



Annual Visitors Arrivals Release 2025



7th January, 2025

ANNUAL TOURISM STATISTICS

Zanzibar recorded **917,167** international visitors in 2025, an increase of **24.5** percent compared with the **736,755** visitors recorded in 2024.

European tourists dominated the market by accounting for **611,892** equivalents to **66.7** percent of the total visitors in 2025. Country-wise, Italians dominated the Tourism market by accounting for **11.4** percent of all visitors entered in 2025, followed by French (**7.8** percent), German by (**7.7** percent), Polish by (**6.1** percent) while New Zealand recorded less than one percent which is the least. Other performances are as shown in (**Table 1**).

The data shows that, **836,374** visitors, equivalent to **91.2** percent of the total visitors entered through the Airport, where **658,625** visitors entered by international flights and **177,749** by domestic flights. The remaining **80,793** visitors entered through the seaport, of whom **268** entered by cruise ship and **80,525** entered by sea ferry from Tanzania Mainland in 2025 as shown in **Figure 1** and **Table 2**.

Information on the purpose of visit (**Table 3**) shows that, about **910,647** visitors, equivalent to **99.3** percent, came for holidays, **0.5** percent came to visit friends and relatives, and **0.2** percent came for other purposes.

Table 4, Figure 3 shows that, **481,893** visitors (**52.5** percent) were male and **435,274** (**47.5** percent) were female in 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 working age population, and those 65 years and older are regarded as retirees. The overall results show that **60,711** (**6.6** percent) visitors were aged less than 15 years, **791,701** (**86.3** percent) were aged 15 to 64 years and **64,755** (**7.1** percent) were aged 65 years and older (**Figure 5 & Table 5**).

The visitors from emerging markets in 2025 (Poland, India, Russia, Israel, China, and Ukraine) increased by **31.0** percent compared with the visitors recorded in 2024. Other performances are shown in (**Figure 7 & Annex I**).

Table 6 shows that **28.53** percent of visitors stayed in the country for seven days in 2025. The overall average intended length of stay for visitors in 2025 was about eight nights (**7.7**).

A total of **10,790,046** bed spaces were available from the registered accommodations in the year 2025. Estimates of **7,077,953** beds were sold during the year 2025, representing a bed occupancy

rate of **65.6** percent which is only two thirds of all available beds were occupied in the year 2025. This showing a strong demand for more visitors (**Table 7**).

Table 1: Number of International Visitors by Nationality, 2024 - 2025

Nationality	2025			2024			Percentage Change
	Number	Percent	Rank	Number	Percent	Rank	
EUROPE							
Scandinavian	33,387	3.6	8	27,890	3.8	8	19.7
British	53,309	5.8	5	42,244	5.7	5	26.2
German	70,619	7.7	3	71,283	9.7	2	-0.9
Italian	104,265	11.4	1	87,202	11.8	1	19.6
French	71,268	7.8	2	69,557	9.4	3	2.5
Dutch	32,622	3.6	9	23,062	3.1	10	41.5
Belgium	12,873	1.4	16	9,307	1.3	15	38.3
Russian	13,343	1.5	15	8,467	1.1	17	57.6
Turkish	10,480	1.1	18	6,202	0.8	19	69.0
Polish	55,678	6.1	4	51,644	7.0	4	7.8
Ukrainian	8,425	0.9	20	6,536	0.9	18	28.9
Czech Republic	18,705	2.0	12	16,174	2.2	11	15.6
Spanish	21,614	2.4	11	15,831	2.1	12	36.5
Other Europeans	105,304	11.5		92,446	12.5		13.9
Sub Total	611,892	66.7		527,845	71.6		15.9
ASIA							
Japanese	2,893	0.3	23	2,060	0.3	23	40.4
Chinese	18,419	2.0	13	12,136	1.6	13	51.8
Indian	14,773	1.6	14	10,022	1.4	14	47.4
Israeli	12,350	1.3	17	5,245	0.7	21	135.5
Other Asians	38,047	4.1		22,484	3.1		69.2
Sub Total	86,482	9.4		51,947	7.1		66.5
AFRICA							
Kenyan	29,686	3.2	10	23,530	3.2	9	26.2
South African	39,964	4.4	6	31,254	4.2	7	27.9
Egyptian	5,170	0.6	22	3,143	0.4	22	64.5
Other Africans	73,328	8.0		40,475	5.5		81.2
Sub Total	148,148	16.2		98,402	13.4		50.6
AMERICA							
American	39,368	4.3	7	36,090	4.9	6	9.1
Canadian	10,091	1.1	19	9,015	1.2	16	11.9
Other Americans	11,021	1.2		6,589	0.9		67.3
Sub Total	60,480	6.6		51,694	7.0		17.0
OCEANIA							
Australian	7,495	0.8	21	5,445	0.7	20	37.6
New Zealand	2,598	0.3	24	1,336	0.2	24	94.5
Sub Total	10,093	1.1		6,781	0.9		48.8
Not stated	72	0.0		86	0.0		
Total	917,167	100		736,755	100.0		24.5

Figure 1: International Visitors by Entry Points, 2025

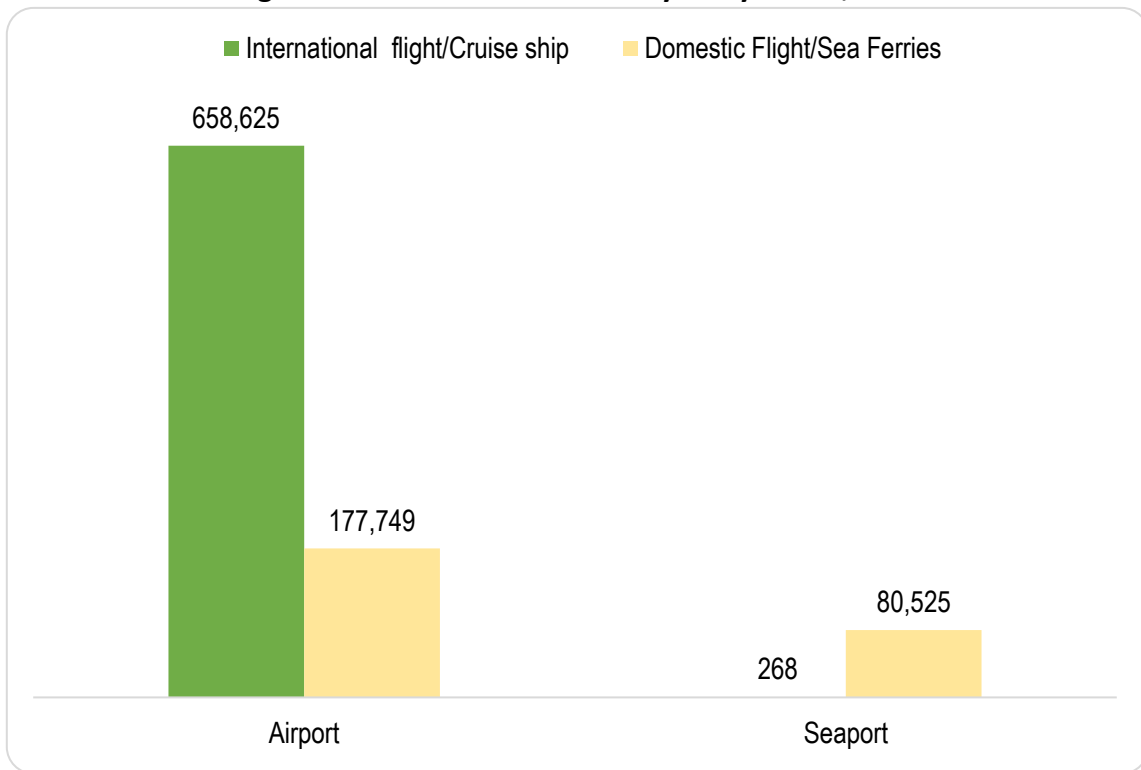
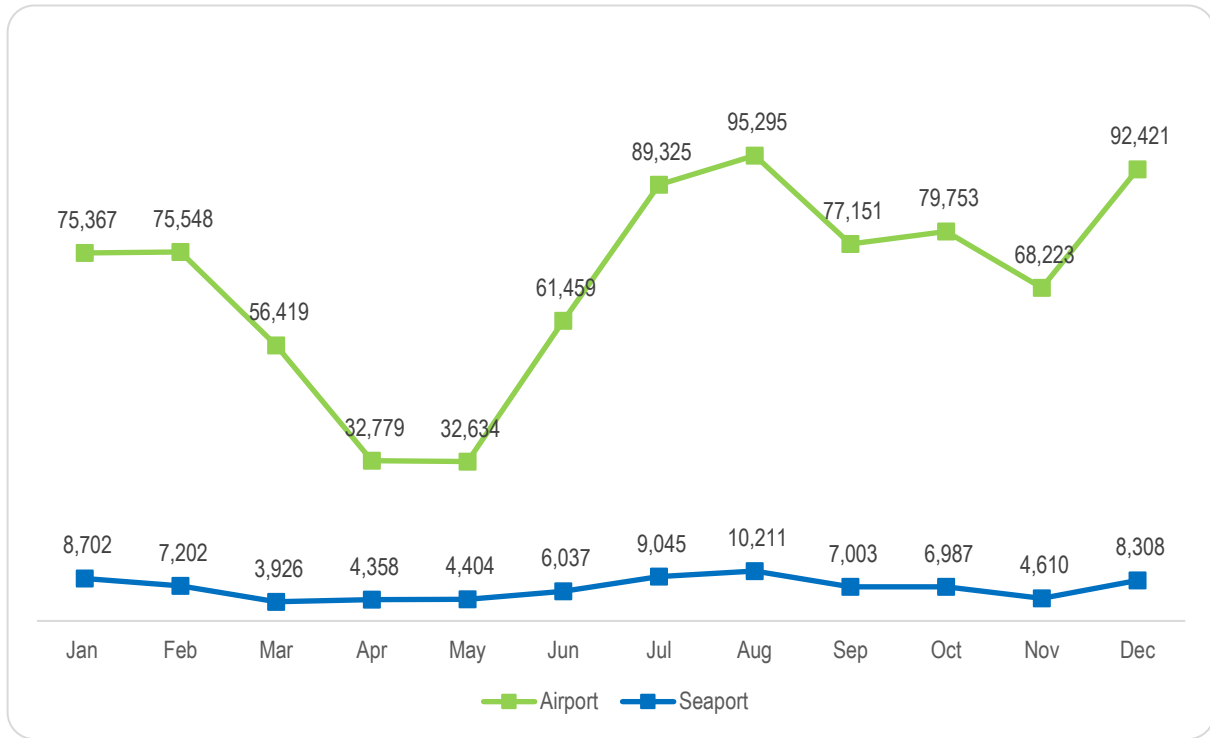


Table 2: Number of Recorded International Visitors Arrival by Entry Points, 2025

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	20,846	9,040	29,886	12	3,489	3,501
British	37,751	10,487	48,238	2	5,069	5,071
German	57,916	8,400	66,316	7	4,296	4,303
Italian	93,397	8,921	102,318	22	1,925	1,947
French	58,827	8,987	67,814	27	3,427	3,454
Dutch	24,045	6,368	30,413	1	2,208	2,209
Belgium	8,470	3,357	11,827	2	1,044	1,046
Russian	10,653	2,237	12,890	14	439	453
Turkish	6,658	2,744	9,402	10	1,068	1,078
Polish	52,133	2,903	55,036	4	638	642
Ukrainian	5,887	2,404	8,291	3	131	134
Czech Republic	16,611	1,825	18,436	5	264	269
Spanish	14,886	6,022	20,908	6	700	706
Other Europeans	75,474	25,579	101,053	16	4,235	4,251
Sub Total	483,554	99,274	582,828	131	28,933	29,064
ASIA						
Japanese	1,071	1,276	2,347	0	546	546
Chinese	8,855	5,290	14,145	22	4,252	4,274
Indian	7,611	3,332	10,943	40	3,790	3,830
Israeli	10,634	1,560	12,194	0	156	156
Other Asians	26,638	7,619	34,257	24	3,766	3,790
Sub Total	54,809	19,077	73,886	86	12,510	12,596
AFRICA						
Kenyan	14,989	7,383	22,372	0	7,314	7,314
South African	31,192	6,927	38,119	18	1,827	1,845
Egyptian	3,085	1,225	4,310	4	856	860
Other Africans	33,174	21,292	54,466	27	18,835	18,862
Sub Total	82,440	36,827	119,267	49	28,832	28,881
AMERICA						
American	22,863	10,588	33,451	1	5,916	5,917
Canadian	4,916	3,333	8,249	0	1,842	1,842
Other Americans	6,353	3,713	10,066	1	954	955
Sub Total	34,132	17,634	51,766	2	8,712	8,714
OCEANIA						
Australian	3,087	3,129	6,216	0	1,279	1,279
New Zealand	535	1,808	2,343	0	255	255
Sub Total	3,622	4,937	8,559	0	1,534	1,534
Not stated	68	0	68	0	4	4
Total	658,625	177,749	836,374	268	80,525	80,793

Figure 2: Monthly Number of Recorded International Visitors Arrival by Entry Points, 2025**Table 3: Number of Recorded International Visitors Arrival by Purpose of Visit and Month, 2025**

Month	Seeking Employment	Temporary Employment	Visiting Friends and Relative	Holidays	Business and Conference	In Transit	Others	Total
Jan	14	2	262	83,690	27	13	61	84,069
Feb	14	6	439	82,189	26	0	76	82,750
Mar	16	5	676	59,576	11	2	59	60,345
Apr	4	0	238	36,801	0	0	94	37,137
May	10	5	243	36,733	6	3	38	37,038
Jun	19	4	343	66,968	43	15	104	67,496
Jul	18	5	444	97,794	11	52	46	98,370
Aug	18	4	558	104,683	26	43	174	105,506
Sept	20	29	596	83,346	30	23	110	84,154
Oct	12	3	361	86,150	5	6	203	86,740
Nov	14	0	333	72,433	0	0	53	72,833
Dec	4	0	269	100,284	12	8	152	100,729
Total	163	63	4,762	910,647	197	165	1,170	917,167
Percent	0.02	0.01	0.52	99.29	0.02	0.02	0.13	100

Table 4: Number of Recorded International Visitors Arrival by Sex and Nationality, 2025

Nationality	Male	Female	Total
EUROPE			
Scandinavian	16,880	16,507	33,387
British	28,775	24,534	53,309
German	36,747	33,872	70,619
Italian	55,199	49,066	104,265
French	37,986	33,282	71,268
Dutch	17,059	15,563	32,622
Belgium	6,746	6,127	12,873
Russian	6,317	7,026	13,343
Turkish	7,048	3,432	10,480
Polish	27,997	27,681	55,678
Ukrainian	3,615	4,810	8,425
Czech Republic	9,286	9,419	18,705
Spanish	11,817	9,797	21,614
Other Europeans	53,833	51,471	105,304
Sub Total	319,305	292,587	611,892
ASIA			
Japanese	1,562	1,331	2,893
Chinese	11,175	7,244	18,419
Indian	9,341	5,432	14,773
Israeli	6,282	6,068	12,350
Other Asians	21,852	16,195	38,047
Sub Total	50,212	36,270	86,482
AFRICA			
Kenyan	14,863	14,823	29,686
South African	18,521	21,443	39,964
Egyptian	3,368	1,802	5,170
Other Africans	38,547	34,781	73,328
Sub Total	75,299	72,849	148,148
AMERICA			
American	20,379	18,989	39,368
Canadian	5,407	4,684	10,091
Other Americans	5,625	5,396	11,021
Sub Total	31,411	29,069	60,480
OCEANIA			
Australian	4,171	3,324	7,495
New Zealand	1,466	1,132	2,598
Sub Total	5,637	4,456	10,093
Not stated	29	43	72
Total, 2025	481,893	435,274	917,167
Percent	52.5	47.5	100

Figure 3: International Visitors Arrival by Sex, 2025

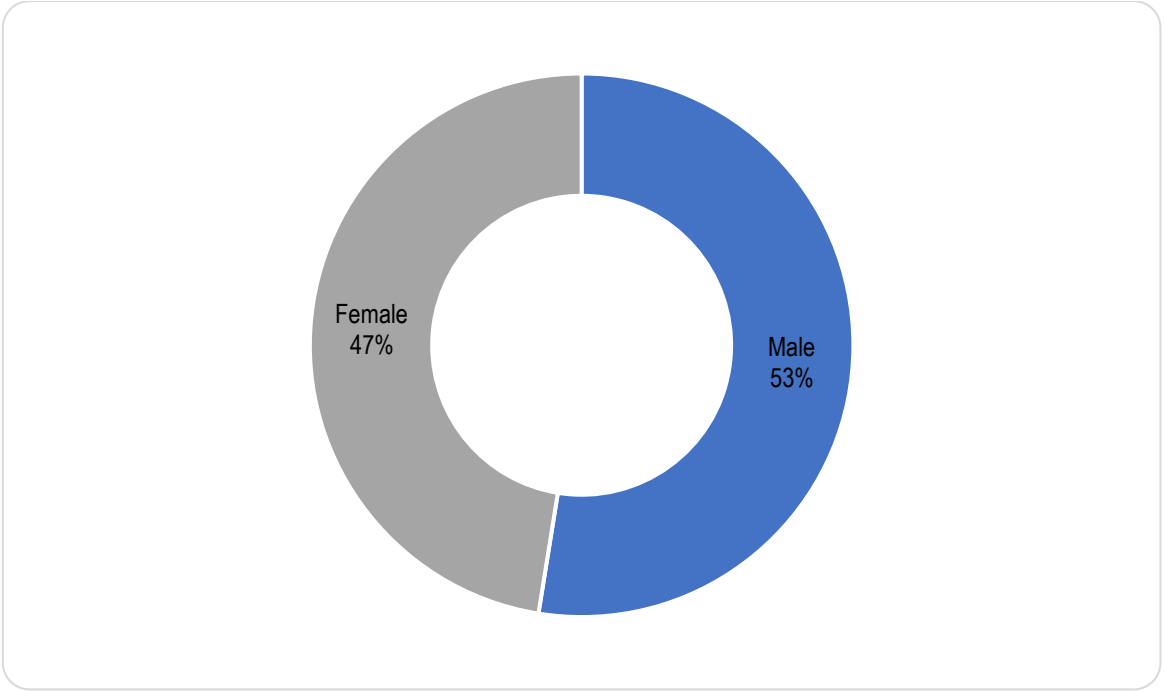


Figure 4: Monthly international Visitors Arrival by Sex, 2025

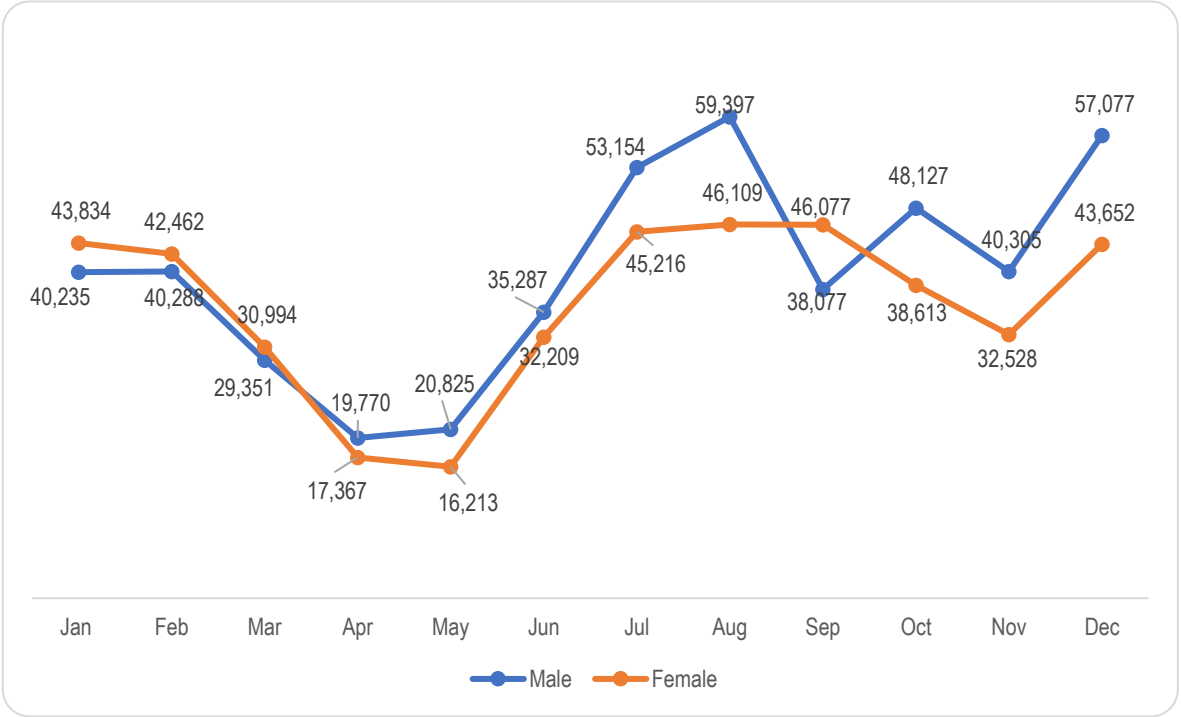


Figure 5: International Visitors Arrival by Categorized Age, 2025

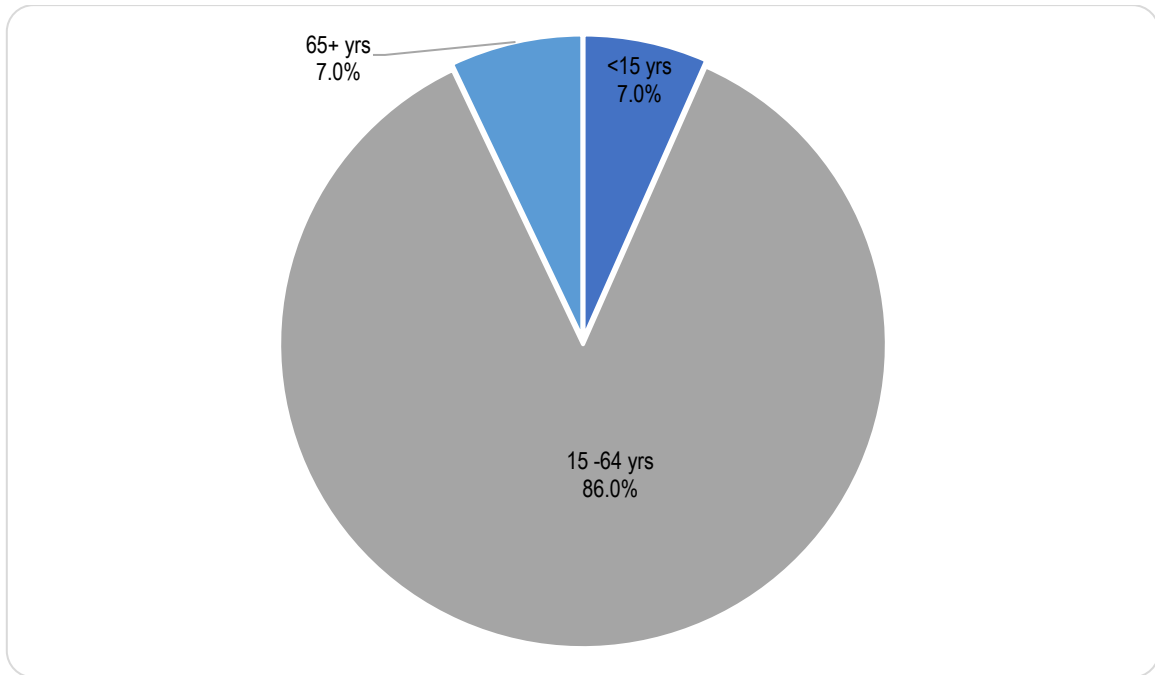


Figure 6: Monthly international Visitors Arrival by Categorized Age, 2025

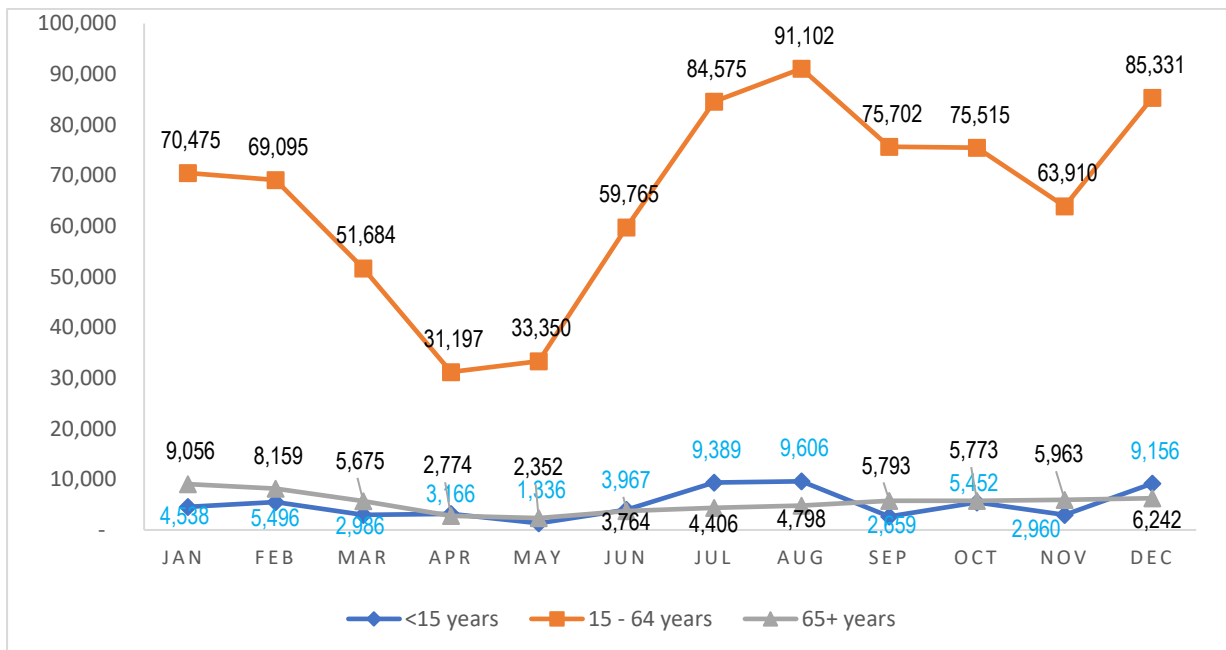


Table 5: Number of Recorded International Visitors by Age Group and Nationality, 2025

Nationality	<15 years	15 - 64 years	65+ years	Total
EUROPE				
Scandinavian	3,021	27,646	2,720	33,387
British	3,103	44,272	5,934	53,309
German	3,336	61,327	5,956	70,619
Italian	7,088	88,387	8,790	104,265
French	5,437	59,921	5,910	71,268
Dutch	1,829	28,138	2,655	32,622
Belgium	824	11,158	891	12,873
Russian	933	12,064	346	13,343
Turkish	439	9,695	346	10,480
Polish	4,089	48,902	2,687	55,678
Ukrainian	734	7,454	237	8,425
Czech Republic	1,329	16,086	1,290	18,705
Spanish	794	19,978	842	21,614
Other Europeans	6,617	91,732	6,955	105,304
Sub Total	39,573	526,760	45,559	611,892
ASIA				
Japanese	103	2,589	201	2,893
Chinese	1,063	16,922	434	18,419
Indian	1,116	12,894	763	14,773
Israeli	1,130	10,036	1,184	12,350
Other Asians	2,536	33,011	2,500	38,047
Sub Total	5,948	75,452	5,082	86,482
AFRICA				
Kenyan	2,438	26,242	1,006	29,686
South African	3,336	34,396	2,232	39,964
Egyptian	282	4,805	83	5,170
Other Africans	5,172	66,469	1,687	73,328
Sub Total	11,228	131,912	5,008	148,148
AMERICA				
American	2,480	31,370	5,518	39,368
Canadian	650	7,987	1,454	10,091
Other Americans	544	9,860	617	11,021
Sub Total	3,674	49,217	7,589	60,480
OCEANIA				
Australian	263	6,178	1,054	7,495
New Zealand	25	2,114	459	2,598
Sub Total	288	8,292	1,513	10,093
Not stated	0	68	4	72
Total	60,711	791,701	64,755	917,167
Percent	6.62	86.32	7.06	100.0

Figure 7: Visitors Arrival from Emerging Markets, 2025 and 2024

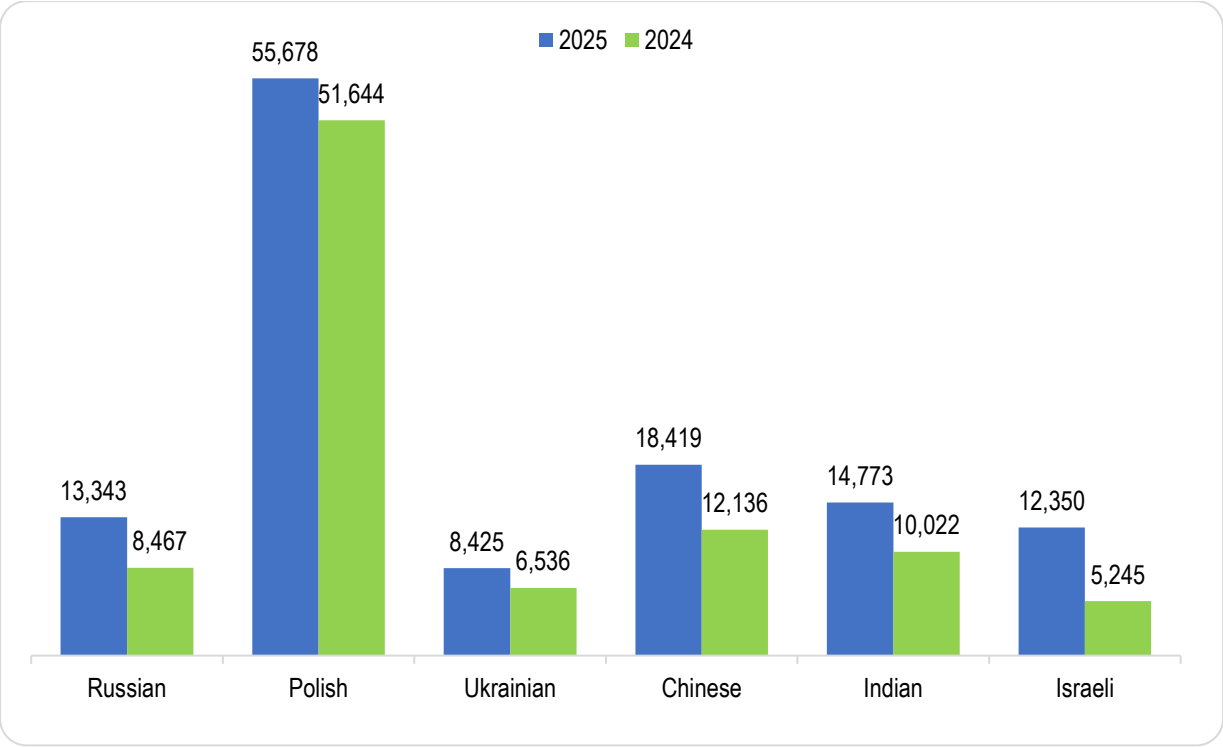


Table 6: Intended Length of Stay for International Visitors by Sex, 2025

Intended Length of Stay (Day)	Number of Arrival			Percentage	Total Nights		
	Male	Female	Total		Male	Female	Total
1	4,964	3,254	8,218	0.90	4,964	3,254	8,218
2	7,447	5,553	13,000	1.42	14,894	11,106	26,000
3	10,521	10,426	20,947	2.28	31,563	31,278	62,841
4	13,710	16,821	30,531	3.33	54,840	67,284	122,124
5	81,653	53,823	135,476	14.77	408,265	269,115	677,380
6	39,076	35,660	74,736	8.15	234,456	213,960	448,416
7	145,198	116,430	261,628	28.53	1,016,386	815,010	1,831,396
8	84,820	90,058	174,878	19.07	678,560	720,464	1,399,024
9	17,560	17,973	35,533	3.87	158,040	161,757	319,797
10	22,297	23,127	45,424	4.95	222,970	231,270	454,240
11	8,722	10,743	19,465	2.12	95,942	118,173	214,115
12	9,243	10,932	20,175	2.20	110,916	131,184	242,100
13	3,645	4,382	8,027	0.88	47,385	56,966	104,351
14	13,454	14,440	27,894	3.04	188,356	202,160	390,516
15	7,813	8,969	16,782	1.83	117,195	134,535	251,730
16	2,261	2,704	4,965	0.54	36,176	43,264	79,440
17	1,131	1,264	2,395	0.26	19,227	21,488	40,715
18	916	1,106	2,022	0.22	16,488	19,908	36,396
19	453	654	1,107	0.12	8,607	12,426	21,033
20	1,053	1,041	2,094	0.23	21,060	20,820	41,880
21	1,560	1,748	3,308	0.36	32,760	36,708	69,468
22	366	488	854	0.09	8,052	10,736	18,788
23	236	302	538	0.06	5,428	6,946	12,374
24	201	243	444	0.05	4,824	5,832	10,656
25	293	324	617	0.07	7,325	8,100	15,425
26	175	171	346	0.04	4,550	4,446	8,996
27	150	132	282	0.03	4,050	3,564	7,614
28	313	389	702	0.08	8,764	10,892	19,656
29	98	194	292	0.03	2,842	5,626	8,468
30	2,502	1,799	4,301	0.47	75,060	53,970	129,030
31	62	124	186	0.02	1,922	3,844	5,766
Total	481,893	435,274	917,167	100.00	3,641,867	3,436,086	7,077,953
Average intended Length of Stay¹					7.6	7.9	7.7

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, September 2025

Length of Stay	Number of visitors	Percentage share	Total Nights
1	8,218	1	8,218
2	13,000	1	26,000
3	20,947	2	62,841
4	30,531	3	122,124
5	135,476	15	677,380
6	74,736	8	448,416
7	261,628	28	1,831,396
8	174,878	19	1,399,024
9	35,533	4	319,797
10	45,424	5	454,240
11	19,465	2	214,115
12	20,175	2	242,100
13	8,027	1	104,351
14	27,894	3	390,516
15	16,782	2	251,730
16	4,965	1	79,440
17	2,395	0	40,715
18	2,022	0	36,396
19	1,107	0	21,033
20	2,094	0	41,880
21	3,308	0	69,468
22	854	0	18,788
23	538	0	12,374
24	444	0	10,656
25	617	0	15,425
26	346	0	8,996
27	282	0	7,614
28	702	0	19,656
29	292	0	8,468
30	4,301	0	129,030
31	186	0	5,766
Total	917,167	100	7,077,953
Number of beds available in 2025			10,790,046
Bed Occupancy Rate			65.6

Figure 8: Number of recorded Visitors Arrival, 2020-2025

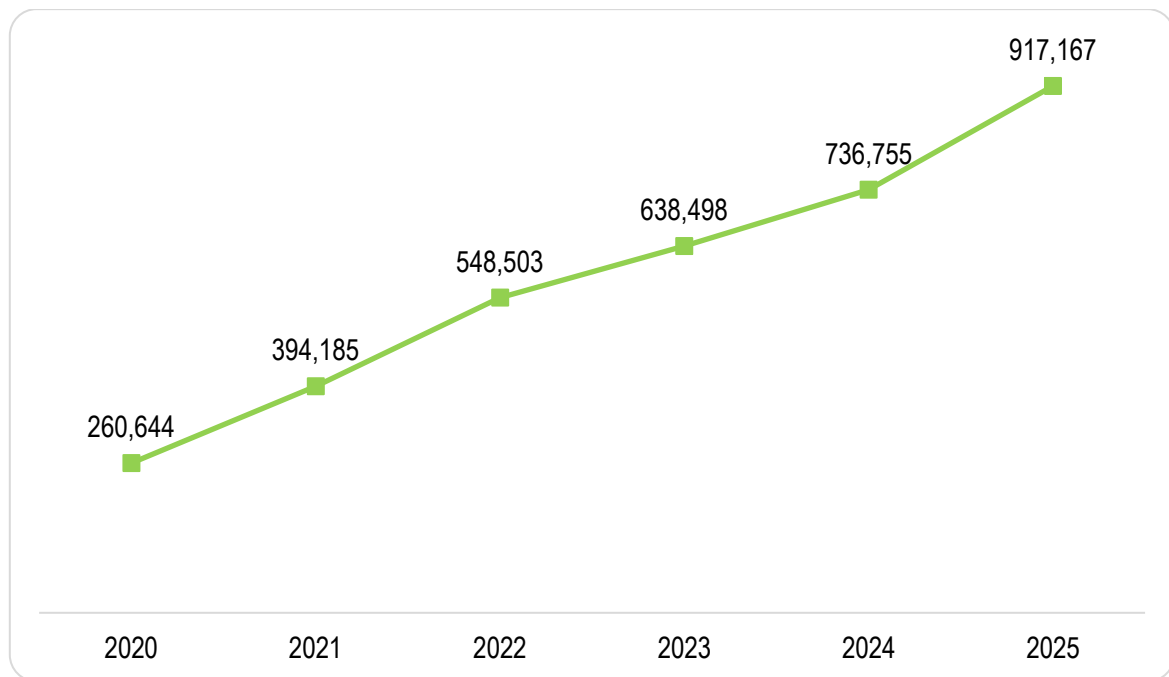
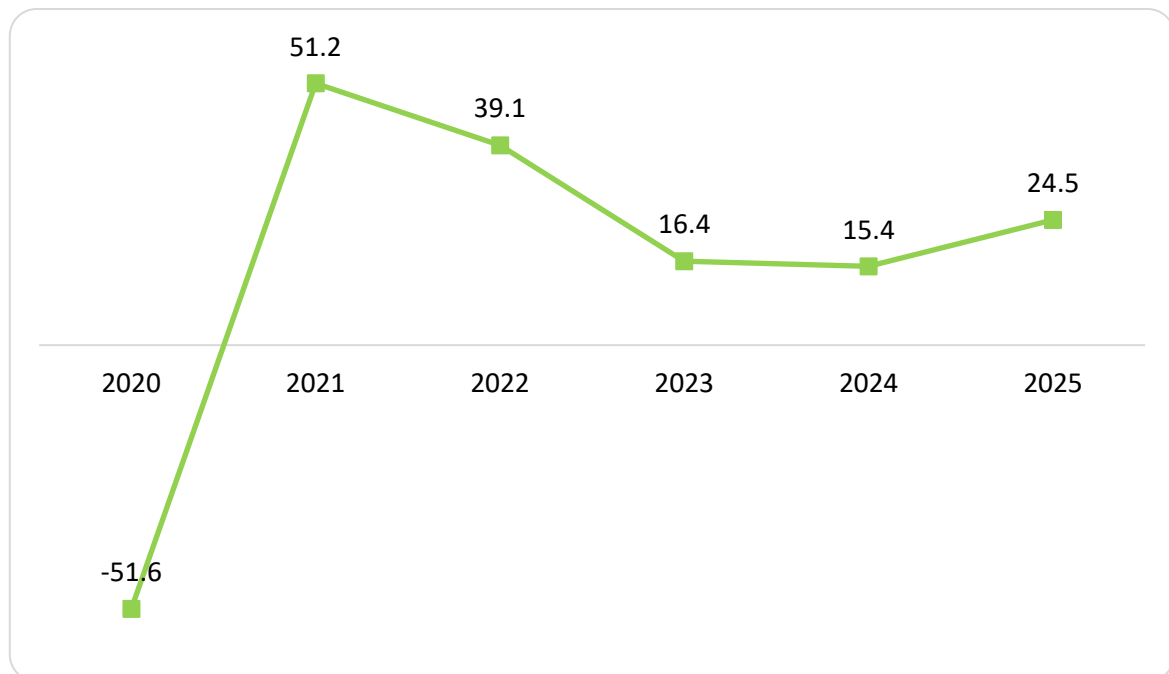


Figure 9: Percentage Change of International Visitors, 2020-2025



Annex 1: Distribution of International Visitors Arrival from Emerging Markets, 2024-2025

Nationality	2025	2024	Percentage Change	2023	2022
Russian	13,343	8,467	57.6	9,166	6,447
Polish	55,678	51,644	7.8	46,289	44,462
Ukrainian	8,425	6,536	28.9	4,026	12,843
Chinese	18,419	12,136	51.8	6,792	2,476
Indian	14,773	10,022	47.4	9,544	8,182
Israeli	12,350	5,245	135.5	7,549	6,848
Total	122,988	94,050	31.0	83,366	81,258

Annex 2: Number of recorded Visitors Arrival by Month, 2020-2025

Month	2025	2024	2023	2022	2021	2020
January	84,069	73,468	68,813	42,443	49,868	61,461
February	82,750	71,095	65,430	46,995	51,574	61,752
March	60,345	51,873	45,915	38,762	43,821	33,801
April	37,137	28,995	27,666	20,540	13,839	334
May	37,038	29,995	26,620	20,450	9,280	197
June	67,496	51,559	47,595	34,013	20,416	353
July	98,370	68,223	58,711	58,157	29,714	3,079
August	105,506	72,296	61,466	61,388	34,425	4,366
September	84,154	60,731	53,839	46,338	25,817	5,422
October	86,740	69,860	54,961	57,547	31,826	12,157
November	72,833	67,049	57,296	55,150	35,438	29,128
December	100,729	91,611	70,186	66,720	48,167	48,594
Total	917,167	736,755	638,498	548,503	394,185	260,644

Annex 3: Annual recorded of Visitors Arrival by Nationality 2020-2025

Nationality	2025	2024	2023	2022	2021	2020
EUROPE						
Scandinavian	33,387	27,890	24,872	19,570	7,107	10,919
British	53,309	42,244	38,628	30,562	11,571	11,750
German	70,619	71,283	57,178	43,634	16,670	14,337
Italian	104,265	87,202	67,584	36,928	6,674	21,426
French	71,268	69,557	68,079	68,487	37,439	22,223
Dutch	32,622	23,062	17,028	16,359	5,743	5,174
Belgium	12,873	9,307	9,180	11,472	9,353	7,173
Russian	13,343	8,467	9,166	6,447	70,445	43,578
Turkish	10,480	6,202	5,490	3,987	2,512	1,817
Polish	55,678	51,644	46,289	44,462	36,925	12,331
Ukrainian	8,425	6,536	4,026	12,843	14,751	5,849
Czech Republic	18,705	16,174	16,632	18,521	7,018	4,758
Spanish	21,614	15,831	10,794	11,712	7,270	3,373
Other European	105,304	92,446	87,419	67,917	44,133	24,323
Subtotal	611,892	527,845	462,365	392,901	277,611	189,031
ASIA						
Japanese	2,893	2,060	1,069	544	263	494
Chinese	18,419	12,136	6,792	2,476	1,229	1,894
Indian	14,773	10,022	9,544	8,182	6,903	2,211
Israeli	12,350	5,245	7,549	6,848	4,167	2,356
Other Asian	38,047	22,484	21,173	19,030	14,117	7,255
Subtotal	86,482	51,947	46,127	37,080	26,679	14,210
AFRICA						
Kenyan	29,686	23,530	18,646	14,769	7,023	3,473
South African	39,964	31,254	24,307	24,915	19,936	7,321
Egyptian	5,170	3,143	3,167	4,547	5,802	
Other African	73,328	40,475	38,039	28,583	19,216	12,553
Subtotal	148,148	98,402	84,159	72,814	51,977	23,347
AMERICA						
United states	39,368	36,090	28,560	21,470	19,369	16,139
Canadian	10,091	9,015	7,072	5,153	2,668	2,813
Other American	11,021	6,589	5,248	4,322	5,892	10,441
Subtotal	60,480	51,694	40,880	30,945	27,929	29,393
OCEANIA						
Australian	7,495	5,445	3,929	2,097	1,407	2,114
New Zealand	2,598	1,336	840	648	301	321
Subtotal	10,093	6,781	4,769	2,745	1,708	2,435
Not Stated	72	86	198	12,018	8,281	2,228
All Countries	917,167	736,755	638,498	548,503	394,185	260,644
Growth Rate	24.5	15.4	16.4	39.1	51.2	-51.6