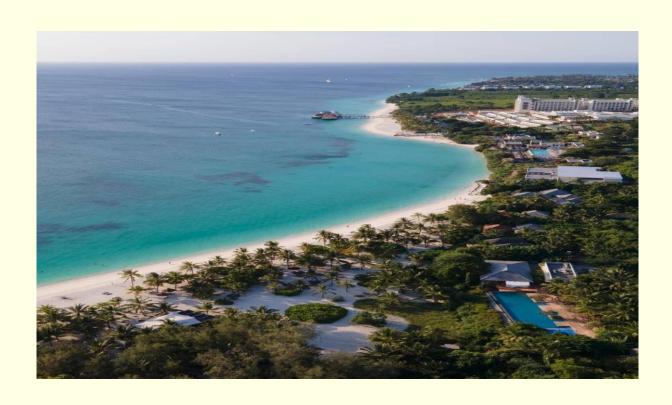




## **Tourism Release No.82**



# TOURISM STATISTICAL RELEASE OCTOBER – 2023

**Released on 28/11/2023** 

#### **TOURISM STATISTICS**

Zanzibar recorded **54,961** international visitors in October 2023 which is an decrease of **4.5** percent compared with **57,547** visitors recorded in October 2022 and increased by 2.1 percent compared with **53,839** visitors recorded in the preceding month (September 2023).

Tourists from Europe continued to dominate the market by accounting (73.3 percent) of the total visitors in October 2023. In country wise, French dominated the Tourism market by accounting 11.5 percent of all visitors entered in October 2023, followed by German (10.7 percent) while Japan recorded less than one percent which is the least. Other performances are as shown in (Table 1).

The data shows that **49,327** visitors equivalent to **89.7** percent of the total visitors entered through Airport, where by **47,982** visitors of them entered by international flights and **1,345** by domestic flights. The remaining **5,634** visitors entered through seaport by using Sea Ferries from Tanzania Mainland as shown in **Figure 1 & Table 2**.

Information on the purpose of visit (**Table 3**) shows that in October 2023, about **54,738** visitors equivalent to **99.6** percent came for holidays, **0.2** percent came for visiting friends and relatives and **0.2** percent came for other purposes.

**Table 4 & Figure 2** shows that **29,132** visitors (**53.0** percent) were male and **25,829** (**47.0** percent) were female. Male and Female increased by **2.5** and **1.7** respectively compared with the preceding month of September 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 3,585 (6.5 percent) visitors were aged less than 15 years, 48,065 (87.5 percent) were aged 15 to 64 years and 3,311 (6.0 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 **8.2** percent compared with the visitors recorded in October 2022. Other performances are shown in (**Figure 4 & Annex I**).

**Table 6** shows that **19.2** percent of visitors stayed in the country for seven days in October 2023. The overall average intended length of stay for visitors in October 2023 was eight nights **(8.2)**.

The total of **701,189** bed-spaces was available in October 2023. Out of these bed-spaces, estimates of **451,378** beds were sold during October 2023 representing a bed occupancy rate of **64.4** percent (**Table 7**).

For the past ten months, Zanzibar has received **511,016** visitors from January- October 2023 which is an increase of **19.8** percent compared with the corresponding months (January-October 2022). About **457,074** visitors entered through airport while **53,942** visitors entered through seaport. Most of visitors were from Europe (**72.2** percent). In country wise, French (**11.2** percent) was the leading market for the ten months in Zanzibar tourism market (**Table 8**).

Table1: International Visitors by Nationality, October 2023, September 2023 and October 2022

Nationality		October 2022		s	eptember 2023			October 2023		% Change Oct 2023 and Sept 2023	%Change, Oct 2023 and Sept 2022
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank	Sept 2020	una Sept 2022
EUROPE											
Scandinavian	3,024	5.3	5	1,220	2.3	12	2,578	4.7	6	111.3	-14.7
British	3,355	5.8	4	4,124	7.7	4	3,673	6.7	5	-10.9	9.5
German	6,418	11.2	2	5,988	11.1	1	5,883	10.7	2	-1.8	-8.3
Italian	4,615	8	3	5,617	10.4	2	5,015	9.1	3	-10.7	8.7
French	9,074	15.8	1	5,386	10.0	3	6,345	11.5	1	17.8	-30.1
Dutch	2,065	3.6	8	1,255	2.3	11	1,373	2.5	10	9.4	-33.5
Belgium	1,039	1.8	14	807	1.5	15	906	1.6	13	12.3	-12.8
Russian	770	1.3	15	583	1.1	17	663	1.2	15	13.7	-13.9
Turkish	272	0.5	20	387	0.7	19	393	0.7	19	1.6	44.5
Polish	2,911	5.1	6	3,700	6.9	5	4,071	7.4	4	10.0	39.8
Ukrainian	162	0.3	22	150	0.3	22	200	0.4	22	33.3	23.5
Czech Republic	1,424	2.5	11	670	1.2	16	1,207	2.2	11	80.1	-15.2
Spanish	1,486	2.6	10	1,334	2.5	10	1,043	1.9	12	-21.8	-29.8
Other European	6,933	12		5,601	10.4		7,149	13.0		27.6	3.1
Subtotal	43,548	75.7		36,822	68.4		40,499	73.7		10	-7
ASIA											
Japanese	50	0.1	24	125	0.2	23	60	0.1	24	-52.0	20.0
Chinese	220	0.4	21	915	1.7	13	555	1.0	17	-39.3	152.3
Indian	719	1.2	16	869	1.6	14	730	1.3	14	-16.0	1.5
Israeli	1,350	2.3	12	1424	2.6	9	416	0.8	18	-70.8	-69.2
Other Asian	1,474	2.6		1,838	3.4		1,391	2.5		-24.3	-5.6
Subtotal	3,813	6.6		5,171	9.6		3,152	5.7		-39.0	-17.3
AFRICA											
Kenyan	1,136	2	13	1,546	2.9	8	1,566	2.8	9	1.3	37.9
South African	1,939	3.4	9	2,107	3.9	7	2,441	4.4	7	15.9	25.9
Egyptian	334	0.6	18	265	0.5	21	270	0.5	21	1.9	-19.2
Other African	2,235	3.9		4,130	7.7		3,635	6.6		-12.0	62.6
Subtotal	5,644	9.8		8,048	14.9		7,912	14.4		-1.7	40.2
AMERICA											
American	2,110	3.7	7	2,296	4.3	6	1,875	3.4	8	-18.3	-11.1
Canadian	605	1.1	17	498	0.9	18	601	1.1	16	20.7	-0.7
Other American	457	0.8		558	1.0		493	0.9		-11.6	7.9
Subtotal	3,172	5.5		3,352	6.2		2,969	5.4		-11.4	-6.4
OCEANIA											
Australian	315	0.5	19	357	0.7	20	334	0.6	20	-6.4	6.0
New Zealand	123	0.2	23	79	0.1	24	89	0.2	23	12.7	-27.6
Subtotal	438	0.8		436	0.8		423	0.8		-3.0	-3.4
Not stated	932	1.6		10	0.0		6	0.0			
TOTAL	57,547	100		53,839	100.0		54,961	100.0		2.1	-4.5

Figure 1: International Visitors by Entry Points, October 2023

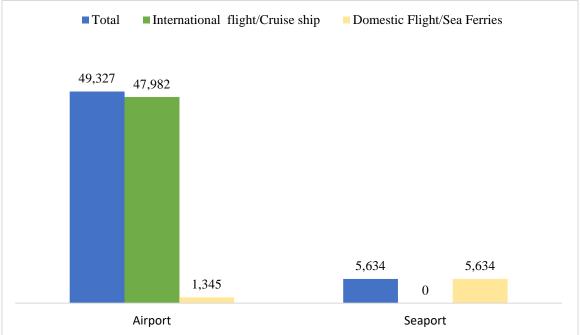


Table 2: International Visitors by Nationality through Entry Points, October 2023

	mational visito	Airport	•	Seaport			
Nationality	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total	
EUROPE							
Scandinavian	2,259	111	2,370	0	208	208	
British	3,202	50	3,252	0	421	421	
German	5,425	74	5,499	0	384	384	
Italian	4,884	30	4,914	0	101	101	
French	5,961	85	6,046	0	299	299	
Dutch	1,253	9	1,262	0	111	111	
Belgium	745	32	777	0	129	129	
Russian	612	14	626	0	37	37	
Turkish	320	36	356	0	37	37	
Polish	3,945	60	4,005	0	66	66	
Ukrainian	183	11	194	0	6	6	
Czech Republic	1,189	0	1,189	0	18	18	
Spanish	938	51	989	0	54	54	
Other Europeans	6,709	182	6,891	0	258	258	
Subtotal	37,625	745	38,370	0	2,129	2,129	
ASIA							
Japanese	28	5	33	0	27	27	
Chinese	285	37	322	0	233	233	
Indian	394	27	421	0	309	309	
Israeli	398	5	403	0	13	13	
Other Asians	1,127	45	1,172	0	219	219	
Subtotal	2,232	119	2,351	0	801	801	
AFRICA							
Kenyan	944	55	999	0	567	567	
South African	2,286	44	2,330	0	111	111	
Egyptian	199	27	226	0	44	44	
Other Africans	2,247	173	2,420	0	1215	1,215	
Subtotal	5,676	299	5,975	0	1,937	1,937	
AMERICA							
American	1,452	57	1,509	0	366	366	
Canadian	378	49	427	0	174	174	
Other Americans	379	45	424	0	69	69	
Subtotal	2,209	151	2,360	0	609	609	
OCEANIA							
Australian	203	23	226	0	108	108	
New Zealand	31	8	39	0	50	50	
Subtotal	234	31	265	0	158	158	
Not stated	6	0	6	0	0	0	
TOTAL	47,982	1,345	49,327	0	5,634	5,634	
Source: OCGS 7				U	3,034	3,034	

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

	-	Visiting	-			urpose of vi	Business		-	
Nationality	Holidays	Friends and Relatives	Returning Residences	Prospective Resident	Seeking Employment	Temporary Employment	and Conference	In Transit	Others	Total
EUROPE										
Scandinavian	2,569	8	1	0	0	0	0	0	0	2,578
British	3,653	15	1	0	3	0	0	0	1	3,673
German	5,855	13	2	1	0	0	1	0	11	5,883
Italian	5,002	6	4	0	0	0	0	1	2	5,015
French	6,314	19	4	0	1	0	1	0	6	6,345
Dutch	1,369	2	0	0	0	0	0	0	2	1,373
Belgium	903	2	0	1	0	0	0	0	0	906
Russian	659	4	0	0	0	0	0	0	0	663
Turkish	392	0	0	0	0	0	0	0	1	393
Polish	4,054	9	1	0	2	0	0	0	5	4,071
Ukrainian	199	1	0	0	0	0	0	0	0	200
Czech Republic	1,205	1	0	0	0	0	1	0	0	1,207
Spanish	1,040	2	0	0	1	0	0	0	0	1,043
Other Europeans	7 1 2 0	7	2	0	1	0	0	0	11	7 1 4 0
Subtotal	7,128				1					7,149
ASIA	40,342	89	15	2	8	0	3	1	39	40,499
Japanese	60	0	0	0	0	0	0	0	0	60
Chinese	60	0	0	0	0	0	0	0	0	60
Indian	553	0	0	1	0	0	0	0	1	555
Israeli	726 416	3	0	1	0	0	0	0	0	730 416
Other Asians		10	0		0	0	0	0		
Subtotal	1,376 <b>3,131</b>	10	4	1 3	0	0	0	<b>0</b>	0 1	1,391
AFRICA	3,131	13	4	3	<u>_</u>	<u> </u>	<u> </u>	U		3,152
Kenyan	1 550	3	1	0	2	0	2	0	0	1 566
South African	1,558	3 7	0			0				1,566
Egyptian	2,432 268	0	0	1	0	0	0	0	1	2,441 270
Other Africans	3,622	7	1	0	1	0	1	0	3	3,635
Subtotal	7,880	17	2	1	5	0	3	0	4	7,912
AMERICA	7,880	17			<u> </u>		<u> </u>	- 0	-	7,312
American	1,866	7	1	0	0	0	0	0	1	1,875
Canadian	601	0	0	0	0	0	0	0	0	601
Other	001	U	U	U	U	0	U	U	U	001
Americans	491	2	0	0	0	0	0	0	0	493
Subtotal	2,958	9	1	0	0	0	0	0	1	2,969
OCEANIA										
Australian	334	0	0	0	0	0	0	0	0	334
New Zealand	89	0	0	0	0	0	0	0	0	89
Subtotal	423	0	0	0	0	0	0	0	0	423
Not stated	4	0	0	0	0	0	2	0	0	6
TOTAL	54,738	128	22	6	13	0	8	1	45	54,961
TOTAL PERCENT	99.6	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	100

**Table 4: International Visitors by Nationality and Sex, October 2023** 

Nationality	Male	Female	Total
EUROPE			
Scandinavian	1,257	1,321	2,578
British	1,831	1,842	3,673
German	3,120	2,763	5,883
Italian	2,688	2,327	5,015
French	3,401	2,944	6,345
Dutch	749	624	1,373
Belgium	458	448	906
Russian	333	330	663
Turkish	253	140	393
Polish	2,191	1,880	4,071
Ukrainian	84	116	200
Czech Republic	661	546	1,207
Spanish	525	518	1,043
Other European Country	3,711	3,438	7,149
Subtotal	21,262	19,237	40,499
ASIA			
Japanese	37	23	60
Chinese	313	242	555
Indian	493	237	730
Israeli	218	198	416
Other Asian	837	554	1,391
Subtotal	1,898	1,254	3,152
AFRICA			
Kenyan	839	727	1,566
South African	1,223	1,218	2,441
Egyptian	185	85	270
Other African	2,011	1,624	3,635
Subtotal	4,258	3,654	7,912
AMERICA	006	070	1.055
American	896	979	1,875
Canadian	330	271	601
Other American	274	219	493
Subtotal	1,500	1,469	2,969
OCEANIA	450	4.54	22.4
Australian	173	161	334
New Zealand	36	53	89
Subtotal	209	214	423
Not stated	5	1	6
TOTAL OCTOBER, 2023	29,132	25,829	54,961
TOTAL SEPTEMBER, 2023	28,645	25,194	53,839
TOTAL PERCENT	53.0	47.0	100
% CHANGE, OCTOBER 2023 AND SEPTEMBER 2023	1.7	2.5	2.1

Figure 2: International Visitors by Sex, October 2023

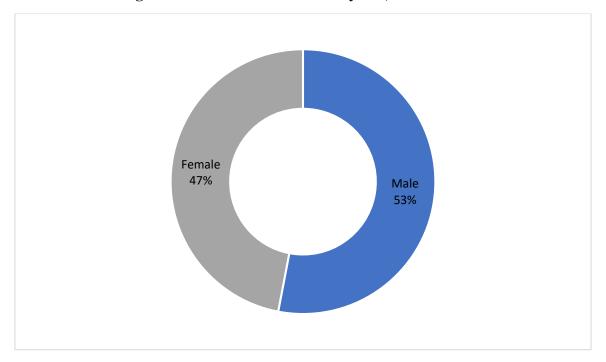


Figure 3: International Visitors by Categorized Age, October 2023

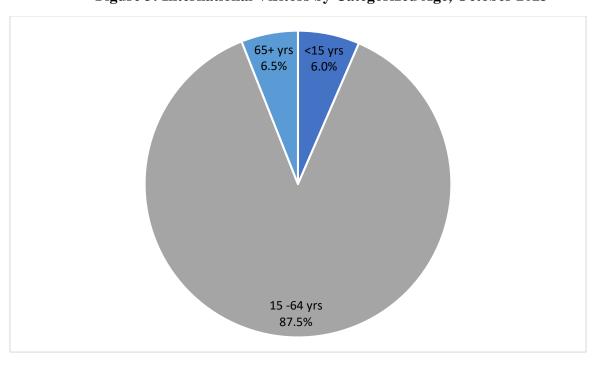


Table 5: International Visitors by Nationality and Categorized Age, October 2023

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	290	2,111	177	2,578
British	259	3,114	300	3,673
German	328	5,117	438	5,883
Italian	242	4,454	319	5,015
French	672	5,366	307	6,345
Dutch	89	1,188	96	1,373
Belgium	69	787	50	906
Russian	58	580	25	663
Turkish	25	368	0	393
Polish	160	3,758	153	4,071
Ukrainian	14	178	8	200
Czech Republic	105	996	106	1,207
Spanish	10	1,005	28	1,043
Other European	626	6,179	344	7,149
Subtotal	2,947	35,201	2,351	40,499
ASIA				
Japanese	0	52	8	60
Chinese	28	514	13	555
Indian	28	657	45	730
Israeli	50	350	16	416
Other Asian	50	1,235	106	1,391
Subtotal	156	2,808	188	3,152
AFRICA				_
Kenyan	80	1,409	77	1,566
South African	128	2,146	167	2,441
Egyptian	14	253	3	270
Other African	133	3,417	85	3,635
Subtotal	355	7,225	332	7,912
AMERICA				
American	63	1,563	249	1,875
Canadian	24	479	98	601
Other American	23	427	43	493
Subtotal	110	2,469	390	2,969
OCEANIA				
Australian	12	279	43	334
New Zealand	5	77	7	89
Subtotal	17	356	50	423
Not stated	0	6	0	6
TOTAL	3,585	48,065	3,311	54,961
TOTAL (%)	6.5	87.5	6.0	100

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

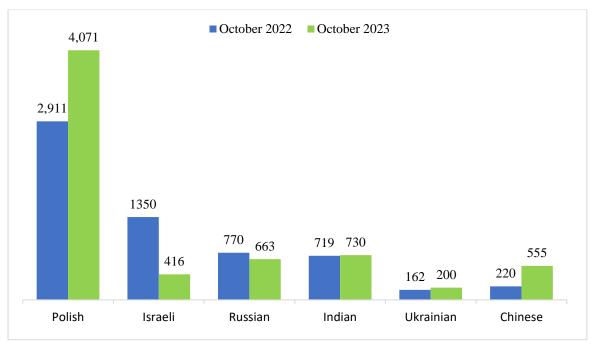


Table 6: Intended Length of Stay and Sex of International Visitors, October 2023

Intended Length of	Nun	nber of Arrival		Percentage Total Nights			
Stay	Male	Female	Total	Share	Male	Female	Total
1	475	279	754	1.4	475	279	754
2	526	376	902	1.6	1,052	752	1,804
3	756	703	1,459	2.7	2,268	2,109	4,377
4	951	925	1,876	3.4	3,804	3,700	7,504
5	6,020	2,730	8,750	15.9	30,100	13,650	43,750
6	1,623	2,226	3,849	7.0	9,738	13,356	23,094
7	5,520	5,009	10,529	19.2	38,640	35,063	73,703
8	4,842	5,393	10,235	18.6	38,736	43,144	81,880
9	2,211	2,129	4,340	7.9	19,899	19,161	39,060
10	1,679	1,653	3,332	6.1	16,790	16,530	33,320
11	512	569	1,081	2.0	5,632	6,259	11,891
12	704	760	1,464	2.7	8,448	9,120	17,568
13	347	360	707	1.3	4,511	4,680	9,191
14	1,131	1,090	2,221	4.0	15,834	15,260	31,094
15	583	559	1,142	2.1	8,745	8,385	17,130
16	220	184	404	0.7	3,520	2,944	6,464
17	82	69	151	0.3	1,394	1,173	2,567
18	57	46	103	0.2	1,026	828	1,854
19	48	41	89	0.2	912	779	1,691
20	101	82	183	0.3	2,020	1,640	3,660
21	118	119	237	0.4	2,478	2,499	4,977
22	33	16	49	0.1	726	352	1,078
23	17	23	40	0.1	391	529	920
24	15	10	25	0.0	360	240	600
25	14	19	33	0.1	350	475	825
26	5	5	10	0.0	130	130	260
27	4	6	10	0.0	108	162	270
28	35	19	54	0.1	980	532	1,512
29	6	4	10	0.0	174	116	290
30	155	137	292	0.5	4,650	4,110	8,760
31+	342	288	630	1.1	10,602	8,928	19,530
Total	29,132	25,829	54,961	100.0	234,493	216,885	451,378
			Intended Average	e Length of Stay <sup>1</sup>	8.0	8.4	8.2

<sup>&</sup>lt;sup>1</sup> 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, October 2023

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	754	1.4	754
2	902	1.6	1,804
3	1,459	2.7	4,377
4	1,876	3.4	7,504
5	8,750	15.9	43,750
6	3,849	7.0	23,094
7	10,529	19.2	73,703
8	10,235	18.6	81,880
9	4,340	7.9	39,060
10	3,332	6.1	33,320
11	1,081	2.0	11,891
12	1,464	2.7	17,568
13	707	1.3	9,191
14	2,221	4.0	31,094
15	1,142	2.1	17,130
16	404	0.7	6,464
17	151	0.3	2,567
18	103	0.2	1,854
19	89	0.2	1,691
20	183	0.3	3,660
21	237	0.4	4,977
22	49	0.1	1,078
23	40	0.1	920
24	25	0.0	600
25	33	0.1	825
26	10	0.0	260
27	10	0.0	270
28	54	0.1	1,512
29	10	0.0	290
30	292	0.5	8,760
31+	630	1.1	19,530
Total	54,961	100.0	451,378
	Number (	of beds available in October, 2023	701,189
		Bed Occupancy Rate	64.4

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

Nationality	January- October 2022				% Change, Jan- Oct 2023 and Jan- Oct 2022				
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	14,119	3.3	10	18,055	1,959	20,014	3.9	7	41.8
British	24,604	5.8	4	27,731	4,218	31,949	6.3	5	29.9
German	34,685	8.1	3	44,103	4,121	48,224	9.4	3	39.0
Italian	23,011	5.4	5	51,211	1,181	52,392	10.3	2	127.7
French	54,919	12.9	1	54,650	2,419	57,069	11.2	1	3.9
Dutch	12,908	3	11	12,789	1,222	14,011	2.7	10	8.5
Belgium	9,306	2.2	15	7,011	801	7,812	1.5	14	-16.1
Russian	4,579	1.1	19	7,037	403	7,440	1.5	15	62.5
Turkish	3,340	0.8	22	4,022	579	4,601	0.9	19	37.8
Polish	36,896	8.6	2	34,032	382	34,414	6.7	4	-6.7
Ukrainian	12,225	2.9	12	2,397	60	2,457	0.5	22	-79.9
Czech Republic	14,949	3.5	9	12,173	174	12,347	2.4	11	-17.4
Spanish	9,725	2.3	14	8,685	640	9,325	1.8	12	-4.1
Other European	53,310	12.5		64,376	2,685	67,061	13.1		25.8
Subtotal	308,576	72.3		348,272	20,844	369,116	72.2		19.6
ASIA									
Japanese	336	0.1	27	556	268	824	0.2	23	145.2
Chinese	1,873	0.4	23	3,554	2,283	5,837	1.1	17	211.6
Indian	6,399	1.5	17	5,056	2,838	7,894	1.5	13	23.4
Israeli	6,150	1.4	18	7,201	181	7,382	1.4	16	20.0
Other Asian	15,654	3.7		15,868	2,324	18,192	3.6		16.2
Subtotal	30,412	7.1		32,235	7,894	40,129	7.9		32.0
AFRICA									
Kenyan	10,229	2.4	13	9,474	5,255	14,729	2.9	9	44.0
South African	18,829	4.4	7	17,099	903	18,002	3.5	8	-4.4
Egyptian	3,834	0.9	21	2,135	461	2,596	0.5	21	-32.3
Other African	21,692	5.1		20,035	10,563	30,598	6.0		41.1
Subtotal	54,584	12.8		48,743	17,182	65,925	12.9		20.8
AMERICA									
American	16,741	3.9	8	17,352	4,691	22,043	4.3	6	31.7
Canadian	3,857	0.9	20	4,094	1,368	5,462	1.1	18	41.6
Other American	3,130	0.7		3,796	607	4,403	0.9		40.7
Subtotal	23,728	5.6		25,242	6,666	31,908	6.2		34.5
OCEANIA									
Australian	1,371	0.3	25	2,001	1,112	3,113	0.6	20	127.1
New Zealand	451	0.1	26	413	229	642	0.1	24	42.4
Subtotal	1822	0.4		2414	1341	3755	0.7		106.1
	7,511	1.8		168	15	183	0.0		
Not stated	7,511								

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

Nationality	October 2022	September 2023	October 2023	% Change Oct 2023 and Oct 2022	% Change Oct 2023 and Sept2023
Russian	770	583	663	-13.9	13.7
Polish	2,911	3,700	4,071	39.8	10.0
Ukrainian	162	150	200	23.5	33.3
Chinese	220	915	555	152.3	-39.3
Indian	719	869	730	1.5	-16.0
Israeli	1,350	1,424	416	-69.2	-70.8
Total	6,132	7,641	6,635	8.2	-13.2

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	
December	60,685	48,594	48,167	66,720	
Total	538,264	260,644	394,185	548,503	511,016

#### 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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