



Tourism Release No.12



TOURISM STATISTICAL RELEASE DECEMBER 2025

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TOURISM STATISTICS

Zanzibar recorded **100,729** international visitors in December 2025, an increase of **10.0** percent compared with **91,611** visitors in December 2024 and increased by **38.3** percent compared with **72,833** visitors recorded in the preceding month (November 2025).

European tourists dominated the market by accounting for **68.1** percent of the total visitors in December 2025. Country-wise, Italy dominated the tourism market by accounting for **14.4** percent of all visitors entered in December 2025, followed by French (**6.9** percent), while Japanese recorded less than one percent (**0.3 percent**), the least. Other performances are shown in **Table 1**.

The data shows that in December 2025, a total of **92,421** visitors, equivalent to **91.7** percent of the total visitors entered through the Airport of which **71,185** visitors entered by international flights and **21,236** by domestic flights. The remaining **8,308** visitors entered through the seaport whereby **61** visitors entered through a cruise ship and **8,247** 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 December 2025, a total of **100,284** visitors, equivalent to **99.6** percent came for holidays, **0.3** percent for visiting friends and relatives and **0.1** percent for other purposes.

Table 4 and **Figure 2** show that **57,077** visitors (**56.7** percent) were male and **43,652** (**43.3** percent) were female. The number of males and females in December 2025 increased by **41.6** and **34.2** percent respectively compared with November 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 **9,156** visitors (**9.1** percent) were aged less than 15 years, **85,331** visitors (**84.7** percent) were aged 15 to 64 years, and **6,242** visitors (**6.2** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The number of visitors from emerging markets in December 2025 (Poland, India, Russia, Israel, China, and Ukraine) increased by **32.1** percent compared with the number of visitors recorded in November 2025. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that a higher percentage of visitors (**33.4** percent) stayed in the country for **7** days in December 2025. Visitors' average intended length of stay in December 2025 was **8 nights**.

A total of **884,430** bed spaces were available in December 2025. Estimates of **815,143** beds were sold during December 2025, representing a bed occupancy rate of **92.2** percent (**Table 7**).

Table 1: International Visitors by Nationality December 2025, November 2025 and December 2024.

Nationality	December 2024			November 2025			December 2025			% Change December 2025 and November 2025	% Change, December 2025 and December 2024
	Number	%Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	4,065	4.4	8	2,123	2.9	10	4,446	4.4	6	109.4	9.4
British	4,068	4.4	7	3,122	4.3	6	3,944	3.9	7	26.3	-3.0
German	5,333	5.8	5	5,618	7.7	2	5,981	5.9	5	6.5	12.2
Italian	12,552	13.7	1	8,892	12.2	1	14,519	14.4	1	63.3	15.7
French	6,572	7.2	3	5,423	7.4	4	6,942	6.9	2	28.0	5.6
Dutch	3,295	3.6	10	2,904	4.0	7	3,501	3.5	8	20.6	6.3
Belgium	1,305	1.4	16	836	1.1	16	1,067	1.1	19	27.6	-18.2
Russian	1,009	1.1	17	1,622	2.2	13	1,738	1.7	13	7.2	72.2
Turkish	724	0.8	19	779	1.1	18	1,107	1.1	18	42.1	52.9
Polish	5,916	6.5	4	5,540	7.6	3	6,727	6.7	3	21.4	13.7
Ukrainian	1,622	1.8	12	772	1.1	19	1,175	1.2	17	52.2	-27.6
Czech Republic	3,234	3.5	11	2,526	3.5	8	2,906	2.9	10	15.0	-10.1
Spanish	1,478	1.6	14	1,835	2.5	12	1,818	1.8	12	-0.9	23.0
Other European	11,226	12.3		11,217	15.4		12,750	12.7		13.7	13.6
Subtotal	62,399	68.1		53,209	73.1		68,621	68.1		29	10
ASIA											
Japanese	174	0.2	24	98	0.1	24	307	0.3	24	213.3	76.4
Chinese	982	1.1	18	921	1.3	14	1,263	1.3	16	37.1	28.6
Indian	1,353	1.5	15	862	1.2	15	1,640	1.6	14	90.3	21.2
Israeli	628	0.7	21	797	1.1	17	1,348	1.3	15	69.1	114.6
Other Asian	2,109	2.3		1,987	2.7		2,958	2.9		48.9	40.3
Subtotal	5,246	5.7		4,665	6.4		7,516	7.5		61.1	43.3
AFRICA											
Kenyan	4,260	4.7	6	2,245	3.1	9	2,927	2.9	9	30.4	-31.3
South African	7,252	7.9	2	3,236	4.4	5	6,089	6.0	4	88.2	-16.0
Egyptian	261	0.3	22	366	0.5	22	508	0.5	23	38.8	94.6
Other African	4,989	5.4		5,108	7.0		9,062	9.0		77.4	81.6
Subtotal	16,762	18.3		10,955	15.0		18,586	18.5		69.7	10.9
AMERICA											
American	4,006	4.4	9	2,081	2.9	11	2,820	2.8	11	35.5	-29.6
Canadian	1,572	1.7	13	610	0.8	20	986	1.0	20	61.6	-37.3
Other American	729	0.8		690	0.9		927	0.9		34.3	27.2
Subtotal	6,307	6.9		3,381	4.6		4,733	4.7		40.0	-25.0
OCEANIA											
Australian	699	0.8	20	521	0.7	21	688	0.7	21	32.1	-1.6
New Zealand	180	0.2	23	102	0.1	23	585	0.581	22	473.5	225.0
Subtotal	879	1		623	0.9		1,273	1.3		104.3	44.8
Not stated	18	0		0	0.0		0	0.0			
TOTAL	91,611	100		72,833	100.0		100,729	100.0		38.3	10.0

Figure 1: International Visitors by Entry Points, December 2025

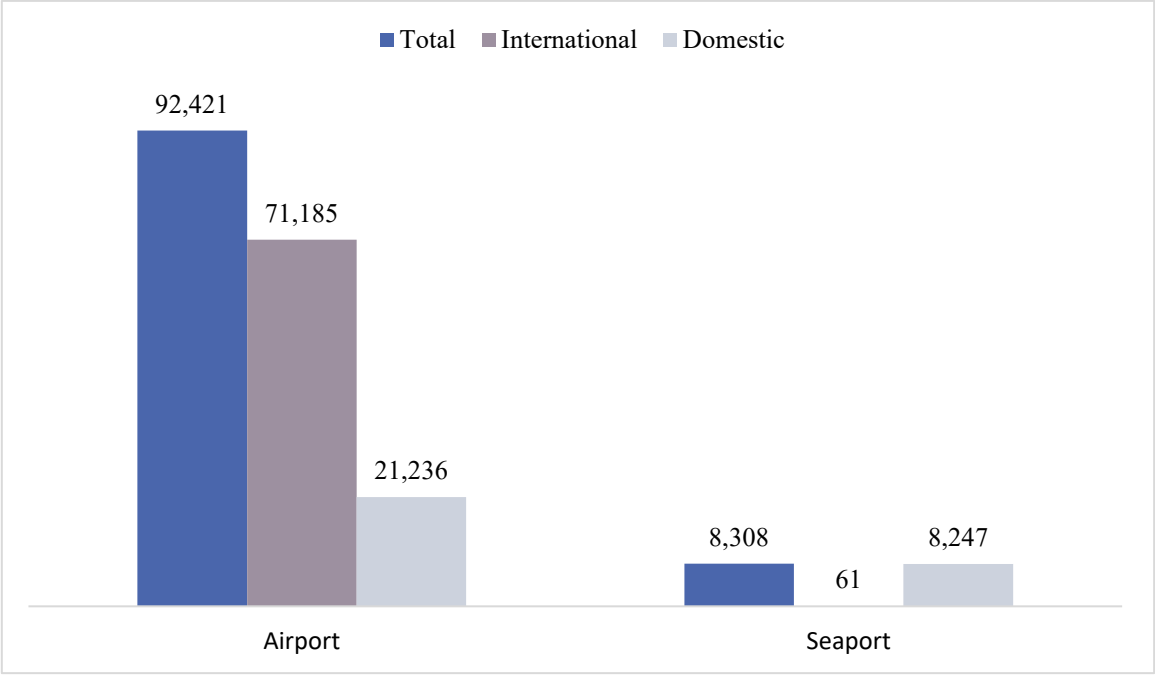


Table 2: International Visitors by Nationality through Entry Points, December 2025

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	2,880	1,177	4,057	0	389	389
British	3,038	503	3,541	0	403	403
German	4,653	978	5,631	0	350	350
Italian	12,949	1,357	14,306	12	201	213
French	5,777	893	6,670	13	259	272
Dutch	2,433	899	3,332	0	169	169
Belgium	831	189	1,020	0	47	47
Russian	1,459	208	1,667	12	59	71
Turkish	551	471	1,022	0	85	85
Polish	6,063	597	6,660	0	67	67
Ukrainian	757	406	1,163	0	12	12
Czech Republic	2,392	487	2,879	0	27	27
Spanish	1,049	707	1,756	0	62	62
Other Europeans	8,950	3,414	12,364	12	374	386
Subtotal	53,782	12,286	66,068	49	2,504	2,553
ASIA						
Japanese	165	95	260	0	47	47
Chinese	586	356	942	0	321	321
Indian	733	492	1,225	0	415	415
Israeli	898	444	1,342	0	6	6
Other Asians	1,490	1,252	2,742	0	216	216
Subtotal	3,872	2,639	6,511	0	1,005	1,005
AFRICA						
Kenyan	1,885	133	2,018	0	909	909
South African	4,769	1,027	5,796	0	293	293
Egyptian	326	136	462	0	46	46
Other Africans	3,535	2,670	6,205	12	2845	2,857
Subtotal	10,515	3,966	14,481	12	4,093	4,105
AMERICA						
American	1,670	805	2,475	0	345	345
Canadian	478	388	866	0	120	120
Other Americans	514	342	856	0	71	71
Subtotal	2,662	1,535	4,197	0	536	536
OCEANIA						
Australian	288	301	589	0	99	99
New Zealand	66	509	575	0	10	10
Subtotal	354	810	1,164	0	109	109
Not stated	0	0	0	0	0	0
TOTAL	71,185	21,236	92,421	61	8,247	8,308

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

Nationality	Holidays	Visiting Friends and Relatives	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE								
Scandinavian	4,422	24	0	0	0	0	0	4,446
British	3,931	9	0	0	0	0	4	3,944
German	5,963	8	0	0	0	0	10	5,981
Italian	14,498	9	0	0	0	0	12	14,519
French	6,903	26	0	0	4	0	9	6,942
Dutch	3,486	15	0	0	0	0	0	3,501
Belgium	1,060	7	0	0	0	0	0	1,067
Russian	1,738	0	0	0	0	0	0	1,738
Turkish	1,107	0	0	0	0	0	0	1,107
Polish	6,713	8	0	0	0	3	3	6,727
Ukrainian	1,167	4	0	0	0	0	4	1,175
Czech Republic	2,895	11	0	0	0	0	0	2,906
Spanish	1,799	19	0	0	0	0	0	1,818
Other Europeans	12,637	13	0	0	3	5	92	12,750
Subtotal	68,319	153	0	0	7	8	134	68,621
ASIA								
Japanese	307	0	0	0	0	0	0	307
Chinese	1,248	15	0	0	0	0	0	1,263
Indian	1,629	4	0	0	4	0	3	1,640
Israeli	1,348	0	0	0	0	0	0	1,348
Other Asians	2,958	0	0	0	0	0	0	2,958
Subtotal	7,490	19	0	0	4	0	3	7,516
AFRICA								
Kenyan	2,902	16	2	0	0	0	7	2,927
South African	6,077	12	0	0	0	0	0	6,089
Egyptian	508	0	0	0	0	0	0	508
Other Africans	8,995	61	2	0	1	0	3	9,062
Subtotal	18,482	89	4	0	1	0	10	18,586
AMERICA								
American	2,809	6	0	0	0	0	5	2,820
Canadian	986	0	0	0	0	0	0	986
Other Americans	925	2	0	0	0	0	0	927
Subtotal	4,720	8	0	0	0	0	5	4,733
OCEANIA								
Australian	688	0	0	0	0	0	0	688
New Zealand	585	0	0	0	0	0	0	585
Subtotal	1,273	0	0	0	0	0	0	1,273
Not stated	0	0	0	0	0	0	0	0
TOTAL	100,284	269	4	0	12	8	152	100,729
TOTAL PERCENT	99.6	0.3	0.0	0.0	0.0	0.0	0.1	100

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	2,786	1,660	4,446
British	2,205	1,739	3,944
German	3,479	2,502	5,981
Italian	8,271	6,248	14,519
French	4,047	2,895	6,942
Dutch	2,003	1,498	3,501
Belgium	616	451	1,067
Russian	820	918	1,738
Turkish	949	158	1,107
Polish	3,649	3,078	6,727
Ukrainian	550	625	1,175
Czech Republic	1,675	1,231	2,906
Spanish	1,045	773	1,818
Other European Countries	6,756	5,994	12,750
Subtotal	38,851	29,770	68,621
ASIA			
Japanese	148	159	307
Chinese	792	471	1,263
Indian	1,143	497	1,640
Israeli	995	353	1,348
Other Asian	2,020	938	2,958
Subtotal	5,098	2,418	7,516
AFRICA			
Kenyan	1,527	1,400	2,927
South African	3,058	3,031	6,089
Egyptian	374	134	508
Other African	4,702	4,360	9,062
Subtotal	9,661	8,925	18,586
AMERICA			
American	1,638	1,182	2,820
Canadian	637	349	986
Other American	417	510	927
Subtotal	2,692	2,041	4,733
OCEANIA			
Australian	451	237	688
New Zealand	324	261	585
Subtotal	775	498	1,273
Not stated	0	0	0
TOTAL DECEMBER 2025	57,077	43,652	100,729
TOTAL NOVEMBER 2025	40,305	32,528	72,833
TOTAL PERCENT	56.7	43.3	100
% CHANGE, DECEMBER 2025 AND NOVEMBER 2025	41.6	34.2	38.3

Figure 2: International Visitors by Sex, December 2025

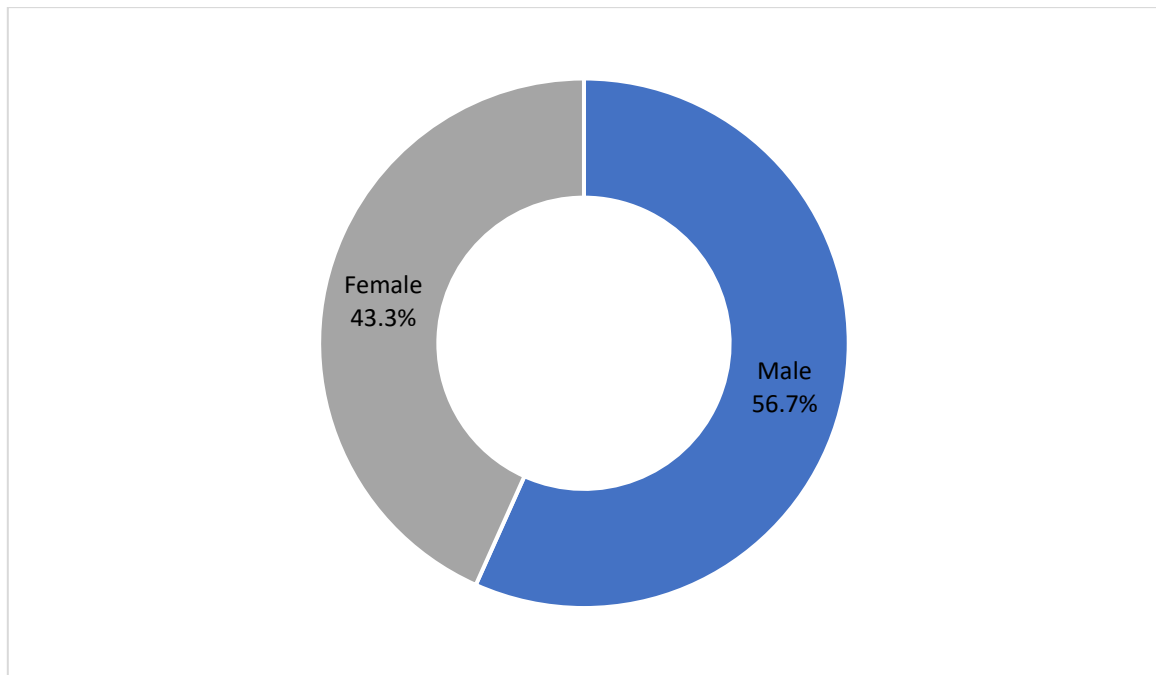


Figure 3: International Visitors by Categorized Age, December 2025

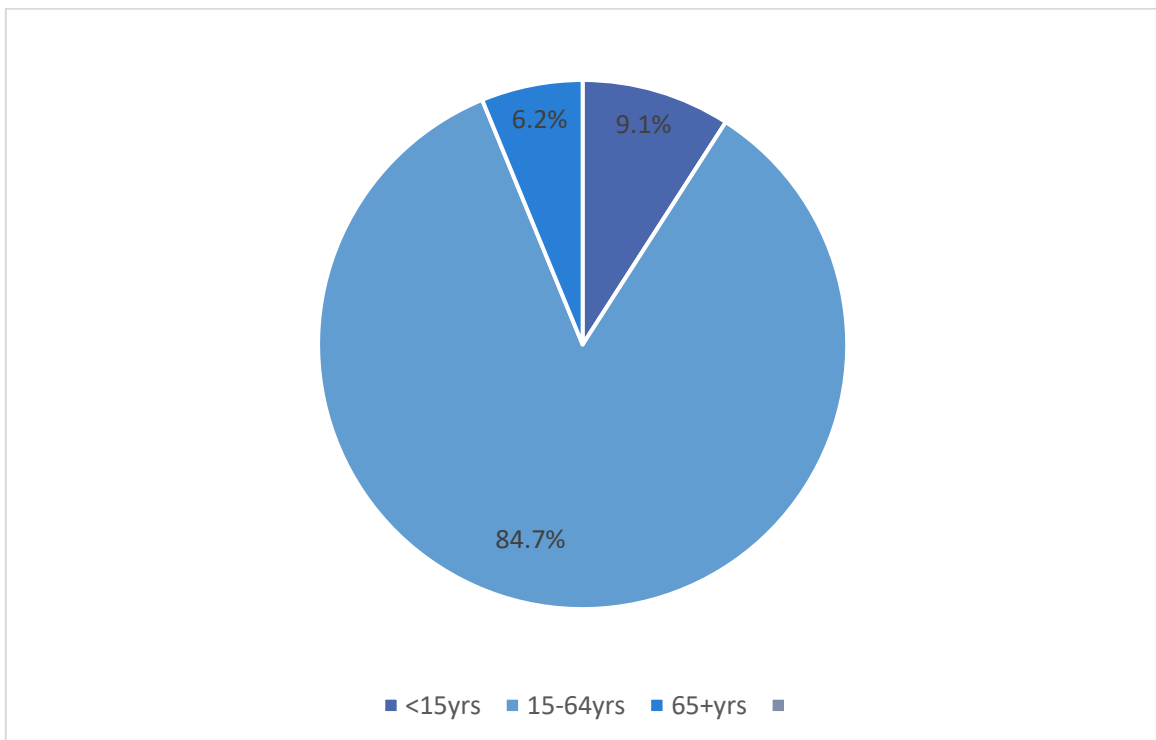


Table 5: International Visitors by Nationality and Categorized Age, December 2025

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	549	3,647	250	4,446
British	245	3,265	434	3,944
German	302	5,208	471	5,981
Italian	1,341	12,004	1,174	14,519
French	736	5,633	573	6,942
Dutch	242	2,921	338	3,501
Belgium	64	918	85	1,067
Russian	165	1,512	61	1,738
Turkish	29	1,014	64	1,107
Polish	536	5,825	366	6,727
Ukrainian	96	1,043	36	1,175
Czech Republic	238	2,524	144	2,906
Spanish	96	1,651	71	1,818
Other European	1,232	10,856	662	12,750
Subtotal	5,871	58,021	4,729	68,621
ASIA				
Japanese	25	272	10	307
Chinese	42	1,214	7	1,263
Indian	137	1,398	105	1,640
Israeli	64	1,185	99	1,348
Other Asian	198	2,542	218	2,958
Subtotal	466	6,611	439	7,516
AFRICA				
Kenyan	482	2,381	64	2,927
South African	794	5,067	228	6,089
Egyptian	22	479	7	508
Other African	1,055	7,789	218	9,062
Subtotal	2,353	15,716	517	18,586
AMERICA				
American	331	2,246	243	2,820
Canadian	86	786	114	986
Other American	34	834	59	927
Subtotal	451	3,866	416	4,733
OCEANIA				
Australian	15	635	38	688
New Zealand	0	482	103	585
Subtotal	15	1,117	141	1,273
Not stated	0	0	0	0
TOTAL	9,156	85,331	6,242	100,729
TOTAL (%)	9.1	84.7	6.2	100.0

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

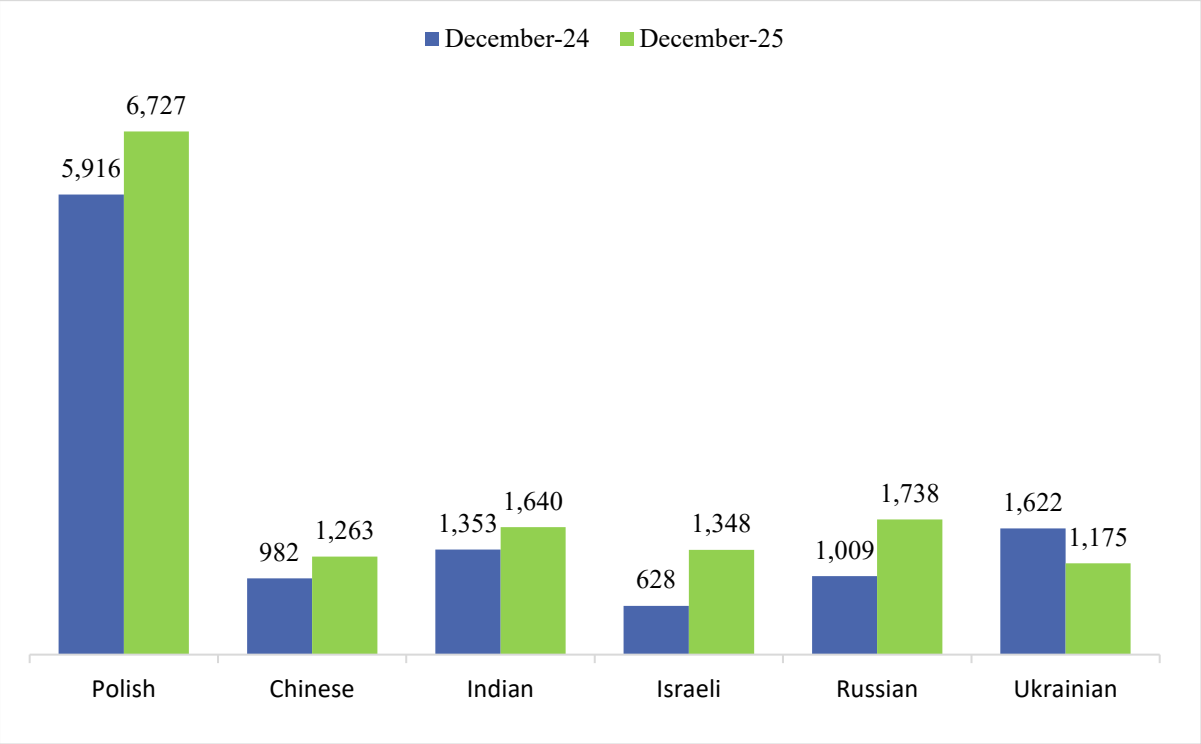


Table 6: Intended Length of Stay and Sex of International Visitors, December 2025

	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	397	213	610	0.6	397	213	610
2	443	392	835	0.8	886	784	1,670
3	848	799	1,647	1.6	2,544	2,397	4,941
4	1,206	1,344	2,550	2.5	4,824	5,376	10,200
5	4,552	5,113	9,665	9.6	22,760	25,565	48,325
6	5,129	2,559	7,688	7.6	30,774	15,354	46,128
7	22,012	11,675	33,687	33.4	154,084	81,725	235,809
8	10,070	9,311	19,381	19.2	80,560	74,488	155,048
9	1,996	1,944	3,940	3.9	17,964	17,496	35,460
10	3,109	2,905	6,014	6.0	31,090	29,050	60,140
11	1,315	1,395	2,710	2.7	14,465	15,345	29,810
12	1,404	1,449	2,853	2.8	16,848	17,388	34,236
13	560	617	1,177	1.2	7,280	8,021	15,301
14	1,708	1,566	3,274	3.3	23,912	21,924	45,836
15	739	772	1,511	1.5	11,085	11,580	22,665
16	252	295	547	0.5	4,032	4,720	8,752
17	118	119	237	0.2	2,006	2,023	4,029
18	197	215	412	0.4	3,546	3,870	7,416
19	80	113	193	0.2	1,520	2,147	3,667
20	148	142	290	0.3	2,960	2,840	5,800
21	189	198	387	0.4	3,969	4,158	8,127
22	52	41	93	0.1	1,144	902	2,046
23	31	22	53	0.1	713	506	1,219
24	35	32	67	0.1	840	768	1,608
25	46	35	81	0.1	1,150	875	2,025
26	34	35	69	0.1	884	910	1,794
27	25	8	33	0.0	675	216	891
28	37	45	82	0.1	1,036	1,260	2,296
29	17	23	40	0.0	493	667	1,160
30	316	243	559	0.6	9,480	7,290	16,770
31+	12	32	44	0.0	372	992	1,364
Total	57,077	43,652	100,729	100.0	454,293	360,850	815,143
Intended Average Length of Stay ¹					8.0	8.3	8.1

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, December 2025

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	610	0.6	610
2	835	0.8	1,670
3	1,647	1.6	4,941
4	2,550	2.5	10,200
5	9,665	9.6	48,325
6	7,688	7.6	46,128
7	33,687	33.4	235,809
8	19,381	19.2	155,048
9	3,940	3.9	35,460
10	6,014	6.0	60,140
11	2,710	2.7	29,810
12	2,853	2.8	34,236
13	1,177	1.2	15,301
14	3,274	3.3	45,836
15	1,511	1.5	22,665
16	547	0.5	8,752
17	237	0.2	4,029
18	412	0.4	7,416
19	193	0.2	3,667
20	290	0.3	5,800
21	387	0.4	8,127
22	93	0.1	2,046
23	53	0.1	1,219
24	67	0.1	1,608
25	81	0.1	2,025
26	69	0.1	1,794
27	33	0.0	891
28	82	0.1	2,296
29	40	0.0	1,160
30	559	0.6	16,770
31+	44	0.0	1,364
Total	100,729	100.0	815,143
Number of beds available in December 2025			913,911
Bed Occupancy Rate			89.2

Annex I: Visitors Arrival from Emerging Markets, December 2025, December 2024 & November 2025

Nationality	December 2024	November 2025	December 2025	% Change December 2025 and December 2024	% Change December 2025 and November 2025
Russian	1,009	1,622	1,738	72.2	7.2
Polish	5,916	5,540	6,727	13.7	21.4
Ukrainian	1622	772	1,175	-27.6	52.2
Chinese	982	921	1,263	28.6	37.1
Indian	1353	862	1,640	21.2	90.3
Israeli	628	797	1,348	114.6	69.1
Total	11,510	10,514	13,891	20.7	32.1

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	9.17
February	61,752	51,574	46,995	65,430	71,095	82,750	9.02
March	33,801	43,821	38,762	45,915	51,873	60,345	6.58
April	334	13,839	20,540	27,666	28,995	37,137	4.05
May	197	9,280	20,450	26,620	29,995	37,038	4.04
June	353	20,416	34,013	47,595	51,559	67,496	7.36
July	3,079	29,714	58,157	58,711	68,223	98,370	10.73
August	4,366	34,425	61,388	61,466	72,296	105,506	11.50
September	5,422	25,817	46,338	53,839	60,731	84,154	9.18
October	12,157	31,826	57,547	54,961	69,860	86,740	9.46
November	29,128	35,438	55,150	57,296	67,049	72,833	7.94
December	48,594	48,167	66,720	70,186	91,611	100,729	10.98
Total	260,644	394,185	548,503	638,498	736,755	917,167	100.00

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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