

TOURISM STATISTICAL RELEASE

JULY - 2021

No.55



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TOURISM STATISTICAL RELEASE FOR JULY 2021

Tourist Arrivals in Zanzibar recorded **29,714** visitors in July 2021 compared with **3,079** visitors in July 2020 and **20,416** visitors in June 2021. Tourists from Europe continue to dominate the Zanzibar market by accounting **58.9** percent of the total visitors in July 2021.

In country wise, French dominated the Tourism market by accounting **13.4** percent of all visitors entered in July 2021, followed by Polish (12.0 percent) and America (8.5 percent) while Japanese recorded the least (0.1 percent). Other performances are as shown in (**Table 1**).

The data from **Table 2** shows that **26,038** visitors entered through Airport, among them **22,475** visitors came by international flights and **3,563** by domestic flights and remaining visitors **3,676** came through Seaport by using Sea Ferries.

Generally, Zanzibar has received **218,512** visitors from January- July 2021 which is the increase of **35.7** percent compared with the corresponding months (January – July) 2020. Most of visitors were from Europe (**76.4** percent). In country wise, Russia (**31.2** percent) is a leading market for the first seven months in Zanzibar tourism market. About **196,674** visitors entered through airport while the remaining **21,838** visitors entered through seaport (**Table 3**).

Information on the purpose of visit (**Table 4**) shows that July 2021, about **29,324** visitors equivalent to **98.7** percent of visitors came for holidays and **1.0** percent of visitors came for visiting friends and relatives and **0.3** percent of visitors came for other purposes.

Table 5 shows that among the visitors there were **13,919** males (**46.8** percent) and **15,795** females (**53.2** percent) in July 2021. Males increased by **30.0** percent while female increased by **62.6** percent compared with the preceding month in 2021.

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 **2,220 (7.5 percent)** visitors were aged less than 15 years; **26,838 (90.3 percent)** were aged 15 to 64 years and **656 (2.2 percent)** were aged 65 years and older.

Table 7 shows that **21.0 percent** of all visitors in July 2021 stayed in the country for Seven days. The overall average intended length of stay for visitors in July 2021 was about nine (**9.4**) nights.

The visitors from emerging markets increased by 60.5 percent compared with previous month. Other performances are shown in **Table 8**.

The total of **578,987** bed-spaces was available in July 2021. Out of these bed-spaces, estimates of **279,460** hotel-beds were sold during that month representing a bed occupancy rate of **48.3 percent (Table 10)**.

Table: International Visitors by Nationality, July 2021

Nationality	July 2020			June 2021			July 2021			% Change, June 2021 to July 2021
	Number	% share	Rank	Number	% share	Rank	Number	% share	Rank	
EUROPE										
Scandinavian	113	3.7	7	346	1.7	14	437	1.5	15	26.3
British	380	12.3	1	751	3.7	7	1,087	3.7	6	44.7
German	170	5.5	5	901	4.4	5	1,228	4.1	5	36.3
Italian	211	6.9	4	472	2.3	10	465	1.6	13	-1.5
French	296	9.6	2	2,232	10.9	1	3,984	13.4	1	78.5
Dutch	46	1.5	15	353	1.7	13	681	2.3	10	92.9
Belgium	65	2.1	11	391	1.9	12	1,015	3.4	7	159.6
Russian	32	1	17	283	1.4	15	220	0.7	18	-22.3
Turkish	70	2.3	9	230	1.1	17	460	1.5	14	100.0
Polish	102	3.3	8	2,101	10.3	2	3,578	12.0	2	70.3
Ukrainian	21	0.7	19	157	0.8	18	259	0.9	17	65.0
Czech Republic	49	1.6	14	93	0.5	20	127	0.4	19	36.6
Spanish	65	2.1	11	479	2.3	9	885	3.0	9	84.8
Other European	373	12.1		2,799	13.7		3,061	10.3		9.4
Subtotal	1,993	64.7		11,588	56.8		17,487	58.9		50.9
ASIA										
Japanese	6	0.2	22	20	0.1	23	25	0.1	23	25.0
Chinese	69	2.2	10	126	0.6	19	49	0.2	21	-61.1
Indian	65	2.1	11	402	2.0	11	940	3.2	8	133.8
Israeli	21	0.7	19	496	2.4	8	677	2.3	11	36.5
Other Asian	225	7.3		1,255	6.1		2,155	7.3		71.7
Subtotal	386	12.5		2,299	11.3		3,846	12.9		67.3
AFRICA										
Kenyan	35	1.1	16	761	3.7	6	544	1.8	12	-28.5
South African	159	5.2	6	973	4.8	4	1,654	5.6	4	70.0
Other African	145	4.7		2,275	11.1		2,741	9.2		20.5
Subtotal	339	11		4,009	19.6		4,939	16.6		23.2
AMERICA										
American	285	9.3	3	1,859	9.1	3	2,518	8.5	3	35.4
Canadian	32	1	17	231	1.1	16	285	1.0	16	23.4
Other American	18	0.6		245	1.2		397	1.3		62.0
Subtotal	335	10.9		2,335	11.4		3,200	10.8		37.0
OCEANIA										
Australian	16	0.5	21	75	0.4	21	89	0.3	20	18.7
New Zealand	6	0.2	22	29	0.1	22	27	0.1	22	-6.9
Subtotal	22	0.7		104	0.5		116	0.4		11.5
Not stated	4	0.1		81	0.4		126	0.4		
TOTAL	3,079	100		20,416	100		29,714	100.0		45.5

Source: Zanzibar Commission for Tourism & Immigration Department, Zanzibar

Table 2: International Visitors by Nationality through Entry Points, July 2021

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	288	46	334	0	103	103
British	965	56	1,021	0	66	66
German	782	219	1,001	0	227	227
Italian	408	25	433	0	32	32
French	2,944	684	3,628	0	356	356
Dutch	439	160	599	0	82	82
Belgium	687	208	895	0	120	120
Russian	167	24	191	0	29	29
Turkish	275	60	335	0	125	125
Polish	3,449	69	3,518	0	60	60
Ukrainian	235	12	247	0	12	12
Czech Republic	105	3	108	0	19	19
Spanish	493	355	848	0	37	37
Other Europeans	2,529	317	2,846	0	215	215
Subtotal	13,766	2,238	16,004	0	1,483	1,483
ASIA						
Japanese	13	6	19	0	6	6
Chinese	16	9	25	0	24	24
Indian	679	70	749	0	191	191
Israeli	572	88	660	0	17	17
Other Asians	1,767	101	1,868	0	287	287
Subtotal	3,047	274	3,321	0	525	525
AFRICA						
Kenyan	271	28	299	0	245	245
South African	1,546	51	1,597	0	57	57
Other Africans	1,933	188	2,121	0	620	620
Subtotal	3,750	267	4,017	0	922	922
AMERICA						
American	1,295	673	1,968	0	550	550
Canadian	193	23	216	0	69	69
Other Americans	278	76	354	0	43	43
Subtotal	1,766	772	2,538	0	662	662
OCEANIA						
Australian	57	5	62	0	27	27
New Zealand	25	2	27	0	0	-
Subtotal	82	7	89	0	27	27
Not stated	64	5	69	0	57	57
TOTAL	22,475	3,563	26,038	0	3,676	3,676

Source: Zanzibar Commission for Tourism & Immigration Department, Zanzibar

Table 3: International Visitors by Nationality through Entry Points, January- July 2021

Nationality	January- July 2020			January- July 2021					% Change, Jan- July 2020 to Jan- July 2021
	Number	% share	Rank	Number (Airport)	Number (Seaport)	Total Number	% Share	Rank	
EUROPE									
Scandinavian	9,532	5.9	5	2,285	548	2,833	1.3	14	-70.3
British	7,946	4.9	6	5,332	768	6,100	2.8	8	-23.2
German	11,179	6.9	3	6,221	1,240	7,461	3.4	7	-33.3
Italian	19,687	12.2	1	3,574	276	3,850	1.8	10	-80.4
French	15,256	9.5	2	11,750	1,758	13,508	6.2	3	-11.5
Dutch	4,430	2.8	11	2,072	303	2,375	1.1	16	-46.4
Belgium	5,885	3.7	9	2,492	366	2,858	1.3	13	-51.4
Russian	7,855	4.9	7	67,269	900	68,169	31.2	1	767.8
Turkish	1,237	0.8	20	900	532	1,432	0.7	18	15.8
Polish	6,983	4.3	8	18,536	587	19,123	8.8	2	173.9
Ukrainian	1,633	1	17	7,527	268	7,795	3.6	6	377.3
Czech Republic	2,719	1.7	12	3,969	463	4,432	2.0	9	63.0
Spanish	2,090	1.3	14	2,746	201	2,947	1.3	11	41.0
Other European	15,831	9.8		21,949	2,156	24,105	11.0		52.3
Subtotal	112,263	69.7		156,622	10,366	166,988	76.4		48.7
ASIA									
Japanese	458	0.3	22	109	37	146	0.1	23	-68.1
Chinese	1,443	0.9	19	437	277	714	0.3	21	-50.5
Indian	1,215	0.8	21	1,752	858	2,610	1.2	15	114.8
Israeli	2,030	1.3	16	1,586	123	1,709	0.8	17	-15.8
Other Asian	4,444	2.8		5,827	1,167	6,994	3.2		57.4
Subtotal	9,590	6		9,711	2,462	12,173	5.6		26.9
AFRICA									
Kenyan	2,057	1.3	15	1,439	1,501	2,940	1.3	12	42.9
South African	4,736	2.9	10	7,978	442	8,420	3.9	5	77.8
Other African	7,358	4.6		6,798	3,690	10,488	4.8		42.5
Subtotal	14,151	8.8		16,215	5,633	21,848	10.0		54.4
AMERICA									
American	10,592	6.6	4	7,513	2,390	9,903	4.5	4	-6.5
Canadian	2,128	1.3	13	991	343	1,334	0.6	19	-37.3
Other American	8,750	5.4		1,435	231	1,666	0.8		-81.0
Subtotal	21,470	13.3		9,939	2,964	12,903	5.9		-39.9
OCEANIA									
Australian	1,630	1	18	717	179	896	0.4	20	-45.0
New Zealand	261	0.2	23	188	7	195	0.1	22	-25.3
Subtotal	1,891	1.2		905	186	1,091	0.5		-42.3
Not stated	1,612	1		3,282	227	3,509	1.6		
TOTAL	160,977	100		196,674	21,838	218,512	100		35.7

Source: Zanzibar Commission for Tourism & Immigration Department, Zanzibar

Table 4: International Visitors by Nationality and Purpose of Visit, July 2021

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	6	429	0	0	2	437
British	1	0	0	0	10	1,075	0	0	1	1,087
German	0	0	0	0	11	1,217	0	0	0	1,228
Italian	0	0	0	0	1	463	0	0	1	465
French	1	1	1	0	57	3,915	0	1	8	3,984
Dutch	0	0	0	0	14	667	0	0	0	681
Belgium	2	0	0	0	5	1,006	0	1	1	1,015
Russian	0	0	0	1	0	217	0	0	2	220
Turkish	0	0	0	0	9	447	0	2	2	460
Polish	0	0	0	0	30	3,542	3	0	4	3,579
Ukrainian	0	0	0	0	2	257	0	0	0	259
Czech Republic	0	0	0	0	0	127	0	0	0	127
Spanish	2	0	0	0	14	862	0	2	5	885
Other Europeans	0	0	0	0	13	3,047	0	1	0	3,061
Subtotal	6	1	1	1	172	17,271	3	7	26	17,488
ASIA										
Japanese	0	0	0	0	1	24	0	0	0	25
Chinese	0	0	0	0	0	49	0	0	0	49
Indian	0	0	0	2	15	922	0	1	0	940
Israeli	0	0	0	2	6	665	0	2	3	678
Other Asians	0	0	0	0	29	2,125	0	0	1	2,155
Subtotal	0	0	0	4	51	3,785	0	3	4	3,847
AFRICA										
Kenyan	0	0	0	0	2	539	0	0	3	544
South African	0	0	0	1	4	1,649	0	0	0	1,654
Other Africans	3	0	0	0	25	2,708	0	2	4	2,742
Subtotal	3	0	0	1	31	4,896	0	2	7	4,940
AMERICA										
American	1	1	0	0	36	2,478	1	1	1	2,519
Canadian	0	0	0	0	2	283	0	0	0	285
Other Americans	0	0	0	0	9	387	0	0	1	397
Subtotal	1	1	0	0	47	3,148	1	1	2	3,201
OCEANIA										
Australian	0	0	0	0	2	86	0	1	0	89
New Zealand	0	0	0	0	1	25	0	1	0	27
Subtotal	0	0	0	0	3	111	0	2	0	116
Not stated	0	0	0	1	1	113	0	0	7	122
TOTAL	10	2	1	7	305	29,324	4	15	46	29,714
TOTAL PERCENT	0.0	0.0	0.0	0.0	1.0	98.7	0.0	0.1	0.2	100

Source: Zanzibar Commission for Tourism & Immigration Department, Zanzibar

Table 5: International Visitors by Nationality and Sex, July 2021

Nationality	Male	Female	Total
EUROPE			
Scandinavian	240	197	437
British	526	561	1,087
German	562	666	1,228
Italian	238	227	465
French	1,791	2,193	3,984
Dutch	318	363	681
Belgium	461	554	1,015
Russian	81	139	220
Turkish	233	227	460
Polish	1,553	2,025	3,578
Ukrainian	102	157	259
Czech Republic	55	72	127
Spanish	396	489	885
Other European Country	1,386	1,675	3,061
Subtotal	7,942	9,545	17,487
ASIA			
Japanese	5	20	25
Chinese	28	21	49
Indian	594	346	940
Israeli	299	378	677
Other Asian	1,193	962	2,155
Subtotal	2,119	1,727	3,846
AFRICA			
Kenyan	266	278	544
South African	725	929	1,654
Other African	1,457	1,284	2,741
Subtotal	2,448	2,491	4,939
AMERICA			
American	957	1,561	2,518
Canadian	135	150	285
Other American	185	212	397
Subtotal	1,277	1,923	3,200
OCEANIA			
Australian	47	42	89
New Zealand	17	10	27
Subtotal	64	52	116
Not stated	69	57	126
TOTAL JULY, 2021	13,919	15,795	29,714
TOTAL JUNE, 2021	10,704	9,712	20,416
TOTAL PERCENT % CHANGE, JUNE 2021 TO JULY 2021	46.8	53.2	100
	30.0	62.6	45.5

Source: Zanzibar Commission for Tourism & Immigration Department, Zanzibar

Table 6: International Visitors by Nationality and Categorized Age, July 2021

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	29	395	13	437
British	99	977	11	1,087
German	67	1,114	47	1,228
Italian	38	402	25	465
French	329	3,570	85	3,984
Dutch	68	592	21	681
Belgium	110	897	8	1,015
Russian	12	206	2	220
Turkish	15	439	6	460
Polish	411	3,081	87	3,579
Ukrainian	22	234	3	259
Czech Republic	13	112	2	127
Spanish	27	852	6	885
Other European	208	2,778	75	3,061
Subtotal	1,448	15,649	391	17,488
ASIA				
Japanese	1	23	1	25
Chinese	1	46	2	49
Indian	67	872	1	940
Israeli	32	634	12	678
Other Asian	142	1,943	70	2,155
Subtotal	243	3,518	86	3,847
AFRICA				
Kenyan	19	511	13	543
South African	121	1,500	33	1,654
Other African	116	2,607	18	2,741
Subtotal	256	4,618	64	4,938
AMERICA				
American	201	2,220	96	2,517
Canadian	25	257	3	285
Other American	23	363	11	397
Subtotal	249	2,840	110	3,199
OCEANIA				
Australian	12	75	2	89
New Zealand	5	22	0	27
Subtotal	17	97	2	116
Not stated	7	116	3	126
TOTAL	2,220	26,838	656	29,714
TOTAL PERCENT	7.5	90.3	2.2	100

Source: Zanzibar Commission for Tourism & Immigration Department, Zanzibar

Table 7: Intended Length of Stay and Sex of International Visitors in Zanzibar, July 2021

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	242	157	399	1.3	242	157	399
2	337	194	531	1.8	674	388	1,062
3	589	537	1,126	3.8	1,767	1,611	3,378
4	624	610	1,234	4.2	2,496	2,440	4,936
5	1,307	1,451	2,758	9.3	6,535	7,255	13,790
6	1,017	3,158	4,175	14.1	6,102	18,948	25,050
7	3,168	3,069	6,237	21.0	22,176	21,483	43,659
8	956	1,036	1,992	6.7	7,648	8,288	15,936
9	468	451	919	3.1	4,212	4,059	8,271
10	1,000	1,018	2,018	6.8	10,000	10,180	20,180
11	306	334	640	2.2	3,366	3,674	7,040
12	400	403	803	2.7	4,800	4,836	9,636
13	260	258	518	1.7	3,380	3,354	6,734
14	1,177	1,154	2,331	7.8	16,478	16,156	32,634
15	559	573	1,132	3.8	8,385	8,595	16,980
16	175	167	342	1.2	2,800	2,672	5,472
17	104	90	194	0.7	1,768	1,530	3,298
18	104	89	193	0.6	1,872	1,602	3,474
19	66	51	117	0.4	1,254	969	2,223
20	114	105	219	0.7	2,280	2,100	4,380
21	134	122	256	0.9	2,814	2,562	5,376
22	50	47	97	0.3	1,100	1,034	2,134
23	48	48	96	0.3	1,104	1,104	2,208
24	22	21	43	0.1	528	504	1,032
25	34	26	60	0.2	850	650	1,500
26	31	30	61	0.2	806	780	1,586
27	19	13	32	0.1	513	351	864
28	30	33	63	0.2	840	924	1,764
29	22	29	51	0.2	638	841	1,479
30	233	169	402	1.4	6,990	5,070	12,060
31+	323	352	675	2.3	10,013	10,912	20,925
Total	13,919	15,795	29,714	100.0	134,431	145,029	279,460
	Average intended Length of Stay ¹				9.7	9.2	9.4

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, July 2021

Nationality	July 2020	June 2021	July 2021	% Change June 2021 to July 2021
Russian	32	283	220	-22.3
Polish	102	2,101	3,578	70.3
Ukrainian	21	157	259	65.0
Chinese	69	126	49	-61.1
Indian	65	402	940	133.8
Israeli	21	496	677	36.5
Total	310	3,565	5,723	60.5

Source: Zanzibar Commission for Tourism & Immigration Department, Zanzibar

Table 9: Summary of Visitors by Mode of Travel Through Entry Point, July 2021

Category	Airport	Seaport	Total
International flight/ Cruise Ship	22,475	0	22,475
Domestic flights/ Sea ferries	3,563	3,676	7,239
Total	26,038	3,676	29,714

Source: Zanzibar Commission for Tourism & Immigration Department, Zanzibar

Table 10: International Visitors nights and Estimated Bed Occupancy Rate in Zanzibar, July 2021

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	399	1.3	399
2	531	1.8	1,062
3	1,126	3.8	3,378
4	1,234	4.2	4,936
5	2,758	9.3	13,790
6	4,175	14.1	25,050
7	6,237	21.0	43,659
8	1,992	6.7	15,936
9	919	3.1	8,271
10	2,018	6.8	20,180
11	640	2.2	7,040
12	803	2.7	9,636
13	518	1.7	6,734
14	2,331	7.8	32,634
15	1,132	3.8	16,980
16	342	1.2	5,472
17	194	0.7	3,298
18	193	0.6	3,474
19	117	0.4	2,223
20	219	0.7	4,380
21	256	0.9	5,376
22	97	0.3	2,134
23	96	0.3	2,208
24	43	0.1	1,032
25	60	0.2	1,500
26	61	0.2	1,586
27	32	0.1	864
28	63	0.2	1,764
29	51	0.2	1,479
30	402	1.4	12,060
31+	675	2.3	20,925
Total	29,714	100.0	279,460
		Number of beds available in July,2021	578,987
		Bed Occupancy Rate	48.3

Source: Zanzibar Commission for Tourism & Immigration Department, Zanzibar

Table 11: International Visitors by Month, 2017 - 2021

Month	2017	2018	2019	2020	2021
January	40,938	52,417	46,133	61,461	49,868
February	39,119	46,935	50,387	61,752	51,574
March	30,366	39,592	33,883	33,801	43,821
April	21,004	21,139	20,242	334	13,839
May	15,696	18,655	15,640	197	9,280
June	23,458	37,235	36,605	353	20,416
July	41,034	53,087	55,947	3,079	29,714
August	51,937	56,861	68,163	4,366	
September	38,977	52,551	49,732	5,422	
October	43,470	49,796	53,023	12,157	
November	36,363	39,713	47,824	29,128	
December	51,112	52,828	60,685	48,594	
Total	433,474	520,809	538,264	260,644	218,512

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:

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