

TOURISM STATISTICAL RELEASE

MARCH - 2022

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Office of Chief Government Statistician

P.O. Box 2321, Zanzibar

Telephone +255242231869

Email: zanstat@ocgs.go.tz

Website: <http://www.ocgs.go.tz>



Zanzibar Commission for Tourism

P.O. Box, 1410 Zanzibar

Email: marketing@zanzibartourism.go.tz

Website: <http://www.zanzibartourism.go.tz>

TOURISM STATISTICAL RELEASE

Zanzibar recorded **38,762** international visitors in March 2022 compared with **43,821** visitors in March 2021 and **46,995** visitors in February 2022. Tourists from Europe continue to dominate the market by accounting **77.0** percent of the total visitors in March 2022.

In country wise, French dominated the Tourism market by accounting **14.3** percent of all visitors entered in March 2022, followed by Polish (**11.8** percent) while New Zealand recorded less than one percent which is the least. Other performances are as shown in (**Table 1**).

The data from **Table 2** shows that **34,726** visitors entered through Airport, among them **31,613** visitors came by international flights and **3,113** by domestic flights and remaining **4,036** visitors entered through seaport of whom **246** came by cruise ship and **3,790** came by using Sea Ferries.

Generally, Zanzibar has received **128,200** visitors from January- March 2022 which is a decrease of **11.7** percent compared with the corresponding months (January – March) 2021. About **117,379** visitors entered through airport while the remaining **10,821** visitors entered through seaport. Most of visitors were from Europe (**81.6** percent). In country wise, Polish (**16.5** percent) is a leading market for the first three months in Zanzibar tourism market (**Table 3**).

Information on the purpose of visit (**Table 4**) shows that in March 2022, about **38,653** visitors equivalent to **99.7** percent came for holidays, less than one percent (**0.1** percent) came for visiting friends and relatives and **0.1** percent came for other purposes.

Table 5 shows that **16,943** visitors (**43.7** percent) were male and **21,819** (**56.3** percent) were females. Males and Females decreased by **5.7** and **24.8** percent respectively compared with the preceding month in March 2022.

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 **2,066 (5.3 percent)** visitors were aged less than 15 years, **34,702 (89.5 percent)** were aged 15 to 64 years and **1,994 (5.1 percent)** were aged 65 years and older.

Table 7 shows that **23.8 percent** of visitors in March 2022 stayed in the country for Seven days. The overall average intended length of stay for visitors in March 2022 was about nine (**8.6**) nights.

The visitors from emerging markets decreased by **64.6 percent** compared with previous month. Other performances are shown in **Table 8**.

The total of **650,721** bed-spaces was available in March 2022. Out of these bed-spaces, estimates of **334,630** beds were sold during March representing a bed occupancy rate of **51.4 percent (Table 10)**.

Table1: International Visitors by Nationality, March 2022

Nationality	Mar-21			Feb-22			Mar-22			% Change, February 2022 to March 2022	% Change, March 2021 to March 2022
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	554	1.3	10	1,606	3.4	7	1,479	3.8	6	-7.9	167
British	997	2.3	8	1,145	2.4	8	1,718	4.4	5	50	72.3
German	1,400	3.2	5	2,602	5.5	4	2,581	6.7	4	-0.8	84.4
Italian	660	1.5	9	585	1.2	13	576	1.5	13	-1.5	-12.7
French	1,090	2.5	7	5,244	11.2	3	5,535	14.3	1	5.5	407.8
Dutch	278	0.6	15	1,105	2.4	9	1,024	2.6	9	-7.3	268.3
Belgium	307	0.7	13	957	2	11	642	1.7	11	-32.9	109.1
Russian	20,393	46.5	1	510	1.1	14	275	0.7	18	-46.1	-98.7
Turkish	138	0.3	22	376	0.8	16	358	0.9	15	-4.8	159.4
Polish	3,219	7.3	2	10,027	21.3	1	4,583	11.8	2	-54.3	42.4
Ukrainian	1,595	3.6	3	5,606	11.9	2	155	0.4	20	-97.2	-90.3
Czech Republic	201	0.5	16	2,346	5	5	2,930	7.6	3	24.9	1357.7
Spanish	424	1	11	471	1	15	345	0.9	16	-26.8	-18.6
Other European	4,453	10.2		7,027	15		7,631	19.7		8.6	71.4
Subtotal	35,709	81.5		39,607	84		29,832	77		-25	-16
ASIA											
Japanese	24	0.1	24	15	0	23	21	0.1	23	40	-12.5
Chinese	154	0.4	21	153	0.3	20	105	0.3	22	-31.4	-31.8
Indian	318	0.7	12	219	0.5	18	598	1.5	12	173.1	88.1
Israeli	83	0.2	21	118	0.3	21	171	0.4	19	44.9	106
Other Asian	755	1.7		520	1.1		1,369	3.5		163.3	81.3
Subtotal	1,334	3		1,025	2.2		2,264	5.8		120.9	69.7
AFRICA											
Kenyan	297	0.7	14	601	1.3	12	1,062	2.7	8	76.7	257.6
South African	1,430	3.3	4	2,135	4.5	6	983	2.5	10	-54	-31.3
Egyptian	217	0.5	18	277	0.6	17	392	1	14	41.5	-63.7
Other African	1,080	2.5		1,302	2.8		1,869	4.8		43.5	-33.4
Subtotal	2,807	6.4		4,315	9.2		4,306	11.1		-0.2	53.4
AMERICA											
American	1,220	2.8	6	976	2.1	10	1,105	2.9	7	13.2	608.3
Canadian	156	0.4	19	155	0.3	19	284	0.7	17	83.2	24
Other American	229	0.5		202	0.4		205	0.5		1.5	-87.2
Subtotal	1,605	3.7		1,333	2.8		1,594	4.1		19.6	-0.7
OCEANIA											
Australian	183	0.4	17	94	0.2	22	124	0.3	21	31.9	226.3
New Zealand	38	0.1	23	14	0	24	20	0.1	24	42.9	-91
Subtotal	221	0.5		108	0.2		144	0.4		33.3	-93.3
Not stated	2,145	4.9		607	1.3		622	1.6			
TOTAL	43,821	100		46,995	100		38,762	100		-17.5	-11.5

Source: Zanzibar Commission for Tourism & Immigration Department, Zanzibar

Table 2: International Visitors by Nationality through Entry Points, March 2022

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	1,160	176	1,336	17	126	143
British	1,310	164	1,474	15	229	244
German	2,079	239	2,318	18	245	263
Italian	483	42	525	2	49	51
French	4,943	343	5,286	17	232	249
Dutch	852	81	933	10	81	91
Belgium	542	39	581	3	58	61
Russian	209	17	226	4	45	49
Turkish	330	28	358	0	0	0
Polish	4,229	281	4,510	24	49	73
Ukrainian	117	38	155	0	0	0
Czech Republic	2,602	288	2,890	7	33	40
Spanish	307	38	345	0	0	0
Other Europeans	6,911	518	7,429	26	176	202
Subtotal	26,074	2,292	28,366	143	1,323	1,466
ASIA						
Japanese	5	0	5	0	16	16
Chinese	30	3	33	0	72	72
Indian	317	55	372	5	221	226
Israeli	154	8	162	1	8	9
Other Asians	1,068	105	1,173	15	181	196
Subtotal	1,574	171	1,745	21	498	519
AFRICA						
Kenyan	521	54	575	1	486	487
South African	805	178	983	0	0	0
Egyptian	237	49	286	8	98	106
Other Africans	1,252	208	1,460	13	396	409
Subtotal	2,815	489	3,304	22	980	1,002
AMERICA						
American	726	86	812	8	285	293
Canadian	156	30	186	2	96	98
Other Americans	158	15	173	2	30	32
Subtotal	1,040	131	1,171	12	411	423
OCEANIA						
Australian	66	14	80	0	44	44
New Zealand	7	4	11	2	7	9
Subtotal	73	18	91	2	51	53
Not stated	37	12	49	46	527	573
TOTAL	31,613	3,113	34,726	246	3,790	4,036

Source: Zanzibar Commission for Tourism & Immigration Department, Zanzibar

Table 3: International Visitors by Nationality through Entry Points, January- March 2022

Nationality	January-March 2021			January- March 2022					% Change, Jan- March 2021 to Jan- March 2022
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	1,739	1.2	11	4,164	446	4,610	3.6	7	165.1
British	3,245	2.2	9	3,410	576	3,986	3.1	9	22.8
German	4,360	3	6	6,712	667	7,379	5.8	5	69.2
Italian	2,436	1.7	10	1,540	167	1,707	1.3	14	-29.9
French	6,118	4.2	4	15,182	683	15,865	12.4	2	159.3
Dutch	1,010	0.7	15	2,807	354	3,161	2.5	10	213.0
Belgium	1,227	0.8	12	2,321	171	2,492	1.9	12	103.1
Russian	62,330	42.9	1	1,137	162	1,299	1.0	15	-97.9
Turkish	435	0.3	20	1,090	0	1,090	0.9	17	150.6
Polish	12,323	8.5	2	20,967	191	21,158	16.5	1	71.7
Ukrainian	7,050	4.9	3	11,330	0	11,330	8.8	3	60.7
Czech Republic	4,139	2.8	7	7,543	107	7,650	6.0	4	84.8
Spanish	1,210	0.8	13	1,284	0	1,284	1.0	16	6.1
Other European	16,368	11.3		20,973	635	21,608	16.9		32.0
Subtotal	123,990	85.4		100,460	4159	104,619	81.6		-15.6
ASIA									
Japanese	82	0.1	24	27	23	50	0.0	24	-39.0
Chinese	392	0.3	21	163	232	395	0.3	21	0.8
Indian	784	0.5	16	557	438	995	0.8	18	26.9
Israeli	386	0.3	22	327	38	365	0.3	22	-5.4
Other Asian	2,355	1.6		1,998	400	2,398	1.9		1.8
Subtotal	3,999	2.8		3072	1131	4203	3.3		5.1
AFRICA									
Kenyan	1,049	0.7	14	1,208	1,093	2,301	1.8	13	119.4
South African	3,591	2.5	8	5,065	0	5,065	4.0	6	41.0
Egyptian	496	0.3	19	732	198	930	0.7	19	-88.4
Other African	2,907	2.3		3,269	1,298	4,567	3.6		57.1
Subtotal	8,043	5.5		10274	2589	12863	10.0		59.9
AMERICA									
American	4,382	3	5	2,279	752	3,031	2.4	11	-30.8
Canadian	574	0.4	18	388	199	587	0.5	20	2.3
Other American	747	0.5		530	83	613	0.5		-17.9
Subtotal	5,703	3.9		3197	1034	4231	3.3		-25.8
OCEANIA									
Australian	585	0.4	17	130	155	285	0.2	23	-59.3
New Zealand	116	0.1	23	33	15	48	0.0	25	-98.3
Subtotal	701	0.5		163	170	333	0.3		-52.5
Not stated	2,827	1.9		213	1,738	1,951	1.5		
TOTAL	145,263	100		117,379	10,821	128,200	100		-11.7

Source: Zanzibar Commission for Tourism & Immigration Department, Zanzibar

Table 4: International Visitors by Nationality and Purpose of Visit, March 2022

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	0	1,479	0	0	0	1,479
British	0	0	0	0	5	1,713	0	0	0	1,718
German	1	0	0	0	3	2,577	0	0	0	2,581
Italian	0	0	1	0	0	575	0	0	0	576
French	1	0	0	0	2	5,518	2	2	10	5,535
Dutch	0	0	0	0	1	1,022	0	0	1	1,024
Belgium	0	0	0	0	1	640	0	0	1	642
Russian	0	0	1	0	0	274	0	0	0	275
Turkish	0	0	0	0	0	358	0	0	0	358
Polish	1	0	0	0	3	4,558	5	2	14	4,583
Ukrainian	0	0	0	0	1	154	0	0	0	155
Czech Republic	0	0	0	1	8	2,921	0	0	0	2,930
Spanish	0	0	0	0	0	345	0	0	0	345
Other Europeans	0	0	1	0	6	7,622	0	0	2	7,631
Subtotal	3	0	3	1	30	29,756	7	4	28	29,832
ASIA										
Japanese	0	0	0	0	0	21	0	0	0	21
Chinese	0	0	0	0	0	105	0	0	0	105
Indian	1	0	0	0	1	596	0	0	0	598
Israeli	0	0	0	0	0	171	0	0	0	171
Other Asians	0	0	0	0	11	1,358	0	0	0	1,369
Subtotal	1	0	0	0	12	2,251	0	0	0	2,264
AFRICA										
Kenyan	0	0	0	0	2	1,058	1	0	1	1,062
South African	0	0	0	0	2	981	0	0	0	983
Egyptian	0	0	0	0	3	389	0	0	0	392
Other Africans	0	0	0	1	2	1,865	1	0	0	1,869
Subtotal	0	0	0	1	9	4,293	2	0	1	4,306
AMERICA										
American	0	0	0	0	0	1,104	1	0	0	1,105
Canadian	0	0	0	1	0	283	0	0	0	284
Other Americans	0	0	0	0	0	205	0	0	0	205
Subtotal	0	0	0	1	0	1,592	1	0	0	1,594
OCEANIA										
Australian	0	0	0	0	0	124	0	0	0	124
New Zealand	0	0	0	0	0	20	0	0	0	20
Subtotal	0	0	0	0	0	144	0	0	0	144
Not stated	0	0	0	1	0	617	1	0	3	622
TOTAL	4	0	3	4	51	38,653	11	4	32	38,762
TOTAL PERCENT	0.0	0.0	0.0	0.0	0.1	99.7	0.0	0.0	0.1	100

Source: Zanzibar Commission for Tourism & Immigration Department, Zanzibar

Table 5: International Visitors by Nationality and Sex, March 2022

Nationality	Male	Female	Total
EUROPE			
Scandinavian	563	916	1,479
British	726	992	1,718
German	1,135	1,446	2,581
Italian	267	309	576
French	2,332	3,203	5,535
Dutch	453	571	1,024
Belgium	215	427	642
Russian	99	176	275
Turkish	140	218	358
Polish	1,928	2,655	4,583
Ukrainian	41	114	155
Czech Republic	1,221	1,709	2,930
Spanish	158	187	345
Other European Country	3,212	4,419	7,631
Subtotal	12,490	17,342	29,832
ASIA			
Japanese	16	5	21
Chinese	66	39	105
Indian	415	183	598
Israeli	56	115	171
Other Asian	825	544	1,369
Subtotal	1,378	886	2,264
AFRICA			
Kenyan	509	553	1,062
South African	362	621	983
Egyptian	235	157	392
Other African	942	927	1,869
Subtotal	2,048	2,258	4,306
AMERICA			
American	439	666	1,105
Canadian	126	158	284
Other American	83	122	205
Subtotal	648	946	1,594
OCEANIA			
Australian	56	68	124
New Zealand	10	10	20
Subtotal	66	78	144
Not stated	313	309	622
TOTAL MARCH, 2022	16,943	21,819	38,762
TOTAL FEBRUARY, 2022	17,971	29,024	46,995
TOTAL PERCENT	43.7	56.3	100
% CHANGE, FEBRUARY 2022 TO MARCH 2022	-5.7	-24.8	-17.5

Source: Zanzibar Commission for Tourism & Immigration Department, Zanzibar

Table 6: International Visitors by Nationality and Categorized Age, March 2022

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	94	1,252	133	1,479
British	98	1,511	109	1,718
German	69	2,364	148	2,581
Italian	16	516	44	576
French	220	5,004	311	5,535
Dutch	48	917	59	1,024
Belgium	30	571	41	642
Russian	13	255	7	275
Turkish	14	329	15	358
Polish	334	4,046	203	4,583
Ukrainian	24	117	14	155
Czech Republic	274	2,437	219	2,930
Spanish	6	328	11	345
Other European	395	6,867	369	7,631
Subtotal	1,635	26,514	1,683	29,832
ASIA				
Japanese	1	16	4	21
Chinese	1	102	2	105
Indian	20	568	10	598
Israeli	8	155	8	171
Other Asian	59	1,250	60	1,369
Subtotal	89	2,091	84	2,264
AFRICA				
Kenyan	57	971	34	1,062
South African	39	914	30	983
Egyptian	13	376	3	392
Other African	68	1,763	38	1,869
Subtotal	177	4,024	105	4,306
AMERICA				
American	97	942	66	1,105
Canadian	20	241	23	284
Other American	7	193	5	205
Subtotal	124	1,376	94	1,594
OCEANIA				
Australian	15	107	2	124
New Zealand	-	20	-	20
Subtotal	15	127	2	144
Not stated	26	570	26	622
TOTAL	2,066	34,702	1,994	38,762
TOTAL PERCENT	5.3	89.5	5.1	100

Source: Zanzibar Commission for Tourism & Immigration Department, Zanzibar

Table 7: Intended Length of Stay and Sex of International Visitors, March 2022

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	325	217	542	1.4	325	217	542
2	344	286	630	1.6	688	572	1,260
3	557	468	1,025	2.6	1,671	1,404	3,075
4	568	628	1,196	3.1	2,272	2,512	4,784
5	1,142	1,238	2,380	6.1	5,710	6,190	11,900
6	1,611	6,027	7,638	19.7	9,666	36,162	45,828
7	4,616	4,609	9,225	23.8	32,312	32,263	64,575
8	1,662	1,930	3,592	9.3	13,296	15,440	28,736
9	857	1,045	1,902	4.9	7,713	9,405	17,118
10	1,334	1,495	2,829	7.3	13,340	14,950	28,290
11	593	634	1,227	3.2	6,523	6,974	13,497
12	616	577	1,193	3.1	7,392	6,924	14,316
13	315	321	636	1.6	4,095	4,173	8,268
14	782	845	1,627	4.2	10,948	11,830	22,778
15	367	358	725	1.9	5,505	5,370	10,875
16	107	117	224	0.6	1,712	1,872	3,584
17	107	126	233	0.6	1,819	2,142	3,961
18	61	67	128	0.3	1,098	1,206	2,304
19	36	38	74	0.2	684	722	1,406
20	96	104	200	0.5	1,920	2,080	4,000
21	117	101	218	0.6	2,457	2,121	4,578
22	33	18	51	0.1	726	396	1,122
23	13	11	24	0.1	299	253	552
24	10	14	24	0.1	240	336	576
25	20	28	48	0.1	500	700	1,200
26	17	11	28	0.1	442	286	728
27	8	4	12	0.0	216	108	324
28	36	21	57	0.1	1,008	588	1,596
29	16	36	52	0.1	464	1,044	1,508
30	195	138	333	0.9	5,850	4,140	9,990
31+	382	307	689	1.8	11,842	9,517	21,359
Total	16,943	21,819	38,762	100.0	152,733	181,897	334,630
			Average intended Length of Stay ¹		9.0	8.3	8.6

Source: Zanzibar Commission for Tourism & Immigration Department, 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, March 2022

Nationality	March 2021	February 2022	March 2022	% Change March 2021 to March 2022	% Change February 2022 to March 2022
Russian	20,393	510	275	-98.7	-46.1
Polish	3,219	10,027	4,583	42.4	-54.3
Ukrainian	1595	5606	155	-90.3	-97.2
Chinese	154	153	105	-31.8	-31.4
Indian	318	219	598	88.1	173.1
Israeli	83	118	171	106.0	44.9
Total	25,762	16,633	5,887	-77.1	-64.6

Source: Zanzibar Commission for Tourism & Immigration Department, Zanzibar

Table 9: Summary of Visitors by Mode of Travel Through Entry Point, March 2022

Category	Airport	Seaport	Total
International flight/ Cruise Ship	31,613	246	31,859
Domestic flights/ Sea ferries	3,113	3,790	6,903
Total	34,726	4,036	38,762

Source: Zanzibar Commission for Tourism & Immigration Department, Zanzibar

Table 10: International Visitors nights and Estimated Bed Occupancy Rate, March 2022

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	542	1.4	542
2	630	1.6	1,260
3	1,025	2.6	3,075
4	1,196	3.1	4,784
5	2,380	6.1	11,900
6	7,638	19.7	45,828
7	9,225	23.8	64,575
8	3,592	9.3	28,736
9	1,902	4.9	17,118
10	2,829	7.3	28,290
11	1,227	3.2	13,497
12	1,193	3.1	14,316
13	636	1.6	8,268
14	1,627	4.2	22,778
15	725	1.9	10,875
16	224	0.6	3,584
17	233	0.6	3,961
18	128	0.3	2,304
19	74	0.2	1,406
20	200	0.5	4,000
21	218	0.6	4,578
22	51	0.1	1,122
23	24	0.1	552
24	24	0.1	576
25	48	0.1	1,200
26	28	0.1	728
27	12	0.0	324
28	57	0.1	1,596
29	52	0.1	1,508
30	333	0.9	9,990
31+	689	1.8	21,359
Total	38,762	100.0	334,630
	Number of beds available in March, 2022		650,721
	Bed Occupancy Rate		51.4

Source: Zanzibar Commission for Tourism & Immigration Department, Zanzibar

Table 11: International Visitors by Month, 2018 - 2022

Month	2018	2019	2020	2021	2022
January	52,417	46,133	61,461	49,868	42,443
February	46,935	50,387	61,752	51,574	46,995
March	39,592	33,883	33,801	43,821	38,762
April	21,139	20,242	334	13,839	
May	18,655	15,640	197	9,280	
June	37,235	36,605	353	20,416	
July	53,087	55,947	3,079	29,714	
August	56,861	68,163	4,366	34,425	
September	52,551	49,732	5,422	25,817	
October	49,796	53,023	12,157	31,826	
November	39,713	47,824	29,128	35,438	
December	52,828	60,685	48,594	48,167	
Total	520,809	538,264	260,644	394,185	128,200

Source: Zanzibar Commission for Tourism & 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 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.

For more clarifications please contact:

*Office of the Chief Government Statistician
P.O. BOX, 2321
Email: zanstat@ocgs.go.tz*

*Zanzibar Commission for Tourism
P.O.BOX, 1410
Email:marketing@zanzibartourism.go.tz*