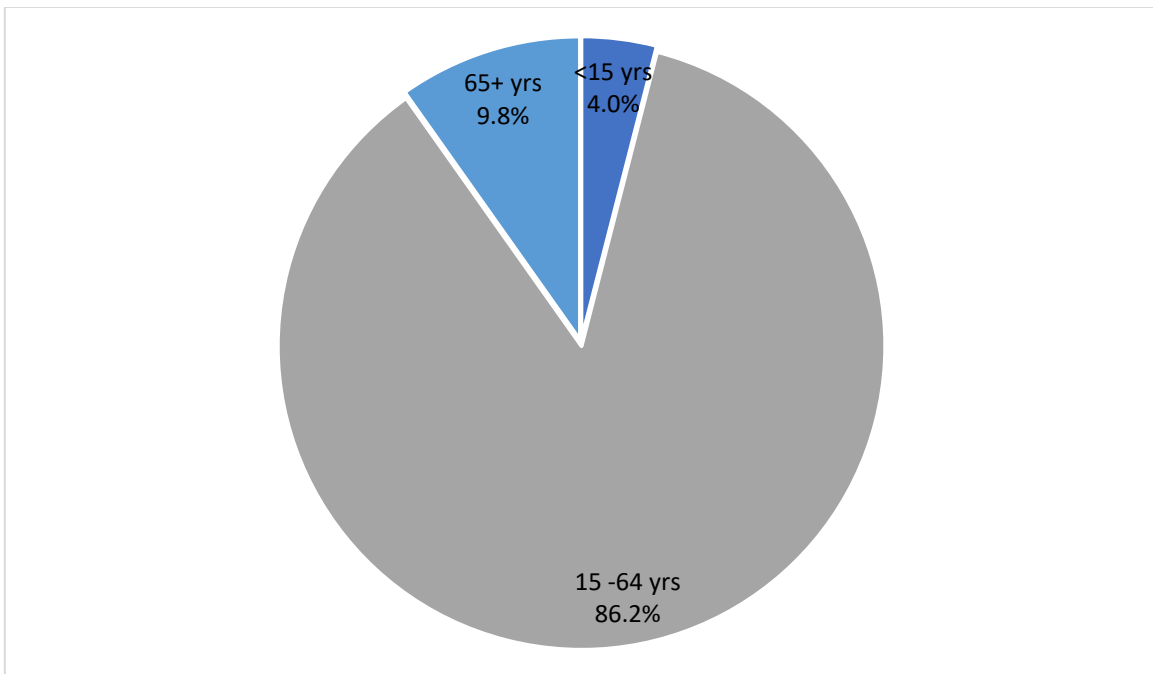


Table 5: International Visitors by Nationality and Categorized Age, November 2023

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	121	1,833	211	2,165
British	74	2,053	305	2,432
German	72	4,233	460	4,765
Italian	363	5,698	529	6,590
French	123	4,726	377	5,226
Dutch	31	1,129	143	1,303
Belgium	14	598	56	668
Russian	60	681	33	774
Turkish	39	338	7	384
Polish	301	5,528	319	6,148
Ukrainian	61	727	25	813
Czech Republic	115	1,724	145	1,984
Spanish	20	671	32	723
Other European	378	7,552	583	8,513
Subtotal	1,772	37,491	3,225	42,488
ASIA				
Japanese	2	80	8	90
Chinese	8	404	17	429
Indian	35	590	37	662
Israeli	6	18	-	24
Other Asian	49	993	94	1,136
Subtotal	100	2,085	156	2,341
AFRICA				
Kenyan	68	1,434	43	1,545
South African	70	1,666	69	1,805
Egyptian	4	195	3	202
Other African	87	2,945	62	3,094
Subtotal	229	6,240	177	6,646
AMERICA				
American	110	2,339	1,541	3,990
Canadian	28	569	391	988
Other American	8	336	31	375
Subtotal	146	3,244	1,963	5,353
OCEANIA				
Australian	21	284	66	371
New Zealand	-	62	27	89
Subtotal	21	346	93	460
Not stated	-	8	-	8
TOTAL	2,268	49,414	5,614	57,296
TOTAL (%)	4.0	86.2	9.8	100

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

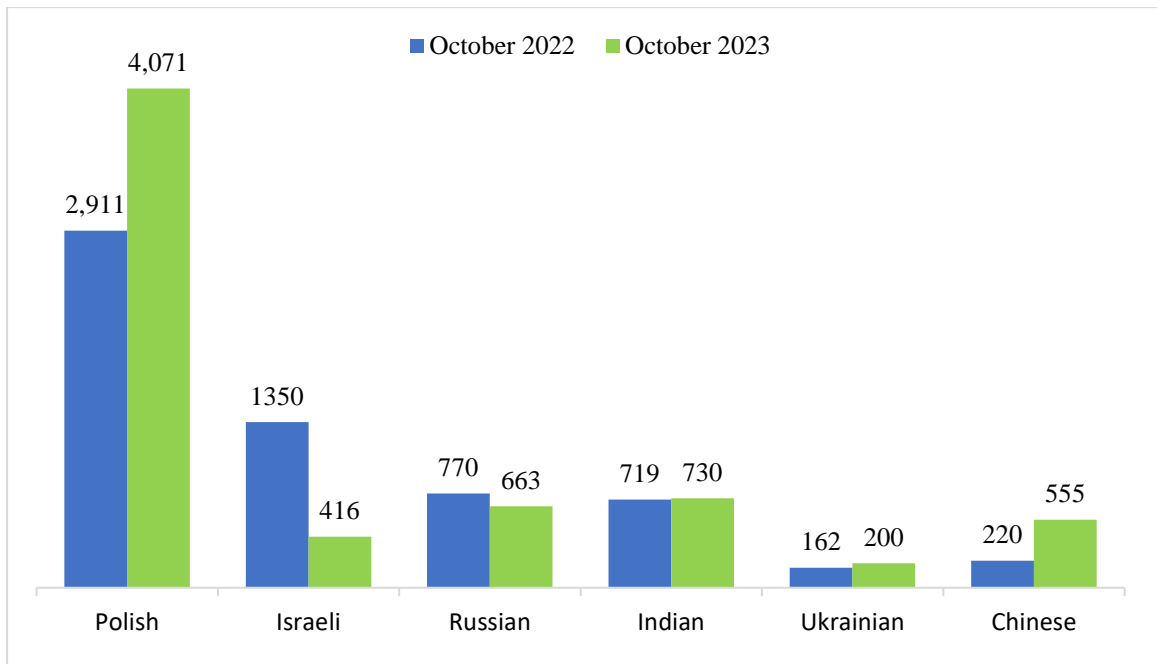


Table 6: Intended Length of Stay and Sex of International Visitors, November 2023

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	557	368	925	1.6	557	368	925
2	1,478	1,415	2,893	5.0	2,956	2,830	5,786
3	697	650	1,347	2.4	2,091	1,950	4,041
4	798	774	1,572	2.7	3,192	3,096	6,288
5	6,258	2,403	8,661	15.1	31,290	12,015	43,305
6	1,522	1,744	3,266	5.7	9,132	10,464	19,596
7	4,733	4,964	9,697	16.9	33,131	34,748	67,879
8	4,981	5,587	10,568	18.4	39,848	44,696	84,544
9	1,923	1,896	3,819	6.7	17,307	17,064	34,371
10	1,858	1,765	3,623	6.3	18,580	17,650	36,230
11	932	953	1,885	3.3	10,252	10,483	20,735
12	1,075	1,060	2,135	3.7	12,900	12,720	25,620
13	422	422	844	1.5	5,486	5,486	10,972
14	1,111	992	2,103	3.7	15,554	13,888	29,442
15	685	634	1,319	2.3	10,275	9,510	19,785
16	208	176	384	0.7	3,328	2,816	6,144
17	101	101	202	0.4	1,717	1,717	3,434
18	73	77	150	0.3	1,314	1,386	2,700
19	58	48	106	0.2	1,102	912	2,014
20	108	78	186	0.3	2,160	1,560	3,720
21	144	131	275	0.5	3,024	2,751	5,775
22	39	42	81	0.1	858	924	1,782
23	22	28	50	0.1	506	644	1,150
24	14	14	28	0.0	336	336	672
25	22	14	36	0.1	550	350	900
26	8	12	20	0.0	208	312	520
27	9	8	17	0.0	243	216	459
28	26	24	50	0.1	728	672	1,400
29	7	11	18	0.0	203	319	522
30	176	149	325	0.6	5,280	4,470	9,750
31+	366	345	711	1.2	11,346	10,695	22,041
Total	30,411	26,885	57,296	100.0	245,454	227,048	472,502
					Intended Average Length of Stay¹	8.1	8.4
						8.2	

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, November 2023

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	925	1.6	925
2	2,893	5.0	5,786
3	1,347	2.4	4,041
4	1,572	2.7	6,288
5	8,661	15.1	43,305
6	3,266	5.7	19,596
7	9,697	16.9	67,879
8	10,568	18.4	84,544
9	3,819	6.7	34,371
10	3,623	6.3	36,230
11	1,885	3.3	20,735
12	2,135	3.7	25,620
13	844	1.5	10,972
14	2,103	3.7	29,442
15	1,319	2.3	19,785
16	384	0.7	6,144
17	202	0.4	3,434
18	150	0.3	2,700
19	106	0.2	2,014
20	186	0.3	3,720
21	275	0.5	5,775
22	81	0.1	1,782
23	50	0.1	1,150
24	28	0.0	672
25	36	0.1	900
26	20	0.0	520
27	17	0.0	459
28	50	0.1	1,400
29	18	0.0	522
30	325	0.6	9,750
31+	711	1.2	22,041
Total	57,296	100.0	472,502
Number of beds available in November, 2023			678,570
Bed Occupancy Rate			69.6

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

Nationality	January- November 2022			January- November 2023					% Change, Jan- Nov 2023 and Jan- Nov 2022
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	16,984	3.5	9	19,959	2,220	22,179	3.9	7	30.6
British	27,618	5.7	5	29,815	4,566	34,381	6.0	5	24.5
German	38,809	8.1	3	48,548	4,441	52,989	9.3	3	36.5
Italian	28,319	5.9	4	57,662	1,320	58,982	10.4	2	108.3
French	61,612	12.8	1	59,652	2,643	62,295	11.0	1	1.1
Dutch	14,619	3	11	13,953	1,361	15,314	2.7	10	4.8
Belgium	10,529	2.2	15	7,622	858	8,480	1.5	14	-19.5
Russian	5,357	1.1	19	7,751	463	8,214	1.4	15	53.3
Turkish	3,645	0.8	22	4,361	624	4,985	0.9	19	36.8
Polish	40,516	8.4	2	40,113	449	40,562	7.1	4	0.1
Ukrainian	12,454	2.6	12	3,203	67	3,270	0.6	21	-73.7
Czech Republic	16,576	3.4	10	14,138	193	14,331	2.5	11	-13.5
Spanish	10,816	2.2	14	9,372	676	10,048	1.8	12	-7.1
Other European	59,589	12.4		72,549	3,025	75,574	13.3		26.8
Subtotal	347,443	72.1		388,698	22,906	411,604	72.4		18.5
ASIA									
Japanese	427	0.1	27	613	301	914	0.2	23	114.1
Chinese	2,145	0.4	24	3,769	2,497	6,266	1.1	18	192.1
Indian	7,168	1.5	17	5,466	3,090	8,556	1.5	13	19.4
Israeli	6,583	1.4	18	7,223	183	7,406	1.3	16	12.5
Other Asian	17,295	3.6		16,785	2,543	19,328	3.4		11.8
Subtotal	33,618	7		33,856	8,614	42,470	7.5		26.3
AFRICA									
Kenyan	11,842	2.5	13	10,390	5,884	16,274	2.9	9	37.4
South African	20,108	4.2	7	18,804	1,003	19,807	3.5	8	-1.5
Egyptian	4,143	0.9	21	2,308	490	2,798	0.5	22	-32.5
Other African	25,087	5.2		22,172	11,520	33,692	5.9		34.3
Subtotal	61,180	12.7		53,674	18,897	72,571	12.8		18.6
AMERICA									
American	18,976	3.9	8	18,910	7,123	26,033	4.6	6	37.2
Canadian	4,501	0.9	20	4,465	1,985	6,450	1.1	17	43.3
Other American	3,897	0.8		4,091	687	4,778	0.8		22.6
Subtotal	27374	5.7		27,466	9,795	37,261	6.6		36.1
OCEANIA									
Australian	1,751	0.4	25	2,174	1,310	3,484	0.6	20	99.0
New Zealand	586	0.1	26	444	287	731	0.1	24	24.7
Subtotal	2,337	0.5		2,618	1,597	4,215	0.7		80.4
Not stated	9,831	2		176	15	191	0.0		
TOTAL	481,783	100		506,488	61,824	568,312	100		18.0

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

Nationality	November 2022	October 2023	November 2023	% Change Nov 2023 and Nov 2022	% Change Nov 2023 and Oct 2023
Russian	778	663	774	-0.5	16.7
Polish	3,620	4,071	6,148	69.8	51.0
Ukrainian	229	200	813	255.0	306.5
Chinese	272	555	429	57.7	-22.7
Indian	769	730	662	-13.9	-9.3
Israeli	433	416	24	-94.5	-94.2
Total	6,101	6,635	8,850	45.1	33.4

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	
Total	538,264	260,644	394,185	548,503	568,312

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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