

TOURISM STATISTICAL RELEASE

AUGUST - 2018

No.20



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TOURISM STATISTICAL RELEASE FOR AUGUST, 2018

Tourist Arrivals in Zanzibar increased by 7.1 percent to 56,861 in August from **53,087** in July 2018 and increased by 9.5 percent compared with corresponding month in 2017. Tourists from Europe continue to dominate the Zanzibar market which accounts 61.5 percent of the total visitors in August and posted a growth of 3.0 percent compared with corresponding month in 2017. In country wise, Italy (8,385) continued to dominate the Tourism market by accounting 14.7 percent of all visitors entered in August, followed by America (9.4 percent) and France (8.0 percent) while New Zealand recorded the least (0.3 percent). Other performances are as shown in table 1.

The data from table 2 shows that **47,218** visitors entered through Airport, among them **24,356** visitors came by international flights and **22,862** by domestic flights. The remaining **9,643** visitors entered through seaport, of which **43** visitors came by Cruise Ship and **9,600** by Sea Ferries.

Generally, Zanzibar has received **325,921** visitors from January -August, 2018 which is an increase of **23.7** percent compared with the corresponding months (January - August) 2017. Most of visitors were from Europe (**58.4** percent). In country wise, Italy (10.2 percent) is a leading market for the first seven months in Zanzibar tourism market. About **279,139** visitors entered through airport which is equivalent to **85.6** percent while the remaining **46,782** visitors entered through seaport that accounting **14.4** percent (**Table 3**).

Information on the purpose of visit (**Table 4**) shows that, in August 2018, about 49,018 visitors equivalent to **86.2** percent of visitors came for holidays, followed by 'visiting friend and relatives' that accounts for only 10.3 percent.

Table 5 shows that among the visitors there were **28,410** males (**50.0** percent) and **28,451** females (**50.0** percent) in August 2018. Both males and females increased by 7.1 percent 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 **5,035** (8.9 percent) visitors were aged less than 15 years; **49,592** (**87.2** percent) were aged 15 to 64 years and **2,234** (3.9 percent) were aged 65 years and older.

Table 7 shows that 23.4 percent of all visitors in August 2018 stayed in the country for Seven days. Less than one percent (0.6 percent) of visitors stayed in the country for at least a month. The overall average intended length of stay for visitors in August, 2018 was about Seven (7.2) nights.

The visitors from emerging markets decreased by 25.6 percent in August 2018 compared with corresponding month in 2017 and they increased by 1.4 percent compared with previous month. Visitors from Russia increased by more than hundred percent (169.1 percent) compared with the corresponding month in 2017 and decreased by 4.6 percent compared with previous month. Other performances are shown in **Table 8**.

The total of **524,830** bed-spaces was available in August 2018. Out of these bed-spaces, estimates of 407,652 hotel-beds were sold during that month representing a bed occupancy rate of **77.7** percent (**Table 10**).

Table1: International Visitors by Nationality, August 2018

Nationality	August 2017			July 2018			August 2018			% Change, July 2018 to August 2018	% Change, August 2017 to August 2018
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank		
EUROPE											
Scandinavian	1,103	2.1	12	3,199	6.0	5	1,158	2.0	10	-63.8	5.0
British	5,247	10.1	2	4,265	8.0	2	4,128	7.3	4	-3.2	-21.3
German	4,831	9.3	3	3,869	7.3	3	4,002	7.0	5	3.4	-17.2
Italian	8,436	16.2	1	3,417	6.4	4	8,385	14.7	1	145.4	-0.6
French	3,720	7.2	5	2,516	4.7	6	4,568	8.0	3	81.6	22.8
Dutch	2,130	4.1	8	1,572	3.0	9	2,128	3.7	7	35.4	-0.1
Belgium	807	1.6	14	1,409	2.7	11	1,007	1.8	13	-28.5	24.8
Russian	291	0.6	20	821	1.5	14	783	1.4	17	-4.6	169.1
Turkish	337	0.6	18	232	0.4	20	436	0.8	19	87.9	29.4
Polish	595	1.1	17	808	1.5	17	804	1.4	16	-0.5	35.1
Ukrainian	249	0.5	21	124	0.2	22	122	0.2	23	-1.6	-51.0
Czech Republic	183	0.4	22	372	0.7	19	193	0.3	22	-48.1	5.5
Spanish	2,939	5.7	6	1,548	2.9	10	2,879	5.1	6	86.0	-2.0
Other European	3,084	5.9		5,090	9.6		4,361	7.7		-14.3	41.4
Subtotal	33,952	65.4		29,242	55.1		34,954	61.5		19.5	3.0
ASIA											
Japanese	292	0.6	19	111	0.2	23	230	0.4	20	107.2	-21.2
Chinese	1,112	2.1	11	1,191	2.2	13	1,082	1.9	12	-9.2	-2.7
Indian	758	1.5	15	675	1.3	18	606	1.1	18	-10.2	-20.1
Israeli	4,259	8.2	4	1,711	3.2	8	2,009	3.5	8	17.4	-52.8
Other Asian	1,617	3.1		3,446	6.5		2,634	4.6		-23.6	62.9
Subtotal	8,038	15.5		7,134	13.4		6,561	11.5		-8.0	-18.4
AFRICA											
Kenyan	1,349	2.6	10	814	1.5	16	868	1.5	15	6.6	-35.7
South African	1,741	3.4	9	1,913	3.6	7	1,322	2.3	9	-30.9	-24.1
Other African	1,713	3.3		2,245	4.2		2,488	4.4		10.8	45.2
Subtotal	4,803	9.2		4,972	9.4		4,678	8.2		-5.9	-2.6
AMERICA					0.0						
American	2,923	5.6	7	6,696	12.6	1	5,338	9.4	2	-20.3	82.6
Canadian	862	1.7	13	818	1.5	15	974	1.7	14	19.1	13.0
Other American	467	0.9		1,997	3.8		2,169	3.8		8.6	364.5
Subtotal	4,252	8.2		9,511	17.9		8,481	14.9		-10.8	99.5
OCEANIA					0.0						
Australian	659	1.3	16	1,276	2.4	12	1,125	2.0	11	-11.8	70.7
New Zealand	169	0.3	23	142	0.3	21	196	0.3	21	38.0	16.0
Subtotal	828	1.6		1,418	2.7		1,321	2.3		-6.8	59.5
Not stated	64	0.1		810	1.5		866	1.5			
TOTAL	51,937	100		53,087	100		56,861	100.0		7.1	9.5

Table 2: International Visitors by Nationality Through Entry Points, August 2018

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	419	444	863	0	295	295
British	1,291	1,752	3,043	1	1084	1,085
German	1,047	2,254	3,301	2	699	701
Italian	5,751	1,997	7,748	2	635	637
French	1,061	2,893	3,954	1	613	614
Dutch	262	1,328	1,590	0	538	538
Belgium	169	636	805	0	202	202
Russian	556	141	697	1	85	86
Turkish	111	212	323	0	113	113
Polish	552	162	714	1	89	90
Ukrainian	82	31	113	0	9	9
Czech Republic	108	52	160	0	33	33
Spanish	852	1,756	2,608	1	270	271
Other Europeans	1,961	1,789	3,750	6	605	611
Subtotal	14,222	15,447	29,669	15	5,270	5,285
ASIA						
Japanese	75	79	154	0	76	76
Chinese	175	548	723	0	359	359
Indian	192	108	300	0	306	306
Israeli	1,293	645	1,938	0	71	71
Other Asians	1,661	481	2,142	2	490	492
Subtotal	3,396	1,861	5,257	2	1,302	1,304
AFRICA						
Kenyan	341	73	414	0	454	454
South African	1,026	170	1,196	1	125	126
Other Africans	950	634	1,584	4	900	904
Subtotal	2,317	877	3,194	5	1,479	1,484
AMERICA						
American	1,771	2,933	4,704	8	626	634
Canadian	182	518	700	0	274	274
Other Americans	1,313	593	1,906	9	254	263
Subtotal	3,266	4,044	7,310	17	1,154	1,171
OCEANIA						
Australian	547	353	900	2	223	225
New Zealand	17	126	143	0	53	53
Subtotal	564	479	1,043	2	276	278
Not stated	591	154	745	2	119	121
TOTAL	24,356	22,862	47,218	43	9,600	9,643

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 3: International Visitors by Nationality Through Entry Points, January-August 2018

Nationality	January-August 2017			January-August 2018					% Change, Jan-August 2017 to Jan-August 2018
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	13,401	5.1	6	12,926	3,146	16,072	4.9	6	19.9
British	22,872	8.7	3	15,034	4,075	19,109	5.9	4	-16.5
German	24,666	9.4	2	20,927	3,373	24,300	7.5	3	-1.5
Italian	32,796	12.4	1	31,649	1,562	33,211	10.2	1	1.3
French	14,233	5.4	8	16,389	2,184	18,573	5.7	5	30.5
Dutch	9,579	3.6	10	7,859	1,689	9,548	2.9	10	-0.3
Belgium	4,449	1.7	18	4,616	669	5,285	1.6	15	18.8
Russian	3,101	1.2	19	9,530	854	10,384	3.2	9	234.9
Turkish	1,721	0.7	21	1,512	494	2,006	0.6	21	16.6
Polish	7,896	3.0	9	8,798	458	9,256	2.8	12	17.2
Ukrainian	3,742	1.4	13	2,335	141	2,476	0.8	20	-33.8
Czech Republic	3,825	1.5	12	4,526	297	4,823	1.5	18	26.1
Spanish	6,726	2.6	17	6,210	739	6,949	2.1	13	3.3
Other European	19,335	7.3		25,321	3,098	28,419	8.7		47.0
Subtotal	168,342	63.9		167,632	22,779	190,411	58.4		13.1
ASIA									
Japanese	1,037	0.4	22	639	423	1,062	0.3	22	2.4
Chinese	4,904	1.9	16	3,510	1,716	5,226	1.6	17	6.6
Indian	4,442	1.7	14	2,289	1,989	4,278	1.3	19	-3.7
Israeli	17,286	6.6	5	10,345	277	10,622	3.3	8	-38.6
Other Asian	10,196	3.9		13,556	2,817	16,373	5.0		60.6
Subtotal	37,865	14.4		30,339	7,222	37,561	11.5		-0.8
AFRICA									
Kenyan	7,041	2.7	11	3,762	2,149	5,911	1.8	14	-16.0
South African	14,623	5.5	4	12,429	1,036	13,465	4.1	7	-7.9
Other African	8,422	3.2		8,746	3,882	12,628	3.9		49.9
Subtotal	30,086	11.4		24,937	7,067	32,004	9.8		6.4
AMERICA									
American	15,252	5.8	7	24,667	5,270	29,937	9.2	2	96.3
Canadian	4,687	1.8	15	3,979	1,266	5,245	1.6	16	11.9
Other American	2,800	1.1		8,821	1,100	9,921	3.0		254.3
Subtotal	22,739	8.6		37,467	7,636	45,103	13.8		98.4
OCEANIA									
Australian	3,264	1.2	20	7,893	1,388	9,281	2.8	11	184.3
New Zealand	769	0.3	23	500	226	726	0.2	23	-5.6
Subtotal	4,033	1.5		8,393	1,614	10,007	3.1		148.1
Not stated	487	0.2		10,371	464	10,835	3.3		
TOTAL	263,552	100		279,139	46,782	325,921	100		23.7

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 4: International Visitors by Nationality and Purpose of Visit, August 2018

Nationality	Returning Residences	Prospective Resident	Seeking Employment	Temporary Employment	Visiting Friends and Relatives	Holidays	Business and Conference	In Transit	Others	Total
EUROPE										
Scandinavian	1	0	0	2	118	1,034	0	0	3	1,158
British	1	0	0	0	445	3,651	0	0	31	4,128
German	0	0	0	1	536	3,445	1	1	18	4,002
Italian	0	1	0	1	1039	7,252	1	0	91	8,385
French	0	0	0	0	604	3,954	0	1	9	4,568
Dutch	0	0	0	1	215	1,901	1	0	10	2,128
Belgium	0	0	0	0	113	885	0	0	9	1,007
Russian	0	1	1	0	56	722	0	0	3	783
Turkish	0	1	0	0	88	345	0	0	2	436
Polish	0	0	0	0	73	725	0	0	6	804
Ukrainian	0	0	0	0	21	101	0	0	0	122
Czech Republic	0	0	0	0	32	157	0	0	4	193
Spanish	0	0	0	0	437	2,435	1	0	6	2,879
Other Europeans	0	1	1	0	359	3,657	0	0	343	4,361
Subtotal	2	4	2	5	4,136	30,264	4	2	535	34,954
ASIA										
Japanese	0	1	0	2	35	189	2	0	1	230
Chinese	0	0	0	4	130	934	2	0	12	1,082
Indian	0	0	0	0	59	538	0	0	9	606
Israeli	0	0	0	0	492	1,492	0	4	21	2,009
Other Asians	0	0	3	1	174	2,155	1	0	300	2,634
Subtotal	0	1	3	7	890	5,308	5	4	343	6,561
AFRICA										
Kenyan	0	0	0	0	38	826	2	0	2	868
South African	1	0	0	0	46	1,260	0	0	15	1,322
Other Africans	2	1	2	0	107	2,194	0	0	182	2,488
Subtotal	3	1	2	0	191	4,280	2	0	199	4,678
AMERICA										
American	2	1	0	0	373	4,661	3	0	298	5,338
Canadian	0	1	0	1	115	852	0	0	5	974
Other Americans	0	0	0	0	50	1,800	0	1	318	2,169
Subtotal	2	2	0	1	538	7,313	3	1	621	8,481
OCEANIA										
Australian	0	0	0	0	60	952	0	0	113	1,125
New Zealand	0	0	0	0	15	181	0	0	0	196
Subtotal	0	0	0	0	75	1,133	0	0	113	1,321
Not stated	2	0	1	0	2	720	0	0	141	866
TOTAL	9	8	8	13	5,832	49,018	14	7	1,952	56,861
TOTAL PERCENT	0.0	0.0	0.0	0.0	10.3	86.2	0.0	0.0	3.4	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 5: International Visitors by Nationality and Sex, August 2018

Nationality	Male	Female	Total
EUROPE			
Scandinavian	418	740	1,158
British	1,742	2,386	4,128
German	1,719	2,283	4,002
Italian	3,504	4,881	8,385
French	1,906	2,662	4,568
Dutch	993	1,135	2,128
Belgium	454	553	1,007
Russian	295	488	783
Turkish	198	238	436
Polish	333	471	804
Ukrainian	46	76	122
Czech Republic	88	105	193
Spanish	1,145	1,734	2,879
Other European Country	2,604	1,757	4,361
Subtotal	15,445	19,509	34,954
ASIA			
Japanese	93	137	230
Chinese	505	577	1,082
Indian	327	279	606
Israeli	881	1,128	2,009
Other Asian	1,980	654	2,634
Subtotal	3,786	2,775	6,561
AFRICA			
Kenyan	443	425	868
South African	507	815	1,322
Other African	1,704	784	2,488
Subtotal	2,654	2,024	4,678
AMERICA			
American	2,631	2,707	5,338
Canadian	420	554	974
Other American	1,860	309	2,169
Subtotal	4,911	3,570	8,481
OCEANIA			
Australian	777	348	1,125
New Zealand	95	101	196
Subtotal	872	449	1,321
Not stated	742	124	866
TOTAL AUGUST, 2018	28,410	28,451	56,861
TOTAL JULY, 2018	26,523	26,564	53,087
TOTAL % AUGUST	50.0	50.0	100
% CHANGE, JULY TO AUGUST 2018	7.1	7.1	7.1

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 6: International Visitors by Nationality and Categorized Age, August 2018

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	63	1,037	58	1,158
British	494	3,454	180	4,128
German	266	3,573	163	4,002
Italian	533	7,701	151	8,385
French	574	3,886	108	4,568
Dutch	278	1,807	43	2,128
Belgium	138	851	18	1,007
Russian	59	709	15	783
Turkish	16	410	10	436
Polish	111	683	10	804
Ukrainian	8	112	2	122
Czech Republic	28	158	7	193
Spanish	130	2,709	40	2,879
Other European	314	3,902	145	4,361
Subtotal	3,012	30,992	950	34,954
ASIA				
Japanese	14	193	23	230
Chinese	115	932	35	1,082
Indian	41	526	39	606
Israeli	393	1,516	100	2,009
Other Asian	257	2,267	110	2,634
Subtotal	820	5,434	307	6,561
AFRICA				
Kenyan	83	757	28	868
South African	57	1,196	69	1,322
Other African	235	2,185	68	2,488
Subtotal	375	4,138	165	4,678
AMERICA				
American	442	4,418	478	5,338
Canadian	75	839	60	974
Other American	186	1,886	97	2,169
Subtotal	703	7,143	635	8,481
OCEANIA				
Australian	62	939	124	1,125
New Zealand	14	141	41	196
Subtotal	76	1,080	165	1,321
Not stated	49	805	12	866
TOTAL	5,035	49,592	2,234	56,861
TOTAL PERCENT	8.9	87.2	3.9	100

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 7: Intended Length of Stay and Sex of International Visitors in Zanzibar, August 2018

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	510	322	832	1.5	510	322	832
2	1,000	947	1,947	3.4	2,000	1,894	3,894
3	1,837	1,959	3,796	6.7	5,511	5,877	11,388
4	2,357	2,538	4,895	8.6	9,428	10,152	19,580
5	2,659	2,823	5,482	9.6	13,295	14,115	27,410
6	2,435	8,266	10,701	18.8	14,610	49,596	64,206
7	9,095	4,210	13,305	23.4	63,665	29,470	93,135
8	2,791	2,353	5,144	9.0	22,328	18,824	41,152
9	785	793	1,578	2.8	7,065	7,137	14,202
10	1,236	1,069	2,305	4.1	12,360	10,690	23,050
11	436	416	852	1.5	4,796	4,576	9,372
12	554	523	1,077	1.9	6,648	6,276	12,924
13	255	221	476	0.8	3,315	2,873	6,188
14	837	661	1,498	2.6	11,718	9,254	20,972
15	664	517	1,181	2.1	9,960	7,755	17,715
16	108	115	223	0.4	1,728	1,840	3,568
17	103	65	168	0.3	1,751	1,105	2,856
18	90	69	159	0.3	1,620	1,242	2,862
19	27	29	56	0.1	513	551	1,064
20	106	96	202	0.4	2,120	1,920	4,040
21	96	87	183	0.3	2,016	1,827	3,843
22	22	11	33	0.1	484	242	726
23	10	14	24	0.0	230	322	552
24	10	14	24	0.0	240	336	576
25	19	16	35	0.1	475	400	875
26	10	14	24	0.0	260	364	624
27	5	7	12	0.0	0	189	189
28	19	24	43	0.1	532	672	1,204
29	17	13	30	0.1	0	377	377
30	119	89	208	0.4	3,570	2,670	6,240
31+	204	164	368	0.6	6,324	5,084	11,408
Total	28,416	28,445	56,861	100.0	209,072	197,952	407,024
	Average intended Length of Stay¹				7.4	7.0	7.2

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, August 2018

Nationality	August 2017	July 2018	August 2018	% Change, August 2017 to August 2018	% Change, July 2018 to August 2018
Russian	291	821	783	169.1	-4.6
Polish	595	808	804	35.1	-0.5
Ukrainian	249	124	122	-51.0	-1.6
Chinese	1112	1191	1,082	-2.7	-9.2
Indian	758	675	606	-20.1	-10.2
Israeli	4,259	1,711	2,009	-52.8	17.4
Total	7,264	5,330	5,406	-25.6	1.4

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 9: Summary of Visitors by Mode of Travel Through Entry Point, August 2018

Category	Airport	Seaport	Total
International flight/ Cruise Ship	24,356	43	24,399
Domestic flights/ Sea ferries	22,862	9,600	32,462
Total	47,218	9,643	56,861

Source: Zanzibar Commission for Tourism & Department of Immigration Zanzibar

Table 10: International Visitors nights and Estimated Bed Occupancy Rate in Zanzibar, August 2018

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	832	1.5	832
2	1,947	3.4	3,894
3	3,796	6.7	11,388
4	4,895	8.6	19,580
5	5,482	9.6	27,410
6	10,701	18.8	64,206
7	13,305	23.4	93,135
8	5,144	9.0	41,152
9	1,578	2.8	14,202
10	2,305	4.1	23,050
11	852	1.5	9,372
12	1,077	1.9	12,924
13	476	0.8	6,188
14	1,498	2.6	20,972
15	1,181	2.1	17,715
16	223	0.4	3,568
17	168	0.3	2,856
18	159	0.3	2,862
19	56	0.1	1,064
20	202	0.4	4,040
21	183	0.3	3,843
22	33	0.1	726
23	24	0.0	552
24	24	0.0	576
25	35	0.1	875
26	24	0.0	624
27	12	0.0	324
28	43	0.1	1,204
29	30	0.1	870
30	208	0.4	6,240
31	368	0.6	11,408
Total	56,861	100.0	407,652
Number of beds available in August 2018			524,830
Bed Occupancy Rate			77.7

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: refers 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.

Visitors are classified as tourists if they spend the night away from home.

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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