

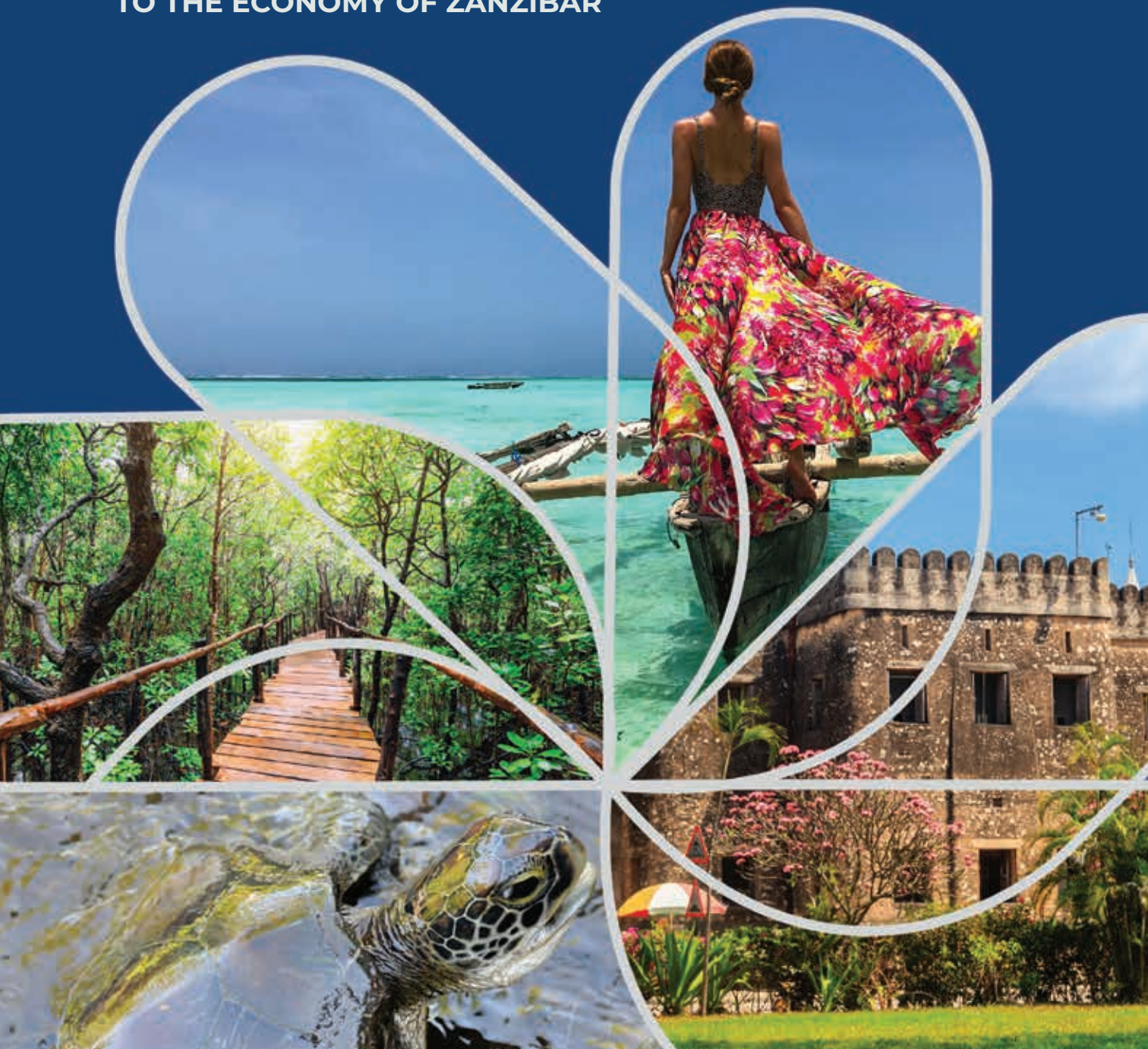


United Nations
Economic Commission for Africa



ZANZIBAR TOURISM SATELLITE ACCOUNT

ESTIMATING THE CONTRIBUTION OF TOURISM
TO THE ECONOMY OF ZANZIBAR



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Foreword



The Revolutionary Government of Zanzibar has been pursuing a robust strategy to increase tourism, aiming to diversify its economy and attract more visitors. Over the past few years, the tourism industry has continued to be an economic growth driver for Zanzibar. The number of international visitor arrivals to Zanzibar has maintained a steady growth, up from 433,474 in 2017 to 538,264 in 2019 representing an average compound annual growth rate of about 20%.

To maximize the potential of tourism gains, the existence of correct and reliable data in tourism is of paramount importance although the capacity to produce tourism statistics remains weak in many African countries. This is certainly the case in Zanzibar. This anomaly has meant that it has, hitherto, been difficult to accurately quantify the contribution of tourism to Zanzibar's GDP. To address this challenge, the construction of the Tourism Satellite Account (TSA), which is a scientific method of measuring the direct economic contributions of tourism to the national economy is crucial.

Accommodations and food services, a tourism sub sector, account for 20.2% of the Gross Domestic Product (OCGS, 2019). From the previous estimates of 27%, this Tourism Satellite Account now affirms the importance of the sector and that its direct economic contribution in 2019 was 29.2%. The sector further accounted for an average of over 80% of foreign exchange earnings. Employment generated through the tourism sector is estimated at 22,000. The vision 2020 envisaged that 50% of all employment was to be generated by the sector, which has further been affirmed by this TSA.

The flourishing tourism industry has indeed been promoting profound and positive impact on Zanzibar's economic growth. The development of the tourism sector has also promoted the flow of people and information, and thereby facilitating the flow of economic factors, and leading to more business opportunities for the growth of Zanzibar and the United Republic of Tanzania at large.

I am confident that this TSA report will enable the formulation of appropriate tourism policies and facilitate tourism practitioners to come up with strategies that will build a better future for the sector and serve as a valuable knowledge resource for those seeking comprehensive Zanzibar Tourism Statistics.

H.E DR. HUSSEIN ALI HASSAN MWINYI,
President of Zanzibar and Chairman of Revolutionary Council

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