

TOURISM STATISTICAL RELEASE

DECEMBER - 2019

No.36



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TOURISM STATISTICAL RELEASE FOR DECEMBER 2019

Tourist Arrivals in Zanzibar increased by **26.9** percent to 60,685 in December 2019 from 47,824 in November 2019 and increased by **14.9** percent compared with corresponding month in 2018. Tourists from Europe continue to dominate the Zanzibar market by accounting **62.1** percent of the total visitors in December 2019 and increased by **23.3** percent compared with corresponding month in 2018. In country wise, Italy dominated the Tourism market by accounting **14.0** percent of all visitors entered in December 2019, followed by America (6.2 percent) and South Africa (6.1 percent) while New Zealand recorded the least (0.1 percent). Other performances are as shown in **(Table 1)**.

The data from **Table 2** shows that **52,315** visitors entered through Airport, among them **39,317** visitors came by international flights and **12,998** by domestic flights and remaining **8,370** visitors through Seaport, of which **97** came by Cruise Ship and **8,273** by Sea Ferries.

Generally, Zanzibar has received **538,264** visitors in 2019 which is an increase of 3.4 percent compared with 2018. Most of visitors were from Europe (**63.5** percent). In country wise, Italy (**11.4** percent) is a leading market for the twelve months in Zanzibar tourism market. About **474,345** visitors entered through airport while the remaining **63,919** visitors entered through seaport (**Table 3**).

Information on the purpose of visit (**Table 4**) shows that December 2019, about **60,111** visitors equivalent to **99.1** percent of visitors came for holidays and less than one percent (**0.1** percent) visitors came for visiting friends and relatives.

Table 5 shows that among the visitors there were **29,466** males (**48.6** percent) and **31,219** females (**51.4** percent) in December 2019. Males and Females increased by **45.1** percent and **13.5** percent respectively compared with the preceding month.

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 **5,541(9.1 percent)** visitors were aged less than 15 years; **52,378 (86.3 percent)** were aged 15 to 64 years and **2,766 (4.6 percent)** were aged 65 years and older.

Table 7 shows that 26.9 percent of all visitors in December 2019 stayed in the country for Six days. Less than one percent (0.7 percent) of visitors stayed in the country for at least a month. The overall average intended length of stay for visitors in December 2019 was about Seven (7.7) nights.

The visitors from emerging markets decreased by **1.4 percent** in December 2019 compared with corresponding month in 2018 and they increased by **13.3 percent** compared with previous month. Visitors from Russia increased by 81.7 percent compared with the corresponding month in 2018 and they increased by 2.3 percent compared with previous month. Other performances are shown in **Table 8**.

The total of **520,397** bed-spaces was available in December 2019. Out of these bed-spaces, estimates of **467,401** hotel-beds were sold during that month representing a bed occupancy rate of **89.8 percent (Table 10)**.

Table: International Visitors by Nationality, December 2019

Nationality	December 2018			November 2019			December 2019			% Change, November 2019 to December 2019	% Change, December 2018 to December 2019
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
EUROPE											
Scandinavian	3,151	6	4	2,523	5.3	7	3,617	6.0	4	43.4	14.8
British	2,191	4.1	8	2,355	4.9	8	2,299	3.8	10	-2.4	4.9
German	2,470	4.7	6	4,500	9.4	2	2,914	4.8	7	-35.2	18.0
Italian	7,369	13.9	1	5,195	10.9	1	8,509	14.0	1	63.8	15.5
French	2,541	4.8	5	4,489	9.4	3	3,552	5.9	5	-20.9	39.8
Dutch	1,317	2.5	11	1515	3.2	10	1,398	2.3	12	-7.7	6.2
Belgium	992	1.9	13	1,260	2.6	11	2,634	4.3	8	109.0	165.5
Russian	1,638	3.1	10	2909	6.1	5	2,976	4.9	6	2.3	81.7
Turkish	226	0.4	21	411	0.9	21	398	0.7	21	-3.2	76.1
Polish	2,399	4.5	7	2,330	4.9	9	2,089	3.4	11	-10.3	-12.9
Ukrainian	543	1	19	542	1.1	18	600	1.0	18	10.7	10.5
Czech Republic	623	1.2	16	710	1.5	15	633	1.0	17	-10.8	1.6
Spanish	718	1.4	15	1258	2.6	12	959	1.6	13	-23.8	33.6
Other European	4,398	8.3		4,095	8.6		5,134	8.5		25.4	16.7
Subtotal	30,576	57.9		34,092	71.3		37,712	62.1		10.6	23.3
ASIA											
Japanese	189	0.4	22	144	0.3	22	293	0.5	22	103.5	55.0
Chinese	385	0.7	20	439	0.9	20	550	0.9	19	25.3	42.9
Indian	599	1.1	17	626	1.3	17	691	1.1	14	10.4	15.4
Israeli	1,119	2.1	12	829	1.7	14	663	1.1	15	-20.0	-40.8
Other Asian	1,747	3.3		1,309	2.7		1,381	2.3		5.5	-21.0
Subtotal	4,039	7.6		3,347	7.0		3,578	5.9		6.9	-11.4
AFRICA											
Kenyan	1,950	3.7	9	1156	2.4	13	2,446	4.0	9	111.6	25.4
South African	3,842	7.3	3	2,884	6.0	6	3,707	6.1	3	28.5	-3.5
Other African	2,567	4.9		1,481	3.1		4,092	6.7		176.3	59.4
Subtotal	8,359	15.8		5,521	11.5		10,245	16.9		85.6	22.6
AMERICA											
American	4,434	8.4	2	2,981	6.2	4	3,753	6.2	2	25.9	-15.4
Canadian	571	1.1	18	690	1.4	16	659	1.1	16	-4.5	15.4
Other American	1,547	2.9		463	1.0		3,363	5.5		626.3	117.4
Subtotal	6,552	12.4		4,134	8.6		7,775	12.8		88.1	18.7
OCEANIA											
Australian	780	1.5	14	452	0.9	19	507	0.8	20	12.2	-35.0
New Zealand	67	0.1	23	48	0.1	23	65	0.1	23	35.4	-3.0
Subtotal	847	1.6		500	1.0		572	0.9		14.4	-32.5
Not stated	2,455	4.6		230	0.5		803	1.3			
TOTAL	52,828	100		47,824	100		60,685	100.0		26.9	14.9

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 2: International Visitors by Nationality Through Entry Points, December 2019

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	1,583	1,292	2,875	7	735	742
British	1,356	584	1,940	2	357	359
German	1,515	803	2,318	9	587	596
Italian	7,691	445	8,136	4	369	373
French	2,247	999	3,246	2	304	306
Dutch	718	508	1,226	5	167	172
Belgium	1,843	705	2,548	7	79	86
Russian	2,727	137	2,864	0	112	112
Turkish	251	64	315	0	83	83
Polish	1,822	179	2,001	0	88	88
Ukrainian	470	124	594	0	6	6
Czech Republic	551	49	600	2	31	33
Spanish	475	399	874	3	82	85
Other Europeans	3,545	1,176	4,721	2	411	413
Subtotal	26,794	7,464	34,258	43	3,411	3,454
ASIA						
Japanese	66	74	140	0	153	153
Chinese	135	164	299	1	250	251
Indian	217	165	382	0	309	309
Israeli	525	117	642	0	21	21
Other Asians	827	258	1,085	8	288	296
Subtotal	1,770	778	2,548	9	1,021	1,030
AFRICA						
Kenyan	1,113	205	1,318	7	1121	1,128
South African	2,857	574	3,431	2	274	276
Other Africans	1,860	909	2,769	18	1305	1,323
Subtotal	5,830	1,688	7,518	27	2,700	2,727
AMERICA						
American	1,673	1,450	3,123	3	627	630
Canadian	195	293	488	0	171	171
Other Americans	2,258	995	3,253	1	109	110
Subtotal	4,126	2,738	6,864	4	907	911
OCEANIA						
Australian	136	177	313	13	181	194
New Zealand	27	18	45	0	20	20
Subtotal	163	195	358	13	201	214
Not stated	634	135	769	1	33	34
TOTAL	39,317	12,998	52,315	97	8,273	8,370

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 3: International Visitors by Nationality Through Entry Points, January- December 2019

Nationality	January- December 2018			January- December 2019					% Change, Jan-December 2018 to Jan- December 2019
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	24,862	4.8	6	20,520	3,628	24,148	4.5	7	-2.9
British	30,180	5.8	5	25,844	4,433	30,277	5.6	5	0.3
German	42,246	8.1	3	38,372	4,179	42,551	7.9	3	0.7
Italian	55,755	10.7	1	59,400	1,917	61,317	11.4	1	10.0
French	30,410	5.8	4	39,228	3,218	42,446	7.9	4	39.6
Dutch	14,650	2.8	11	13,796	1,796	15,592	2.9	10	6.4
Belgium	8,612	1.7	15	17,757	1,200	18,957	3.5	9	120.1
Russian	16,434	3.2	9	11,654	862	12,516	2.3	12	-23.8
Turkish	2,669	0.5	21	2,863	587	3,450	0.6	21	29.3
Polish	16,429	3.2	10	20,024	459	20,483	3.8	8	24.7
Ukrainian	4,938	0.9	20	4,163	154	4,317	0.8	20	-12.6
Czech Republic	6,936	1.3	19	6,716	320	7,036	1.3	17	1.4
Spanish	11,582	2.2	13	12,305	960	13,265	2.5	11	14.5
Other European	45,474	8.7		41,144	4,251	45,395	8.4		-0.2
Subtotal	311,177	59.7		313,786	27,964	341,750	63.5		9.8
ASIA									
Japanese	1,631	0.3	22	1,208	576	1,784	0.3	22	9.4
Chinese	8,127	1.6	16	4,584	2,147	6,731	1.3	18	-17.2
Indian	7,036	1.4	18	3,622	2,258	5,880	1.1	19	-16.4
Israeli	17,832	3.4	8	9,196	257	9,453	1.8	14	-47.0
Other Asian	22,679	4.4		15,250	3,439	18,689	3.5		-17.6
Subtotal	57,305	11		33,860	8,677	42,537	7.9		-25.8
AFRICA									
Kenyan	9,853	1.9	14	7,132	4,182	11,314	2.1	13	14.8
South African	22,903	4.4	7	23,491	1,441	24,932	4.6	6	8.9
Other African	19,918	3.8		17,343	7,731	25,074	4.7		25.9
Subtotal	52,674	10.1		47,966	13,354	61,320	11.4		16.4
AMERICA									
American	47,896	9.2	2	35,886	7,804	43,690	8.1	2	-8.8
Canadian	8,126	1.6	17	6,232	1,565	7,797	1.4	15	-4.0
Other American	15,552	3		20,876	1,885	22,761	4.2		46.4
Subtotal	71,574	13.7		62,994	11,254	74,248	13.8		3.7
OCEANIA									
Australian	12,299	2.4	12	5,378	1,941	7,319	1.4	16	-40.5
New Zealand	1,065	0.2	23	1,105	205	1,310	0.2	23	23.0
Subtotal	13,364	2.6		6,483	2,146	8,629	1.6		-35.4
Not stated	14,715	2.8		9,256	524	9,780	1.8		
TOTAL	520,809	100		474,345	63,919	538,264	100		3.4

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 4: International Visitors by Nationality and Purpose of Visit, December 2019

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	1	0	6	3,607	1	0	2	3,617
British	0	0	1	0	2	2,288	0	0	8	2,299
German	0	0	0	0	5	2,904	0	0	5	2,914
Italian	0	0	0	0	9	8,489	0	0	11	8,509
French	0	0	0	0	3	3,545	1	0	3	3,552
Dutch	0	0	0	0	0	1,397	0	0	1	1,398
Belgium	3	1	0	0	1	2,532	0	0	97	2,634
Russian	0	0	0	0	3	2,972	0	0	1	2,976
Turkish	0	0	0	0	1	397	0	0	0	398
Polish	0	0	0	0	2	2,085	0	0	2	2,089
Ukrainian	0	0	0	0	0	600	0	0	0	600
Czech Republic	0	0	0	0	0	631	0	0	2	633
Spanish	0	0	0	0	4	955	0	0	0	959
Other Europeans	0	0	0	0	8	5,086	0	0	40	5,134
Subtotal	3	1	2	0	44	37,488	2	0	172	37,712
ASIA										
Japanese	0	0	0	0	0	293	0	0	0	293
Chinese	0	0	0	0	2	548	0	0	0	550
Indian	0	0	0	0	2	689	0	0	0	691
Israeli	0	0	0	0	1	662	0	0	0	663
Other Asians	0	0	0	0	2	1,365	1	0	13	1,381
Subtotal	0	0	0	0	7	3,557	1	0	13	3,578
AFRICA										
Kenyan	0	0	0	1	1	2,441	0	1	2	2,446
South African	0	0	0	0	3	3,704	0	0	0	3,707
Other Africans	0	0	1	0	0	4,016	0	0	75	4,092
Subtotal	0	0	1	1	4	10,161	0	1	77	10,245
AMERICA										
American	1	0	0	0	7	3,738	0	0	7	3,753
Canadian	0	0	0	0	2	657	0	0	0	659
Other Americans	0	0	1	0	7	3,207	1	0	147	3,363
Subtotal	1	0	1	0	16	7,602	1	0	154	7,775
OCEANIA										
Australian	0	0	0	0	1	503	0	0	3	507
New Zealand	0	0	0	0	0	65	0	0	0	65
Subtotal	0	0	0	0	1	568	0	0	3	572
Not stated	1	2	0	0	0	735	1	0	64	803
TOTAL	5	3	4	1	72	60,111	5	1	483	60,685
TOTAL PERCENT	0.0	0.0	0.0	0.0	0.1	99.1	0.0	0.0	0.8	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 5: International Visitors by Nationality and Sex, December 2019

Nationality	Male	Female	Total
EUROPE			
Scandinavian	1,622	1,995	3,617
British	1,083	1,216	2,299
German	1,250	1,664	2,914
Italian	3,963	4,546	8,509
French	1,574	1,978	3,552
Dutch	566	832	1,398
Belgium	1,709	925	2,634
Russian	1,377	1,599	2,976
Turkish	216	182	398
Polish	941	1,148	2,089
Ukrainian	277	323	600
Czech Republic	274	359	633
Spanish	398	561	959
Other European Country	2,519	2,615	5,134
Subtotal	17,769	19,943	37,712
ASIA			
Japanese	126	167	293
Chinese	298	252	550
Indian	373	318	691
Israeli	307	356	663
Other Asian	864	517	1,381
Subtotal	1,968	1,610	3,578
AFRICA			
Kenyan	1,103	1,343	2,446
South African	1,528	2,179	3,707
Other African	2,357	1,735	4,092
Subtotal	4,988	5,257	10,245
AMERICA			
American	1,086	2,667	3,753
Canadian	298	361	659
Other American	2,486	877	3,363
Subtotal	3,870	3,905	7,775
OCEANIA			
Australian	218	289	507
New Zealand	31	34	65
Subtotal	249	323	572
Not stated	622	181	803
TOTAL DECEMBER, 2019	29,466	31,219	60,685
TOTAL NOVEMBER, 2019	20,312	27,512	47,824
TOTAL PERCENT	48.6	51.4	100
% CHANGE, NOVEMBER 2019 TO DECEMBER 2019	45.1	13.5	26.9

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 6: International Visitors by Nationality and Categorized Age, December 2019

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	400	3,039	178	3,617
British	183	1,942	174	2,299
German	130	2,574	210	2,914
Italian	922	7,108	479	8,509
French	354	3,002	196	3,552
Dutch	100	1,219	79	1,398
Belgium	261	2,243	130	2,634
Russian	219	2,705	52	2,976
Turkish	9	377	12	398
Polish	183	1,829	77	2,089
Ukrainian	43	548	9	600
Czech Republic	47	560	26	633
Spanish	46	885	28	959
Other European	433	4,524	177	5,134
Subtotal	3,330	32,555	1,827	37,712
ASIA				
Japanese	16	238	39	293
Chinese	16	522	12	550
Indian	74	588	29	691
Israeli	44	554	65	663
Other Asian	89	1,218	74	1,381
Subtotal	239	3,120	219	3,578
AFRICA				
Kenyan	376	1,999	71	2,446
South African	343	3,242	122	3,707
Other African	492	3,492	108	4,092
Subtotal	1,211	8,733	301	10,245
AMERICA				
American	291	3,244	218	3,753
Canadian	57	563	39	659
Other American	363	2,862	138	3,363
Subtotal	711	6,669	395	7,775
OCEANIA				
Australian	30	464	13	507
New Zealand	-	60	5	65
Subtotal	30	524	18	572
Not stated	20	777	6	803
TOTAL	5,541	52,378	2,766	60,685
TOTAL PERCENT	9.1	86.3	4.6	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 7: Intended Length of Stay and Sex of International Visitors in Zanzibar, December 2019

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	488	348	836	1.4	488	348	836
2	758	747	1,505	2.5	1,516	1,494	3,010
3	1,145	1,140	2,285	3.8	3,435	3,420	6,855
4	1,456	1,546	3,002	4.9	5,824	6,184	12,008
5	1,925	1,992	3,917	6.5	9,625	9,960	19,585
6	7,230	9,075	16,305	26.9	43,380	54,450	97,830
7	5,986	5,813	11,799	19.4	41,902	40,691	82,593
8	3,449	3,486	6,935	11.4	27,592	27,888	55,480
9	975	1,018	1,993	3.3	8,775	9,162	17,937
10	1,695	1,696	3,391	5.6	16,950	16,960	33,910
11	612	654	1,266	2.1	6,732	7,194	13,926
12	676	652	1,328	2.2	8,112	7,824	15,936
13	321	332	653	1.1	4,173	4,316	8,489
14	990	1,049	2,039	3.4	13,860	14,686	28,546
15	506	498	1,004	1.7	7,590	7,470	15,060
16	160	160	320	0.5	2,560	2,560	5,120
17	124	125	249	0.4	2,108	2,125	4,233
18	90	101	191	0.3	1,620	1,818	3,438
19	55	65	120	0.2	1,045	1,235	2,280
20	107	90	197	0.3	2,140	1,800	3,940
21	160	146	306	0.5	3,360	3,066	6,426
22	33	37	70	0.1	726	814	1,540
23	29	27	56	0.1	667	621	1,288
24	18	21	39	0.1	432	504	936
25	29	26	55	0.1	725	650	1,375
26	20	16	36	0.1	520	416	936
27	7	10	17	0.0	189	270	459
28	23	26	49	0.1	644	728	1,372
29	12	10	22	0.0	348	290	638
30	165	116	281	0.5	4,950	3,480	8,430
31+	223	196	419	0.7	6,913	6,076	12,989
Total	29,467	31,218	60,685	100.0	228,901	238,500	467,401
Average intended Length of Stay¹					7.8	7.6	7.7

Source: Zanzibar Commission for Tourism & Department of Immigration 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, December 2019

Nationality	December 2018	November 2019	December 2019	% Change, December 2018 to December 2019	% Change November 2019 to December 2019
Russian	1,638	2,909	2,976	81.7	2.3
Polish	2,399	2,330	2,089	-12.9	-10.3
Ukrainian	543	542	600	10.5	10.7
Chinese	385	439	550	42.9	25.3
Indian	599	626	691	15.4	10.4
Israeli	1,119	829	663	-40.8	-20.0
Total	6,683	7,675	7,569	13.3	-1.4

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 9: Summary of Visitors by Mode of Travel Through Entry Point, December 2019

Category	Airport	Seaport	Total
International flight/ Cruise Ship	39,317	97	39,414
Domestic flights/ Sea ferries	12,998	8,273	21,271
Total	52,315	8,370	60,685

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 10: International Visitors nights and Estimated Bed Occupancy Rate in Zanzibar, December 2019

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	836	1.4	836
2	1,505	2.5	3,010
3	2,285	3.8	6,855
4	3,002	4.9	12,008
5	3,917	6.5	19,585
6	16,305	26.9	97,830
7	11,799	19.4	82,593
8	6,935	11.4	55,480
9	1,993	3.3	17,937
10	3,391	5.6	33,910
11	1,266	2.1	13,926
12	1,328	2.2	15,936
13	653	1.1	8,489
14	2,039	3.4	28,546
15	1,004	1.7	15,060
16	320	0.5	5,120
17	249	0.4	4,233
18	191	0.3	3,438
19	120	0.2	2,280
20	197	0.3	3,940
21	306	0.5	6,426
22	70	0.1	1,540
23	56	0.1	1,288
24	39	0.1	936
25	55	0.1	1,375
26	36	0.1	936
27	17	0.0	459
28	49	0.1	1,372
29	22	0.0	638
30	281	0.5	8,430
31+	419	0.7	12,989
Total	60,685	100.0	467,401
	Number of beds available in December		520,397
	Bed Occupancy Rate		89.8

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 11: International Visitors by Month, 2015 - 2019

Month	2015	2016	2017	2018	2019
January	23,052	31,717	40,938	52,417	46,133
February	28,918	34,175	39,119	46,935	50,387
March	20,265	29,058	30,366	39,592	33,883
April	13,942	14,701	21,004	21,139	20,242
May	11,501	13,654	15,696	18,655	15,640
June	17,397	20,546	23,458	37,235	36,605
July	28,163	37,553	41,034	53,087	55,947
August	32,726	42,484	51,937	56,861	68,163
September	27,014	32,765	38,977	52,551	49,732
October	25,422	44,169	43,470	49,796	53,023
November	25,914	31,557	36,363	39,713	47,824
December	39,929	43,863	51,112	52,828	60,685
Total	294,243	376,242	433,474	520,809	538,264

Source: Zanzibar Commission for Tourism & Department of Immigration 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.

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