



Tourism Release No.10



TOURISM STATISTICAL RELEASE OCTOBER 2025

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TOURISM STATISTICS

Zanzibar recorded **86,740** international visitors in October 2025, an increase of **24.2** percent compared with **69,860** visitors in October 2024 and an increase of **3.1** percent compared with **84,154** visitors recorded in the preceding month (September 2025).

European tourists dominated the market by accounting for **67.2** percent of the total visitors in October 2025. Country-wise, Italy dominated the tourism market by accounting for **10.3** percent of all visitors entered in October 2025, followed by Germany (**8.7** percent), while Japanese recorded less than one percent (**0.2 percent**), the least. Other performances are shown in **Table 1**.

The data shows that in October 2025, **79,753** visitors, equivalent to **91.9** percent of the total visitors entered through the Airport. **60,810** visitors entered by international flights and **18,943** by domestic flights. The remaining **6,987** visitors entered through the seaport, **4** visitors entered through a cruise ship and **6,983** entered through ferries from the Tanzania Mainland, as shown in **Figure 1** and **Table 2**.

Information on the purpose of visit (**Table 3**) shows that in October 2025, **86,150** visitors, equivalent to **99.3** percent came for holidays, **0.4** percent for visiting friends and relatives and **0.3** percent for other purposes.

Table 4 and Figure 2 show that **48,127** visitors (**55.5** percent) were male and **38,613** (**44.5** percent) were female. The number of males increase by **26.4** and the number of females female decreased by **16.2** percent compared with September 2025.

The ages of the visitors were categorized into three broad groups: those younger than 15 years who are regarded as children, those 15 to 64 years who are regarded as the working age population, and those 65 years and older who are considered retirees. The overall results show that **5,452** visitors (**6.3** percent) were aged less than 15 years, **75,515** visitors (**87.0** percent) were aged 15 to 64 years, and **5,773** visitors (**6.7** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The number of visitors from emerging markets in October 2025 (Poland, India, Russia, Israel, China, and Ukraine) decreased by **4.4** percent compared with the number of visitors recorded in September 2025. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that a higher percentage of visitors (**34.0** percent) stayed in the country for **7** days in October 2025. Visitors' average intended length of stay in October 2025 was **8**.

A total of **913,911** bed spaces were available in October 2025. Estimates of **673,130** beds were sold during October 2025, representing a bed occupancy rate of **73.7** percent (**Table 7**).

Table 1: International Visitors by Nationality October 2025, September 2025 and October 2024.

Nationality	October 2024			September 2025			October 2025			% Change October 2025 and September 2025	% Change, October 2025 and October 2024
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	2,619	3.7	8	2,012	2.4	12	3,804	4.4	7	89.1	45.2
British	4,274	6.1	4	7,987	9.5	3	5,084	5.9	4	-36.3	19.0
German	8,362	12	2	8,698	10.3	2	7,512	8.7	2	-13.6	-10.2
Italian	6,370	9.1	3	8,889	10.6	1	8,894	10.3	1	0.1	39.6
French	10,093	14.4	1	5,940	7.1	4	7,241	8.3	3	21.9	-28.3
Dutch	2,441	3.5	9	2,764	3.3	8	3,139	3.6	9	13.6	28.6
Belgium	868	1.2	15	1,545	1.8	14	1,351	1.6	15	-12.6	55.6
Russian	479	0.7	20	1,275	1.5	15	1,338	1.5	16	4.9	179.3
Turkish	384	0.5	21	961	1.1	18	975	1.1	19	1.5	153.9
Polish	3,530	5.1	6	4,475	5.3	5	4,249	4.9	6	-5.1	20.4
Ukrainian	301	0.4	22	225	0.3	23	735	0.8	20	226.7	144.2
Czech Republic	987	1.4	13	1,175	1.4	16	1,626	1.9	12	38.4	64.7
Spanish	1,882	2.7	11	2,273	2.7	11	2,008	2.3	11	-11.7	6.7
Other European	6,667	9.5		7,561	9.0		10,376	12.0		37.2	55.6
Subtotal	49,257	70.5		55,780	66.3		58,332	67.2		5	18
ASIA											
Japanese	511	0.7	19	367	0.4	22	208	0.2	24	-43.3	-59.3
Chinese	1,450	2.1	12	2,314	2.7	10	1,433	1.7	14	-38.1	-1.2
Indian	631	0.9	17	1,128	1.3	17	1,306	1.5	17	15.8	107.0
Israeli	561	0.8	18	1,712	2.0	13	1,574	1.8	13	-8.1	180.6
Other Asian	1,425	2		3,505	4.2		2,910	3.4		-17.0	104.2
Subtotal	4,578	6.6		9,026	10.7		7,431	8.6		-17.7	62.3
AFRICA											
Kenyan	2,966	4.2	7	2,484	3.0	9	2,741	3.2	10	10.3	-7.6
South African	2,387	3.4	10	3,499	4.2	6	4,294	5.0	5	22.7	79.9
Egyptian	196	0.3	23	647	0.8	21	481	0.6	22	-25.7	145.4
Other African	4,330	6.2		6,664	7.9		7,084	8.2		6.3	63.6
Subtotal	9,879	14.1		13,294	15.8		14,600	16.8		9.8	47.8
AMERICA											
American	3,577	5.1	5	3,356	4.0	7	3,156	3.6	8	-6.0	-11.8
Canadian	901	1.3	14	720	0.9	20	1,058	1.2	18	46.9	17.4
Other American	732	1		1,056	1.3		969	1.1		-8.2	32.4
Subtotal	5,210	7.5		5,132	6.1		5,183	6.0		1.0	-0.5
OCEANIA											
Australian	746	1.1	16	831	1.0	19	730	0.8	21	-12.2	-2.1
New Zealand	190	0.3	24	75	0.1	24	456	0.526	23	508.0	140.0
Subtotal	936	1.3		906	1.1		1,186	1.4		30.9	26.7
Not stated	0	0		16	0.0		8	0.0			
TOTAL	69,860	100		84,154	100.0		86,740	100.0		3.1	24.2

Figure 1: International Visitors by Entry Points, October 2025

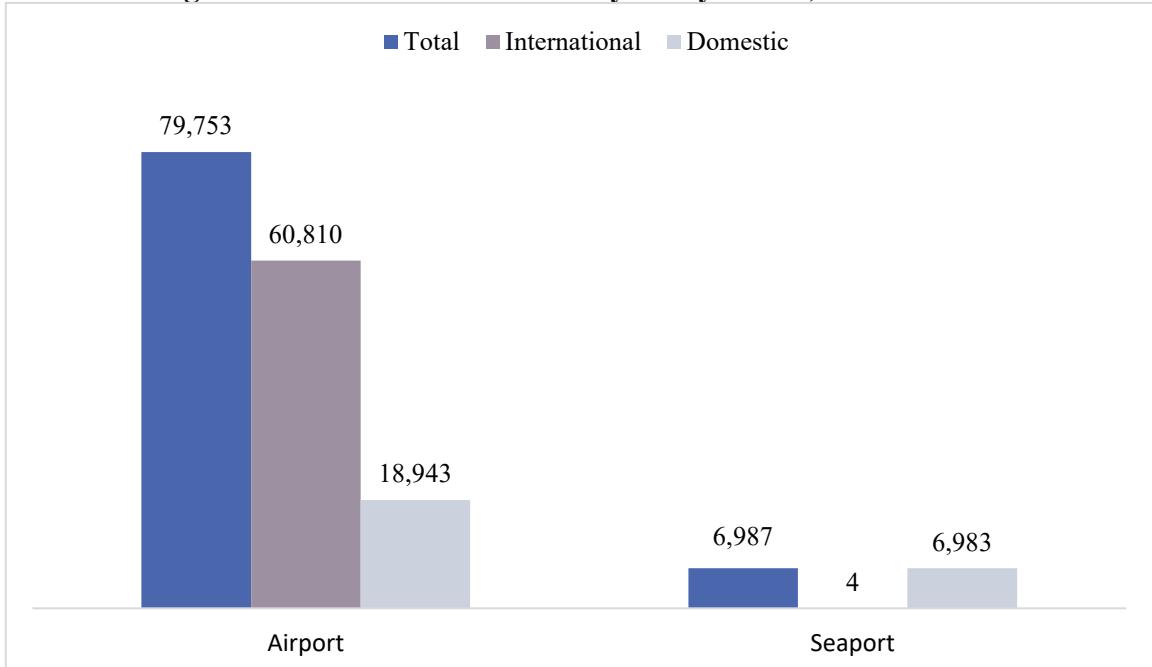


Table 2: International Visitors by Nationality through Entry Points, October 2025

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	2,352	1,111	3,463	0	341	341
British	4,228	494	4,722	0	362	362
German	6,420	617	7,037	0	475	475
Italian	7,876	875	8,751	0	143	143
French	6,003	835	6,838	1	402	403
Dutch	2,331	575	2,906	0	233	233
Belgium	1,050	181	1,231	0	120	120
Russian	1,120	181	1,301	0	37	37
Turkish	527	378	905	0	70	70
Polish	3,834	381	4,215	1	33	34
Ukrainian	340	379	719	0	16	16
Czech Republic	1,360	250	1,610	0	16	16
Spanish	1,208	727	1,935	0	73	73
Other Europeans	6,875	3,149	10,024	0	352	352
Subtotal	45,524	10,133	55,657	2	2,673	2,675
ASIA						
Japanese	68	84	152	0	56	56
Chinese	779	365	1,144	0	289	289
Indian	689	285	974	0	332	332
Israeli	1,276	279	1,555	0	19	19
Other Asians	1,360	1,230	2,590	1	319	320
Subtotal	4,172	2,243	6,415	1	1,015	1,016
AFRICA						
Kenyan	1,347	753	2,100	0	641	641
South African	3,185	920	4,105	0	189	189
Egyptian	249	134	383	1	97	98
Other Africans	2,883	2,604	5,487	0	1597	1,597
Subtotal	7,664	4,411	12,075	1	2,524	2,525
AMERICA						
American	1,975	805	2,780	0	376	376
Canadian	557	356	913	0	145	145
Other Americans	550	328	878	0	91	91
Subtotal	3,082	1,489	4,571	0	612	612
OCEANIA						
Australian	310	285	595	0	135	135
New Zealand	50	382	432	0	24	24
Subtotal	360	667	1,027	0	159	159
Not stated	8	0	8	0	0	0
TOTAL	60,810	18,943	79,753	4	6,983	6,987

Table 3: International Visitors by Nationality and Purpose of Visit, October 2025

Nationality	Holidays	Visiting Friends and Relatives	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE								
Scandinavian	3,786	14	0	0	0	0	4	3,804
British	5,065	11	0	0	4	0	4	5,084
German	7,481	15	2	2	0	2	10	7,512
Italian	8,838	35	8	0	0	0	13	8,894
French	7,208	27	0	0	0	0	6	7,241
Dutch	3,109	27	2	0	0	0	1	3,139
Belgium	1,348	3	0	0	0	0	0	1,351
Russian	1,334	4	0	0	0	0	0	1,338
Turkish	961	14	0	0	0	0	0	975
Polish	4,227	18	0	0	0	0	4	4,249
Ukrainian	730	5	0	0	0	0	0	735
Czech Republic	1,615	8	0	0	0	0	3	1,626
Spanish	1,992	16	0	0	0	0	0	2,008
Other Europeans	10,214	21	0	0	0	3	138	10,376
Subtotal	57,908	218	12	2	4	5	183	58,332
ASIA								
Japanese	208	0	0	0	0	0	0	208
Chinese	1,428	5	0	0	0	0	0	1,433
Indian	1,295	11	0	0	0	0	0	1,306
Israeli	1,567	7	0	0	0	0	0	1,574
Other Asians	2,894	9	0	0	0	0	7	2,910
Subtotal	7,392	32	0	0	0	0	7	7,431
AFRICA								
Kenyan	2,737	2	0	0	0	0	2	2,741
South African	4,259	30	0	0	0	1	4	4,294
Egyptian	481	0	0	0	0	0	0	481
Other Africans	7,021	54	0	1	1	0	7	7,084
Subtotal	14,498	86	0	1	1	1	13	14,600
AMERICA								
American	3,139	17	0	0	0	0	0	3,156
Canadian	1,050	8	0	0	0	0	0	1,058
Other Americans	969	0	0	0	0	0	0	969
Subtotal	5,158	25	0	0	0	0	0	5,183
OCEANIA								
Australian	730	0	0	0	0	0	0	730
New Zealand	456	0	0	0	0	0	0	456
Subtotal	1,186	0	0	0	0	0	0	1,186
Not stated	8	0	0	0	0	0	0	8
TOTAL	86,150	361	12	3	5	6	203	86,740
TOTAL PERCENT	99.3	0.4	0.0	0.0	0.0	0.0	0.3	100

Table 4: International Visitors by Nationality and Sex, October 2025

Nationality	Male	Female	Total
EUROPE			
Scandinavian	2,104	1,700	3,804
British	3,046	2,038	5,084
German	4,338	3,174	7,512
Italian	4,862	4,032	8,894
French	4,104	3,137	7,241
Dutch	1,695	1,444	3,139
Belgium	791	560	1,351
Russian	686	652	1,338
Turkish	690	285	975
Polish	2,166	2,083	4,249
Ukrainian	342	393	735
Czech Republic	804	822	1,626
Spanish	1,210	798	2,008
Other European Countries	5,625	4,751	10,376
Subtotal	32,463	25,869	58,332
ASIA			
Japanese	127	81	208
Chinese	1,000	433	1,433
Indian	858	448	1,306
Israeli	910	664	1,574
Other Asian	1,662	1,248	2,910
Subtotal	4,557	2,874	7,431
AFRICA			
Kenyan	1,420	1,321	2,741
South African	1,853	2,441	4,294
Egyptian	313	168	481
Other African	3,897	3,187	7,084
Subtotal	7,483	7,117	14,600
AMERICA			
American	1,824	1,332	3,156
Canadian	577	481	1,058
Other American	529	440	969
Subtotal	2,930	2,253	5,183
OCEANIA			
Australian	423	307	730
New Zealand	267	189	456
Subtotal	690	496	1,186
Not stated	4	4	8
TOTAL OCTOBER 2025	48,127	38,613	86,740
TOTAL SEPTEMBER 2025	38,077	46,077	84,154
TOTAL PERCENT	55.5	44.5	100
% CHANGE, OCTOBER 2025 AND SEPTEMBER 2025	26.4	-16.2	3.1

Figure 2: International Visitors by Sex, October 2025

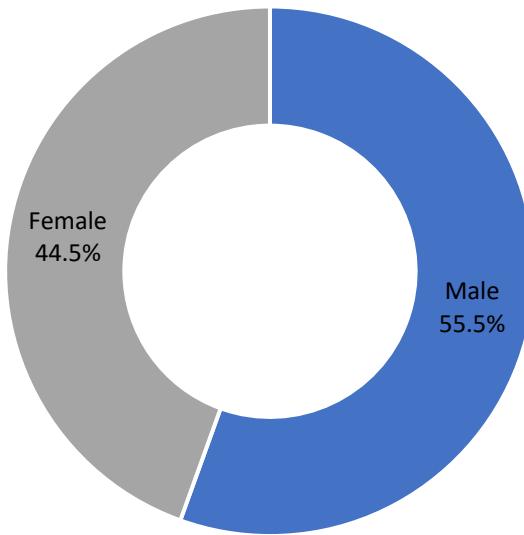


Figure 3: International Visitors by Categorized Age, October 2025

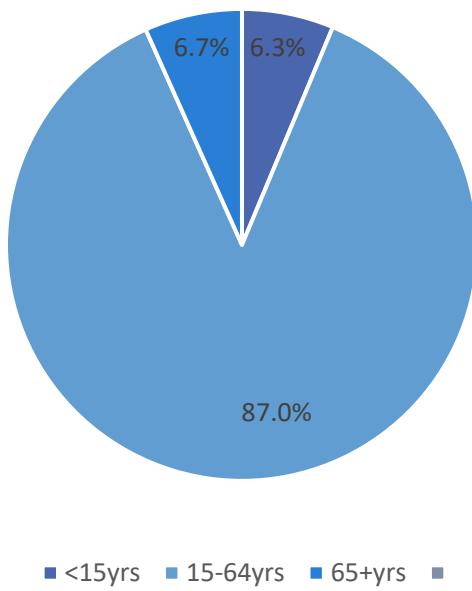


Table 5: International Visitors by Nationality and Categorized Age, October 2025

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	357	3,144	303	3,804
British	366	4,235	483	5,084
German	557	6,386	569	7,512
Italian	403	7,861	630	8,894
French	869	5,891	481	7,241
Dutch	210	2,693	236	3,139
Belgium	92	1,150	109	1,351
Russian	107	1,226	5	1,338
Turkish	27	897	51	975
Polish	187	3,855	207	4,249
Ukrainian	52	673	10	735
Czech Republic	126	1,426	74	1,626
Spanish	38	1,887	83	2,008
Other European	716	9,002	658	10,376
Subtotal	4,107	50,326	3,899	58,332
ASIA				
Japanese	0	200	8	208
Chinese	37	1,391	5	1,433
Indian	78	1,142	86	1,306
Israeli	127	1,326	121	1,574
Other Asian	133	2,636	141	2,910
Subtotal	375	6,695	361	7,431
AFRICA				
Kenyan	165	2,512	64	2,741
South African	279	3,712	303	4,294
Egyptian	14	463	4	481
Other African	214	6,663	207	7,084
Subtotal	672	13,350	578	14,600
AMERICA				
American	215	2,434	507	3,156
Canadian	32	833	193	1,058
Other American	34	871	64	969
Subtotal	281	4,138	764	5,183
OCEANIA				
Australian	17	623	90	730
New Zealand	0	375	81	456
Subtotal	17	998	171	1,186
Not stated	0	8	0	8
TOTAL	5,452	75,515	5,773	86,740
TOTAL (%)	6.3	87.0	6.7	100

Figure 4: Visitors Arrival from Emerging Markets, October 2025 and October 2024

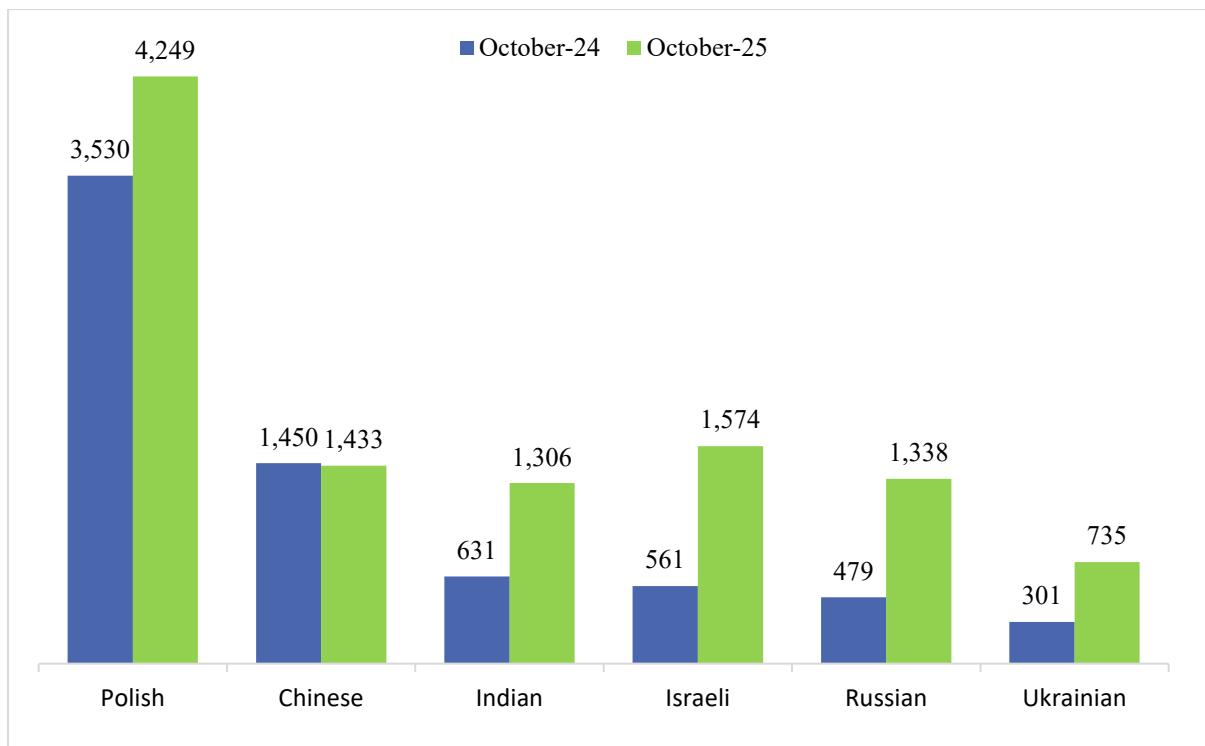


Table 6: Intended Length of Stay and Sex of International Visitors, October 2025

	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	409	249	658	0.8	409	249	658
2	645	488	1,133	1.3	1,290	976	2,266
3	859	871	1,730	2.0	2,577	2,613	5,190
4	1,358	1,733	3,091	3.6	5,432	6,932	12,364
5	3,946	4,570	8,516	9.8	19,730	22,850	42,580
6	4,600	2,115	6,715	7.7	27,600	12,690	40,290
7	18,717	10,815	29,532	34.0	131,019	75,705	206,724
8	9,125	8,812	17,937	20.7	73,000	70,496	143,496
9	1,820	1,758	3,578	4.1	16,380	15,822	32,202
10	1,904	1,892	3,796	4.4	19,040	18,920	37,960
11	609	767	1,376	1.6	6,699	8,437	15,136
12	782	904	1,686	1.9	9,384	10,848	20,232
13	366	400	766	0.9	4,758	5,200	9,958
14	1,301	1,404	2,705	3.1	18,214	19,656	37,870
15	659	767	1,426	1.6	9,885	11,505	21,390
16	220	220	440	0.5	3,520	3,520	7,040
17	103	109	212	0.2	1,751	1,853	3,604
18	63	66	129	0.1	1,134	1,188	2,322
19	50	76	126	0.1	950	1,444	2,394
20	94	95	189	0.2	1,880	1,900	3,780
21	140	148	288	0.3	2,940	3,108	6,048
22	43	39	82	0.1	946	858	1,804
23	14	34	48	0.1	322	782	1,104
24	13	17	30	0.0	312	408	720
25	30	17	47	0.1	750	425	1,175
26	10	6	16	0.0	260	156	416
27	17	9	26	0.0	459	243	702
28	10	39	49	0.1	280	1,092	1,372
29	10	67	77	0.1	290	1,943	2,233
30	199	117	316	0.4	5,970	3,510	9,480
31+	11	9	20	0.0	341	279	620
Total	48,127	38,613	86,740	100.0	367,522	305,608	673,130
	Intended Average Length of Stay ¹				7.6	7.9	7.8

¹ The average intended length of stay is determined by dividing the number of visitor nights by the number of international visitors

Table 7: International Visitors' Nights and Estimated Bed Occupancy Rate, October 2025

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	658	0.8	658
2	1,133	1.3	2,266
3	1,730	2.0	5,190
4	3,091	3.6	12,364
5	8,516	9.8	42,580
6	6,715	7.7	40,290
7	29,532	34.0	206,724
8	17,937	20.7	143,496
9	3,578	4.1	32,202
10	3,796	4.4	37,960
11	1,376	1.6	15,136
12	1,686	1.9	20,232
13	766	0.9	9,958
14	2,705	3.1	37,870
15	1,426	1.6	21,390
16	440	0.5	7,040
17	212	0.2	3,604
18	129	0.1	2,322
19	126	0.1	2,394
20	189	0.2	3,780
21	288	0.3	6,048
22	82	0.1	1,804
23	48	0.1	1,104
24	30	0.0	720
25	47	0.1	1,175
26	16	0.0	416
27	26	0.0	702
28	49	0.1	1,372
29	77	0.1	2,233
30	316	0.4	9,480
31+	20	0.0	620
Total	86,740	100.0	673,130
Number of beds available in October 2025			913,911
Bed Occupancy Rate			73.7

Annex I: Visitors Arrival from Emerging Markets, October 2024, October 2025 & September 2025

Nationality	October 2024	September 2025	October 2025	% Change October 2025 and October 2024	% Change October 2025 and September 2025
Russian	479	1,275	1,338	179.3	4.9
Polish	3,530	4,475	4,249	20.4	-5.1
Ukrainian	301	225	735	144.2	226.7
Chinese	1,450	2314	1,433	-1.2	-38.1
Indian	631	1128	1,306	107.0	15.8
Israeli	561	1,712	1,574	180.6	-8.1
Total	6,952	11,129	10,635	53.0	-4.4

Annex II: International Visitors by Month, 2020 - 2025

Month	2020	2021	2022	2023	2024	2025	% Change
January	61,461	49,868	42,443	68,813	73,468	84,069	14.4
February	61,752	51,574	46,995	65,430	71,095	82,750	16.4
March	33,801	43,821	38,762	45,915	51,873	60,345	16.3
April	334	13,839	20,540	27,666	28,995	37,137	28.1
May	197	9,280	20,450	26,620	29,995	37,038	23.5
June	353	20,416	34,013	47,595	51,559	67,496	30.9
July	3,079	29,714	58,157	58,711	68,223	98,370	44.2
August	4,366	34,425	61,388	61,466	72,296	105,506	45.9
September	5,422	25,817	46,338	53,839	60,731	84,154	38.6
October	12,157	31,826	57,547	54,961	69,860	86,740	24.2
November	29,128	35,438	55,150	57,296	67,049		0.0
December	48,594	48,167	66,720	70,186	91,611		0
Total	260,644	394,185	548,503	638,498	736,755	743,605	100.0

Glossary

Information on the number of visitors, their nationality, and age distribution are among the important economic indicators. The tourism industry has contributed significantly to Zanzibar's economy and it is therefore necessary that such information is made available promptly. This report provides 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 traveling 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 traveling to a place other than that of his/her usual environment for less than twelve months and whose main purpose of the trip is other than the exercise of an activity remunerated from within the place visited.

This release categories visitors into four groups in terms of mode of transport:

- (i) International flight – comprising visitors entering the country directly from abroad;
- (ii) Domestic flight – comprising of visitors entering Zanzibar via Tanzania Mainland;
- (iii) Cruise ship – comprising of visitors (**excursionists**) entered Zanzibar by cruise ship; and
- (iv) Sea ferries – comprising visitors entered Zanzibar by using local sea boats.

For more clarifications please contact:

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Zanzibar Commission for Tourism

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