

TOURISM STATISTICAL RELEASE

MARCH - 2020

No.39



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TOURISM STATISTICAL RELEASE FOR MARCH 2020

Tourist Arrivals in Zanzibar decreased by **45.3** percent to 33,801 in March 2020 from 61,752 in February 2020 and decreased by **0.2** percent compared with corresponding month in 2019. Tourists from Europe continue to dominate the Zanzibar market by accounting **68.0** percent of the total visitors in March 2020 and decreased by **6.3** percent compared with corresponding month in 2019. In country wise, France dominated the Tourism market by accounting **9.5** percent of all visitors entered in March 2020, followed by Germany (9.3 percent) and America (7.9 percent) while New Zealand recorded the least (0.2 percent). Other performances are as shown in (**Table 1**).

The data from **Table 2** shows that **18,503** visitors entered through Airport, among them **13,832** visitors came by international flights and **17,888** by domestic flights and remaining **2,081** visitors through Seaport, of which **7** came by Cruise Ship and **2,074** by Sea Ferries.

Generally, Zanzibar has received **157,014** visitors from January- March 2020 which is an increase of **20.8** percent compared with the corresponding months (January – March) 2019. Most of visitors were from Europe (**69.9** percent). In country wise, Italy (12.4 percent) is a leading market for the first three months in Zanzibar tourism market. About **144,685** visitors entered through airport while the remaining **12,329** visitors entered through seaport (**Table 3**).

Information on the purpose of visit (**Table 4**) shows that March 2020, about **33,602** visitors equivalent to **99.4** 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 **13,812** males (**40.9** percent) and **19,989** females (**59.1** percent) in March 2020. Both Males and females decreased by **47.2** percent and **43.8** 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 **1,953 (5.8 percent)** visitors were aged less than 15 years; **29,483 (87.2 percent)** were aged 15 to 64 years and **2,365 (7.0 percent)** were aged 65 years and older.

Table 7 shows that **22.8 percent** of all visitors in March 2020 stayed in the country for Six days. The overall average intended length of stay for visitors in March 2020 was about Eight (7.6) nights.

The visitors from emerging markets increased by **61.0 percent** in March 2020 compared with corresponding month in 2019 and they decreased by **38.8 percent** compared with previous month. Visitors from Russia showed a remarkable increase (222.6 percent) in March 2020 compared with the corresponding month in 2019. Other performances are shown in **Table 8**.

The total of **537,075** bed-spaces was available in March 2020. Out of these bed-spaces, estimates of **256,060** hotel-beds were sold during that month representing a bed occupancy rate of **47.7 percent (Table 10)**.

Table: International Visitors by Nationality, March 2020

Nationality	March 2019			February 2020			March 2020			% Change, February 2020 to March 2020	% Change, March 2019 to March 2020
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
EUROPE											
Scandinavian	1,587	4.7	5	4,149	6.7	4	1,706	5.0	7	-58.9	7.5
British	1,241	3.7	8	2,728	4.4	7	2,211	6.5	5	-19.0	78.2
German	2,506	7.4	3	4,244	6.9	3	3,217	9.5	1	-24.2	28.4
Italian	5,185	15.3	1	7,964	12.9	1	2,357	7.0	4	-70.4	-54.5
French	2,356	7	4	7,015	11.4	2	3,130	9.3	2	-55.4	32.9
Dutch	1,107	3.3	10	1591	2.6	10	1,086	3.2	11	-31.7	-1.9
Belgium	1,117	3.3	9	2,170	3.5	9	1,336	4.0	10	-38.4	19.6
Russian	530	1.6	14	2791	4.5	6	1,710	5.1	6	-38.7	222.6
Turkish	165	0.5	20	340	0.6	20	135	0.4	21	-60.3	-18.2
Polish	1,309	3.9	7	2,523	4.1	8	1,494	4.4	8	-40.8	14.1
Ukrainian	352	1	16	655	1.1	15	261	0.8	19	-60.2	-25.9
Czech Republic	1,072	3.2	11	1186	1.9	11	554	1.6	13	-53.3	-48.3
Spanish	293	0.9	17	510	0.8	17	749	2.2	12	46.9	155.6
Other European	2,795	8.2		6,159	10.0		3,032	9.0		-50.8	8.5
Subtotal	21,615	63.8		44,025	71.3		22,978	68.0		-47.8	6.3
ASIA											
Japanese	98	0.3	23	169	0.3	22	111	0.3	22	-34.3	13.3
Chinese	224	0.7	18	261	0.4	21	289	0.9	18	10.7	29.0
Indian	219	0.6	19	427	0.7	19	250	0.7	20	-41.5	14.2
Israeli	133	0.4	21	621	1.0	16	451	1.3	16	-27.4	239.1
Other Asian	1,484	4.4		1,319	2.1		961	2.8		-27.1	-35.2
Subtotal	2,158	6.4		2,797	4.5		2,062	6.1		-26.3	-4.4
AFRICA											
Kenyan	561	1.7	13	695	1.1	14	534	1.6	14	-23.2	-4.8
South African	1,337	3.9	6	1,173	1.9	12	1,349	4.0	9	15.0	0.9
Other African	1,555	4.6		3,044	4.9		1,480	4.4		-51.4	-4.8
Subtotal	3,453	10.2		4,912	8.0		3,363	9.9		-31.5	-2.6
AMERICA											
American	3,153	9.3	2	3,912	6.3	5	2,673	7.9	3	-31.7	-15.2
Canadian	618	1.8	12	911	1.5	13	458	1.4	15	-49.7	-25.9
Other American	1,722	5.1		4,012	6.5		1,556	4.6		-61.2	-9.6
Subtotal	5,493	16.2		8,835	14.3		4,687	13.9		-46.9	-14.7
OCEANIA											
Australian	460	1.4	15	444	0.7	18	355	1.1	17	-20.0	-22.8
New Zealand	100	0.3	22	51	0.1	23	82	0.2	23	60.8	-18.0
Subtotal	560	1.7		495	0.8		437	1.3		-11.7	-22.0
Not stated	604	1.8		688	1.1		274	0.8			
TOTAL	33,883	100		61,752	100		33,801	100.0		-45.3	-0.2

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 2: International Visitors by Nationality Through Entry Points, March 2020

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	440	1,128	1,568	0	138	138
British	526	1,538	2,064	0	147	147
German	934	2,019	2,953	2	262	264
Italian	1,181	1,137	2,318	0	39	39
French	1,256	1,712	2,968	2	160	162
Dutch	339	687	1,026	0	60	60
Belgium	704	606	1,310	0	26	26
Russian	1,434	187	1,621	0	89	89
Turkish	29	77	106	0	29	29
Polish	858	599	1,457	0	37	37
Ukrainian	173	71	244	0	17	17
Czech Republic	362	163	525	1	28	29
Spanish	93	636	729	0	20	20
Other Europeans	1,212	1,701	2,913	0	119	119
Subtotal	9,541	12,261	21,802	5	1,171	1,176
ASIA						
Japanese	15	53	68	0	43	43
Chinese	25	234	259	0	30	30
Indian	78	118	196	0	54	54
Israeli	85	356	441	0	10	10
Other Asians	244	665	909	0	52	52
Subtotal	447	1,426	1,873	0	189	189
AFRICA						
Kenyan	183	202	385	0	149	149
South African	835	482	1,317	0	32	32
Other Africans	753	489	1,242	1	237	238
Subtotal	1,771	1,173	2,944	1	418	419
AMERICA						
American	724	1,784	2,508	0	165	165
Canadian	84	319	403	0	55	55
Other Americans	986	546	1,532	0	24	24
Subtotal	1,794	2,649	4,443	0	244	244
OCEANIA						
Australian	52	262	314	0	41	41
New Zealand	5	72	77	0	5	5
Subtotal	57	334	391	0	46	46
Not stated	222	45	267	1	6	7
TOTAL	13,832	17,888	31,720	7	2,074	2,081

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 3: International Visitors by Nationality Through Entry Points, January-March 2020

Nationality	January-March 2019			January-March 2020					% Change, Jan-March 2019 to Jan-March 2020
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	7,515	5.8	5	8,273	1,110	9,383	6.0	5	24.9
British	4,857	3.7	7	6,748	774	7,522	4.8	7	54.9
German	8,521	6.6	4	9,940	1,014	10,954	7.0	3	28.6
Italian	21,031	16.2	1	19,079	334	19,413	12.4	1	-7.7
French	9,791	7.5	3	14,003	918	14,921	9.5	2	52.4
Dutch	3,760	2.9	8	4,041	315	4,356	2.8	11	15.9
Belgium	3,334	2.6	11	5,636	174	5,810	3.7	9	74.3
Russian	3,298	2.5	12	7,460	347	7,807	5.0	6	136.7
Turkish	768	0.6	20	758	288	1,046	0.7	21	36.2
Polish	6,987	5.4	6	6,682	184	6,866	4.4	8	-1.7
Ukrainian	1,649	1.3	16	1,549	55	1,604	1.0	17	-2.7
Czech Republic	3,512	2.7	9	2,547	120	2,667	1.7	12	-24.1
Spanish	1,054	0.8	19	1,914	98	2,012	1.3	14	90.9
Other European	12,263	9.4		14,421	985	15,406	9.8		25.6
Subtotal	88,340	68		103,051	6,716	109,767	69.9		24.3
ASIA									
Japanese	310	0.2	23	310	133	443	0.3	22	42.9
Chinese	1,257	1	18	1,000	345	1,345	0.9	19	7.0
Indian	675	0.5	21	699	412	1,111	0.7	20	64.6
Israeli	1,870	1.4	14	1,936	68	2,004	1.3	15	7.2
Other Asian	4,546	3.5		3,577	602	4,179	2.7		-8.1
Subtotal	8,658	6.7		7,522	1,560	9,082	5.8		4.9
AFRICA									
Kenyan	1,645	1.3	17	1,336	657	1,993	1.3	16	21.2
South African	3,400	2.6	10	4,373	186	4,559	2.9	10	34.1
Other African	4,699	3.6		5,925	1,216	7,141	4.5		52.0
Subtotal	9,744	7.5		11,634	2,059	13,693	8.7		40.5
AMERICA									
American	10,278	7.9	2	9,219	996	10,215	6.5	4	-0.6
Canadian	1,912	1.5	13	1,694	387	2,081	1.3	13	8.8
Other American	4,876	3.8		8,547	177	8,724	5.6		78.9
Subtotal	17,066	13.1		19,460	1,560	21,020	13.4		23.2
OCEANIA									
Australian	1,732	1.3	15	1,239	355	1,594	1.0	18	-8.0
New Zealand	432	0.3	22	206	47	253	0.2	23	-41.4
Subtotal	2,164	1.7		1,445	402	1,847	1.2		-14.6
Not stated	4,017	3.1		1,573	32	1,605	1.0		
TOTAL	129,989	100		144,685	12,329	157,014	100		20.8

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 4: International Visitors by Nationality and Purpose of Visit, March 2020

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	4	1,702	0	0	0	1,706
British	0	0	0	0	2	2,206	1	0	2	2,211
German	0	0	0	0	5	3,210	0	0	2	3,217
Italian	0	0	0	0	6	2,348	0	0	3	2,357
French	0	0	0	0	2	3,127	1	0	0	3,130
Dutch	0	0	0	0	1	1,084	0	0	1	1,086
Belgium	1	0	1	0	0	1,313	1	0	20	1,336
Russian	0	0	0	0	3	1,706	0	0	1	1,710
Turkish	0	0	0	0	0	135	0	0	0	135
Polish	0	0	0	0	1	1,490	0	0	3	1,494
Ukrainian	0	0	0	0	0	260	1	0	0	261
Czech Republic	0	0	0	0	0	552	0	0	2	554
Spanish	0	0	0	0	1	748	0	0	0	749
Other Europeans	0	0	0	0	4	3,010	1	0	17	3,032
Subtotal	1	0	1	0	29	22,891	5	0	51	22,978
ASIA										
Japanese	0	0	0	0	0	111	0	0	0	111
Chinese	0	0	0	0	0	289	0	0	0	289
Indian	0	0	0	0	0	250	0	0	0	250
Israeli	0	0	0	0	0	451	0	0	0	451
Other Asians	0	0	0	0	0	957	0	0	4	961
Subtotal	0	0	0	0	0	2,058	0	0	4	2,062
AFRICA										
Kenyan	0	0	0	0	0	534	0	0	0	534
South African	0	0	0	0	1	1,347	1	0	0	1,349
Other Africans	0	0	0	0	0	1,459	0	0	21	1,480
Subtotal	0	0	0	0	1	3,340	1	0	21	3,363
AMERICA										
American	0	0	0	0	4	2,665	0	0	4	2,673
Canadian	0	0	0	0	0	457	1	0	0	458
Other Americans	0	0	1	0	1	1,505	0	0	49	1,556
Subtotal	0	0	1	0	5	4,627	1	0	53	4,687
OCEANIA										
Australian	0	0	0	0	0	354	0	0	1	355
New Zealand	0	0	0	0	1	81	0	0	0	82
Subtotal	0	0	0	0	1	435	0	0	1	437
Not stated	0	0	0	0	0	251	0	0	23	274
TOTAL	1	0	2	0	36	33,602	7	0	153	33,801
TOTAL PERCENT	0.0	0.0	0.0	0.0	0.1	99.4	0.0	0.0	0.5	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 5: International Visitors by Nationality and Sex, March 2020

Nationality	Male	Female	Total
EUROPE			
Scandinavian	755	951	1,706
British	1,005	1,206	2,211
German	1,400	1,817	3,217
Italian	1,010	1,347	2,357
French	1,363	1,767	3,130
Dutch	504	582	1,086
Belgium	533	803	1,336
Russian	695	1,015	1,710
Turkish	70	65	135
Polish	645	849	1,494
Ukrainian	111	150	261
Czech Republic	228	326	554
Spanish	334	415	749
Other European Country	1,247	1,785	3,032
Subtotal	9,900	13,078	22,978
ASIA			
Japanese	64	47	111
Chinese	136	153	289
Indian	151	99	250
Israeli	207	244	451
Other Asian	465	496	961
Subtotal	1,023	1,039	2,062
AFRICA			
Kenyan	276	258	534
South African	550	799	1,349
Other African	544	936	1,480
Subtotal	1,370	1,993	3,363
AMERICA			
American	799	1,874	2,673
Canadian	184	274	458
Other American	283	1,273	1,556
Subtotal	1,266	3,421	4,687
OCEANIA			
Australian	151	204	355
New Zealand	40	42	82
Subtotal	191	246	437
Not stated	62	212	274
TOTAL MARCH, 2020	13,812	19,989	33,801
TOTAL FEBRUARY, 2020	26,165	35,587	61,752
TOTAL PERCENT % CHANGE, FEBRUARY 2020 TO MARCH 2020	40.9	59.1	100
	-47.2	-43.8	-45.3

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 6: International Visitors by Nationality and Categorized Age, March 2020

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	114	1,448	144	1,706
British	213	1,824	174	2,211
German	107	2,830	280	3,217
Italian	134	2,063	160	2,357
French	227	2,760	143	3,130
Dutch	73	930	83	1,086
Belgium	83	1,147	106	1,336
Russian	76	1,600	34	1,710
Turkish	1	132	2	135
Polish	90	1,322	82	1,494
Ukrainian	18	237	6	261
Czech Republic	33	475	46	554
Spanish	21	706	22	749
Other European	157	2,718	157	3,032
Subtotal	1,347	20,192	1,439	22,978
ASIA				
Japanese	10	100	1	111
Chinese	24	239	26	289
Indian	8	227	15	250
Israeli	61	356	34	451
Other Asian	56	833	72	961
Subtotal	159	1,755	148	2,062
AFRICA				
Kenyan	21	486	27	534
South African	46	1,229	74	1,349
Other African	58	1,343	79	1,480
Subtotal	125	3,058	180	3,363
AMERICA				
American	187	2,148	338	2,673
Canadian	24	373	61	458
Other American	64	1,346	146	1,556
Subtotal	275	3,867	545	4,687
OCEANIA				
Australian	23	293	39	355
New Zealand	18	57	7	82
Subtotal	41	350	46	437
Not stated	6	261	7	274
TOTAL	1,953	29,483	2,365	33,801
TOTAL PERCENT	5.8	87.2	7.0	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 7: Intended Length of Stay and Sex of International Visitors in Zanzibar, March 2020

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	196	118	314	0.9	196	118	314
2	282	298	580	1.7	564	596	1,160
3	759	880	1,639	4.8	2,277	2,640	4,917
4	1,026	1,273	2,299	6.8	4,104	5,092	9,196
5	1,659	1,959	3,618	10.7	8,295	9,795	18,090
6	1,671	6,022	7,693	22.8	10,026	36,132	46,158
7	3,132	3,472	6,604	19.5	21,924	24,304	46,228
8	1,464	1,708	3,172	9.4	11,712	13,664	25,376
9	497	540	1,037	3.1	4,473	4,860	9,333
10	707	911	1,618	4.8	7,070	9,110	16,180
11	272	325	597	1.8	2,992	3,575	6,567
12	368	476	844	2.5	4,416	5,712	10,128
13	210	216	426	1.3	2,730	2,808	5,538
14	694	772	1,466	4.3	9,716	10,808	20,524
15	341	377	718	2.1	5,115	5,655	10,770
16	80	122	202	0.6	1,280	1,952	3,232
17	63	76	139	0.4	1,071	1,292	2,363
18	35	50	85	0.3	630	900	1,530
19	34	19	53	0.2	646	361	1,007
20	47	61	108	0.3	940	1,220	2,160
21	73	111	184	0.5	1,533	2,331	3,864
22	5	22	27	0.1	110	484	594
23	10	1	11	0.0	230	23	253
24	12	14	26	0.1	288	336	624
25	8	9	17	0.1	200	225	425
26	3	7	10	0.0	78	182	260
27	5	12	17	0.1	135	324	459
28	20	29	49	0.1	560	812	1,372
29	6	3	9	0.0	174	87	261
30	129	103	232	0.7	3,870	3,090	6,960
31+	4	3	7	0.0	124	93	217
Total	13,812	19,989	33,801	100.0	107,479	148,581	256,060
	Average intended Length of Stay¹				7.8	7.4	7.6

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, March 2020

Nationality	March 2019	February 2020	March 2020	% Change, March 2019 to March 2020	% Change February 2020 to March 2020
Russian	530	2,791	1,710	222.6	-38.7
Polish	1,309	2,523	1,494	14.1	-40.8
Ukrainian	352	655	261	-25.9	-60.2
Chinese	224	261	289	29.0	10.7
Indian	219	427	250	14.2	-41.5
Israeli	133	621	451	239.1	-27.4
Total	2,767	7,278	4,455	61.0	-38.8

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 9: Summary of Visitors by Mode of Travel Through Entry Point, March 2020

Category	Airport	Seaport	Total
International flight/ Cruise Ship	13,832	7	13,839
Domestic flights/ Sea ferries	17,888	2,074	19,962
Total	31,720	2,081	33,801

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 10: International Visitors nights and Estimated Bed Occupancy Rate in Zanzibar, March 2020

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	314	0.9	314
2	580	1.7	1,160
3	1,639	4.8	4,917
4	2,299	6.8	9,196
5	3,618	10.7	18,090
6	7,693	22.8	46,158
7	6,604	19.5	46,228
8	3,172	9.4	25,376
9	1,037	3.1	9,333
10	1,618	4.8	16,180
11	597	1.8	6,567
12	844	2.5	10,128
13	426	1.3	5,538
14	1,466	4.3	20,524
15	718	2.1	10,770
16	202	0.6	3,232
17	139	0.4	2,363
18	85	0.3	1,530
19	53	0.2	1,007
20	108	0.3	2,160
21	184	0.5	3,864
22	27	0.1	594
23	11	0.0	253
24	26	0.1	624
25	17	0.1	425
26	10	0.0	260
27	17	0.1	459
28	49	0.1	1,372
29	9	0.0	261
30	232	0.7	6,960
31+	7	0.0	217
Total	33,801	100.0	256,060
	Number of beds available in March		537,075
	Bed Occupancy Rate		47.7

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 11: International Visitors by Month, 2015 - 2020

Month	2015	2016	2017	2018	2019	2020
January	23,052	31,717	40,938	52,417	46,133	61,461
February	28,918	34,175	39,119	46,935	50,387	61,752
March	20,265	29,058	30,366	39,592	33,883	33,801
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	157,014

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.

For more clarifications please contact:

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