



## **Tourism Release No.9**



**TOURISM STATISTICAL RELEASE SEPTEMBER 2025**

**Issued date – 08<sup>th</sup> October, 2025**

## TOURISM STATISTICS

Zanzibar recorded **84,154** international visitors in September 2025, an increase of **38.6** percent compared with **60,731** visitors in September 2024 and a decrease of **20.2** percent compared with **105,506** visitors recorded in the preceding month (August 2025).

European tourists dominated the market by accounting for **66.3** percent of the total visitors in September 2025. Country-wise, Italy dominated the tourism market by accounting for **10.6** percent of all visitors entered in September 2025, followed by Germany (**10.3** percent), while New Zealand recorded less than one percent (**0.1 percent**), the least. Other performances are shown in **Table 1**.

The data shows that in September 2025, **77,151** visitors, equivalent to **91.7** percent of the total visitors, entered through the Airport. **59,397** visitors entered by international flights and **17,754** by domestic flights. The remaining **7,003** visitors entered through the seaport, **42** visitors entered through a cruise ship and **6,961** 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 September 2025, **83,346** visitors, equivalent to **99.0** percent came for holidays, **0.8** percent for visiting friends and relatives and **0.2** percent for other purposes.

**Table 4** and **Figure 2** show that **38,077** visitors (**45.2** percent) were male and **46,077** (**54.8** percent) were female. The number of males and female decrease by **35.9** and **0.1** percent respectively compared with August 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 **2,659** visitors (**3.2** percent) were aged less than 15 years, **75,702** visitors (**90.0** percent) were aged 15 to 64 years, and **5,793** visitors (**6.8** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The number of visitors from emerging markets in September 2025 (Poland, India, Russia, Israel, China, and Ukraine) decreased by **13.7** percent compared with the number of visitors recorded in August 2025. Other performances are shown in (**Figure 4 & Annex I**).

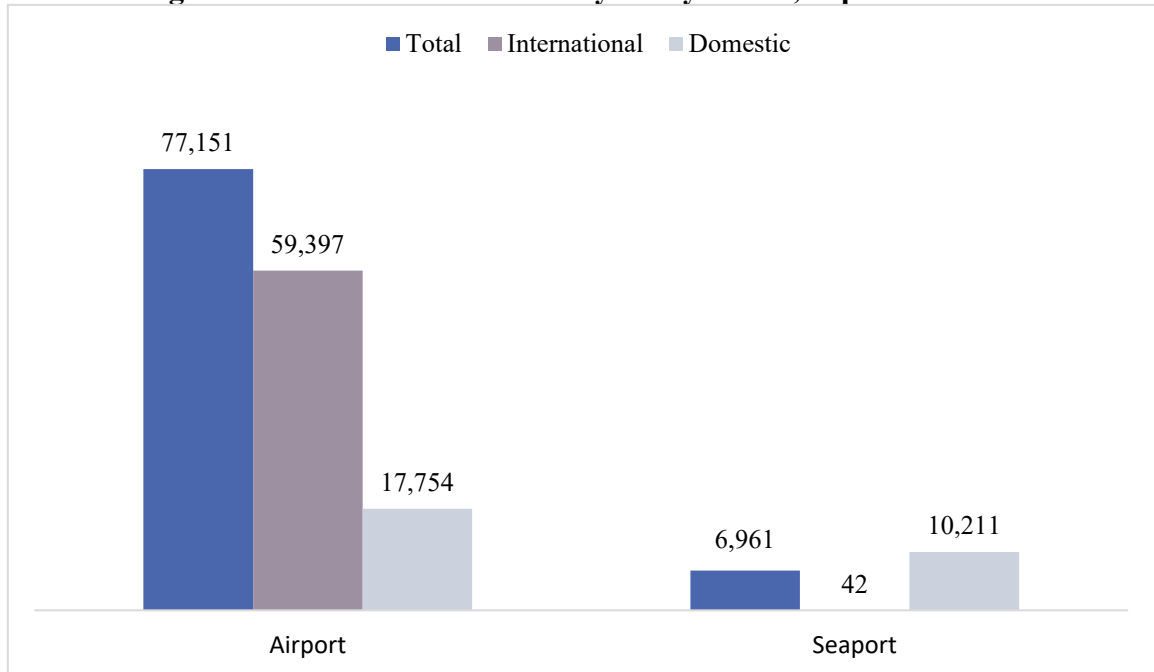
**Table 6** shows that a higher percentage of visitors (**29.4** percent) stayed in the country for 7 days in September 2025. Visitors' average intended length of stay in September 2025 was **8**.

A total of **884,430** bed spaces were available in September 2025. Estimates of **657,181** beds were sold during September 2025, representing a bed occupancy rate of **74.3** percent (**Table 7**).

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

| Nationality     | September 2024 |             |      | August 2025    |              |      | September 2025 |              |      | % Change<br>September<br>2025 and<br>August 2025 | % Change,<br>September<br>2025 and<br>September<br>2024 |
|-----------------|----------------|-------------|------|----------------|--------------|------|----------------|--------------|------|--------------------------------------------------|---------------------------------------------------------|
|                 | Number         | %Share      | Rank | Number         | % Share      | Rank | Number         | % Share      | Rank |                                                  |                                                         |
| <b>EUROPE</b>   |                |             |      |                |              |      |                |              |      |                                                  |                                                         |
| Scandinavian    | 1,820          | 3           | 9    | 1,295          | 1.2          | 15   | 2,012          | 2.4          | 12   | 55.4                                             | 10.5                                                    |
| British         | 4,361          | 7.2         | 5    | 8,082          | 7.7          | 2    | 7,987          | 9.5          | 3    | -1.2                                             | 83.1                                                    |
| German          | 6,728          | 11.1        | 2    | 6,689          | 6.3          | 4    | 8,698          | 10.3         | 2    | 30.0                                             | 29.3                                                    |
| Italian         | 7,511          | 12.4        | 1    | 16,507         | 15.6         | 1    | 8,889          | 10.6         | 1    | -46.2                                            | 18.3                                                    |
| French          | 5,262          | 8.7         | 3    | 7,836          | 7.4          | 3    | 5,940          | 7.1          | 4    | -24.2                                            | 12.9                                                    |
| Dutch           | 1,911          | 3.1         | 8    | 3,282          | 3.1          | 9    | 2,764          | 3.3          | 8    | -15.8                                            | 44.6                                                    |
| Belgium         | 864            | 1.4         | 13   | 1,221          | 1.2          | 16   | 1,545          | 1.8          | 14   | 26.5                                             | 78.8                                                    |
| Russian         | 573            | 0.9         | 17   | 903            | 0.9          | 17   | 1,275          | 1.5          | 15   | 41.2                                             | 122.5                                                   |
| Turkish         | 412            | 0.7         | 19   | 719            | 0.7          | 20   | 961            | 1.1          | 18   | 33.7                                             | 133.3                                                   |
| Polish          | 4,508          | 7.4         | 4    | 4,237          | 4.0          | 8    | 4,475          | 5.3          | 5    | 5.6                                              | -0.7                                                    |
| Ukrainian       | 179            | 0.3         | 23   | 632            | 0.6          | 21   | 225            | 0.3          | 23   | -64.4                                            | 25.7                                                    |
| Czech Republic  | 404            | 0.7         | 20   | 868            | 0.8          | 18   | 1,175          | 1.4          | 16   | 35.4                                             | 190.8                                                   |
| Spanish         | 1,547          | 2.5         | 11   | 4,308          | 4.1          | 7    | 2,273          | 2.7          | 11   | -47.2                                            | 46.9                                                    |
| Other European  | 6,509          | 10.7        |      | 8,282          | 7.8          |      | 7,561          | 9.0          |      | -8.7                                             | 16.2                                                    |
| <b>Subtotal</b> | <b>42,589</b>  | <b>70.1</b> |      | <b>64,861</b>  | <b>61.5</b>  |      | <b>55,780</b>  | <b>66.3</b>  |      | <b>-14</b>                                       | <b>31</b>                                               |
| <b>ASIA</b>     |                |             |      |                |              |      |                |              |      |                                                  |                                                         |
| Japanese        | 201            | 0.3         | 22   | 604            | 0.6          | 22   | 367            | 0.4          | 22   | -39.2                                            | 82.6                                                    |
| Chinese         | 1,277          | 2.1         | 12   | 3,260          | 3.1          | 10   | 2,314          | 2.7          | 10   | -29.0                                            | 81.2                                                    |
| Indian          | 790            | 1.3         | 14   | 2,167          | 2.1          | 12   | 1,128          | 1.3          | 17   | -47.9                                            | 42.8                                                    |
| Israeli         | 764            | 1.3         | 16   | 1,696          | 1.6          | 13   | 1,712          | 2.0          | 13   | 0.9                                              | 124.1                                                   |
| Other Asian     | 1,871          | 3.1         |      | 4,510          | 4.3          |      | 3,505          | 4.2          |      | -22.3                                            | 87.3                                                    |
| <b>Subtotal</b> | <b>4,903</b>   | <b>8.1</b>  |      | <b>12,237</b>  | <b>11.6</b>  |      | <b>9,026</b>   | <b>10.7</b>  |      | <b>-26.2</b>                                     | <b>84.1</b>                                             |
| <b>AFRICA</b>   |                |             |      |                |              |      |                |              |      |                                                  |                                                         |
| Kenyan          | 1,610          | 2.7         | 10   | 4,515          | 4.3          | 6    | 2,484          | 3.0          | 9    | -45.0                                            | 54.3                                                    |
| South African   | 2,782          | 4.6         | 7    | 2,802          | 2.7          | 11   | 3,499          | 4.2          | 6    | 24.9                                             | 25.8                                                    |
| Egyptian        | 279            | 0.5         | 21   | 518            | 0.5          | 23   | 647            | 0.8          | 21   | 24.9                                             | 131.9                                                   |
| Other African   | 3,681          | 6.1         |      | 11,419         | 10.8         |      | 6,664          | 7.9          |      | -41.6                                            | 81.0                                                    |
| <b>Subtotal</b> | <b>8,352</b>   | <b>13.8</b> |      | <b>19,254</b>  | <b>18.2</b>  |      | <b>13,294</b>  | <b>15.8</b>  |      | <b>-31.0</b>                                     | <b>59.2</b>                                             |
| <b>AMERICA</b>  |                |             |      |                |              |      |                |              |      |                                                  |                                                         |
| American        | 2,801          | 4.6         | 6    | 5,374          | 5.1          | 5    | 3,356          | 4.0          | 7    | -37.6                                            | 19.8                                                    |
| Canadian        | 776            | 1.3         | 15   | 1,347          | 1.3          | 14   | 720            | 0.9          | 20   | -46.5                                            | -7.2                                                    |
| Other American  | 629            | 1           |      | 1,386          | 1.3          |      | 1,056          | 1.3          |      | -23.8                                            | 67.9                                                    |
| <b>Subtotal</b> | <b>4,206</b>   | <b>6.9</b>  |      | <b>8,107</b>   | <b>7.7</b>   |      | <b>5,132</b>   | <b>6.1</b>   |      | <b>-36.7</b>                                     | <b>22.0</b>                                             |
| <b>OCEANIA</b>  |                |             |      |                |              |      |                |              |      |                                                  |                                                         |
| Australian      | 549            | 0.9         | 18   | 787            | 0.7          | 19   | 831            | 1.0          | 19   | 5.6                                              | 51.4                                                    |
| New Zealand     | 132            | 0.2         | 24   | 248            | 0.2          | 24   | 75             | 0.089        | 24   | -69.8                                            | -43.2                                                   |
| <b>Subtotal</b> | <b>681</b>     | <b>1.1</b>  |      | <b>1,035</b>   | <b>1.0</b>   |      | <b>906</b>     | <b>1.1</b>   |      | <b>-12.5</b>                                     | <b>33.0</b>                                             |
| Not stated      | 0              | 0           |      | 12             | 0.0          |      | 16             | 0.0          |      |                                                  |                                                         |
| <b>TOTAL</b>    | <b>60,731</b>  | <b>100</b>  |      | <b>105,506</b> | <b>100.0</b> |      | <b>84,154</b>  | <b>100.0</b> |      | <b>-20.2</b>                                     | <b>38.6</b>                                             |

**Figure 1: International Visitors by Entry Points, September 2025**



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

| Nationality     | Airport              |                 |               | Seaport     |              |              |
|-----------------|----------------------|-----------------|---------------|-------------|--------------|--------------|
|                 | International Flight | Domestic Flight | Total         | Cruise Ship | Sea ferries  | Total        |
| <b>EUROPE</b>   |                      |                 |               |             |              |              |
| Scandinavian    | 1,286                | 541             | 1,827         | 0           | 185          | 185          |
| British         | 4,626                | 2,970           | 7,596         | 0           | 391          | 391          |
| German          | 6,613                | 1,553           | 8,166         | 5           | 527          | 532          |
| Italian         | 8,174                | 540             | 8,714         | 9           | 166          | 175          |
| French          | 4,851                | 810             | 5,661         | 9           | 270          | 279          |
| Dutch           | 2,114                | 405             | 2,519         | 0           | 245          | 245          |
| Belgium         | 825                  | 608             | 1,433         | 0           | 112          | 112          |
| Russian         | 779                  | 473             | 1,252         | 0           | 23           | 23           |
| Turkish         | 545                  | 338             | 883           | 0           | 78           | 78           |
| Polish          | 4,345                | 68              | 4,413         | 0           | 62           | 62           |
| Ukrainian       | 219                  | 0               | 219           | 0           | 6            | 6            |
| Czech Republic  | 1,159                | 0               | 1,159         | 5           | 11           | 16           |
| Spanish         | 1,715                | 473             | 2,188         | 5           | 80           | 85           |
| Other Europeans | 5,713                | 1,488           | 7,201         | 0           | 360          | 360          |
| <b>Subtotal</b> | <b>42,964</b>        | <b>10,267</b>   | <b>53,231</b> | <b>33</b>   | <b>2,516</b> | <b>2,549</b> |
| <b>ASIA</b>     |                      |                 |               |             |              |              |
| Japanese        | 100                  | 203             | 303           | 0           | 64           | 64           |
| Chinese         | 973                  | 1,013           | 1,986         | 0           | 328          | 328          |
| Indian          | 642                  | 135             | 777           | 0           | 351          | 351          |
| Israeli         | 1,695                | 0               | 1,695         | 0           | 17           | 17           |
| Other Asians    | 2,029                | 1,082           | 3,111         | 0           | 394          | 394          |
| <b>Subtotal</b> | <b>5,439</b>         | <b>2,433</b>    | <b>7,872</b>  | <b>0</b>    | <b>1,154</b> | <b>1,154</b> |
| <b>AFRICA</b>   |                      |                 |               |             |              |              |
| Kenyan          | 1,131                | 743             | 1,874         | 0           | 610          | 610          |
| South African   | 2,931                | 338             | 3,269         | 5           | 225          | 230          |
| Egyptian        | 286                  | 270             | 556           | 0           | 91           | 91           |
| Other Africans  | 3,068                | 1,959           | 5,027         | 4           | 1633         | 1,637        |
| <b>Subtotal</b> | <b>7,416</b>         | <b>3,310</b>    | <b>10,726</b> | <b>9</b>    | <b>2,559</b> | <b>2,568</b> |
| <b>AMERICA</b>  |                      |                 |               |             |              |              |
| American        | 2,021                | 1,000           | 3,021         | 0           | 335          | 335          |
| Canadian        | 464                  | 135             | 599           | 0           | 121          | 121          |
| Other Americans | 746                  | 204             | 950           | 0           | 106          | 106          |
| <b>Subtotal</b> | <b>3,231</b>         | <b>1,339</b>    | <b>4,570</b>  | <b>0</b>    | <b>562</b>   | <b>562</b>   |
| <b>OCEANIA</b>  |                      |                 |               |             |              |              |
| Australian      | 283                  | 405             | 688           | 0           | 143          | 143          |
| New Zealand     | 48                   | 0               | 48            | 0           | 27           | 27           |
| <b>Subtotal</b> | <b>331</b>           | <b>405</b>      | <b>736</b>    | <b>0</b>    | <b>170</b>   | <b>170</b>   |
| Not stated      | 16                   | 0               | 16            | 0           | 0            | 0            |
| <b>TOTAL</b>    | <b>59,397</b>        | <b>17,754</b>   | <b>77,151</b> | <b>42</b>   | <b>6,961</b> | <b>7,003</b> |

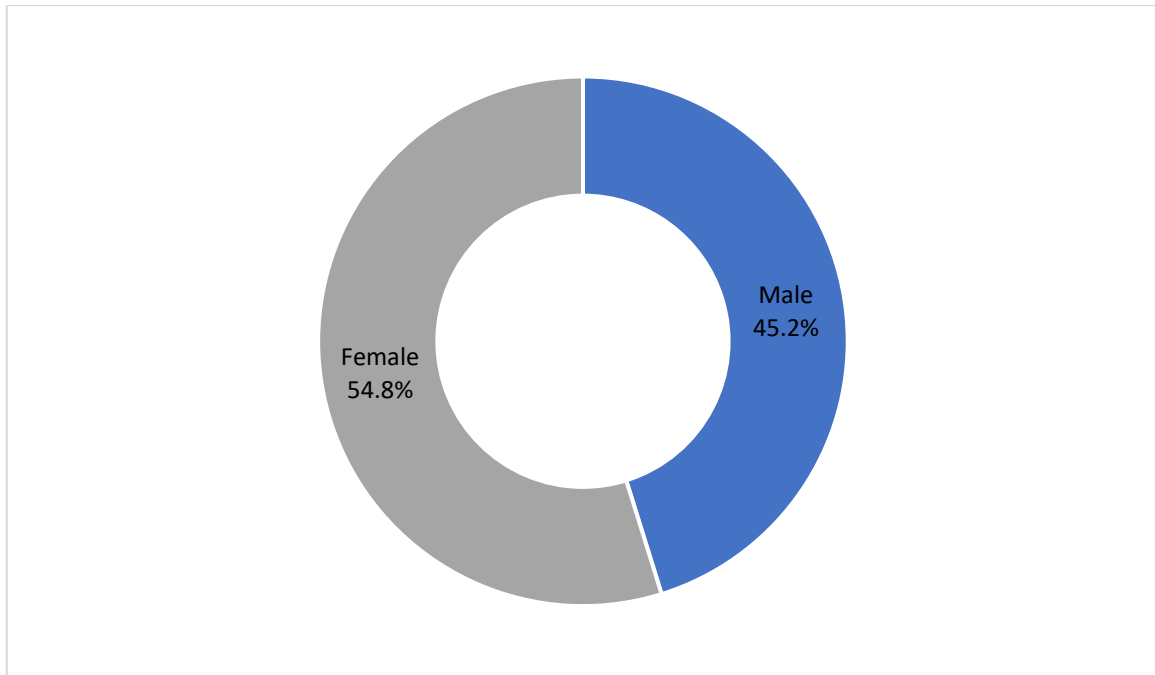
**Table 3: International Visitors by Nationality and Purpose of Visit, September 2025**

| Nationality              | Holidays      | Visiting<br>Friends and<br>Relatives | Seeking<br>Employment | Temporary<br>Employment | Business and<br>Conference | In<br>Transit | Others     | Total         |
|--------------------------|---------------|--------------------------------------|-----------------------|-------------------------|----------------------------|---------------|------------|---------------|
| <b>EUROPE</b>            |               |                                      |                       |                         |                            |               |            |               |
| Scandinavian             | 1,982         | 17                                   | 7                     | 0                       | 0                          | 0             | 6          | 2,012         |
| British                  | 7,932         | 17                                   | 0                     | 0                       | 13                         | 4             | 21         | 7,987         |
| German                   | 8,644         | 41                                   | 2                     | 0                       | 0                          | 0             | 11         | 8,698         |
| Italian                  | 8,855         | 31                                   | 0                     | 0                       | 0                          | 0             | 3          | 8,889         |
| French                   | 5,882         | 51                                   | 0                     | 0                       | 0                          | 0             | 7          | 5,940         |
| Dutch                    | 2,728         | 27                                   | 0                     | 0                       | 0                          | 0             | 9          | 2,764         |
| Belgium                  | 1,535         | 10                                   | 0                     | 0                       | 0                          | 0             | 0          | 1,545         |
| Russian                  | 1,265         | 5                                    | 0                     | 0                       | 0                          | 0             | 5          | 1,275         |
| Turkish                  | 948           | 10                                   | 0                     | 0                       | 0                          | 0             | 3          | 961           |
| Polish                   | 4,447         | 25                                   | 0                     | 0                       | 0                          | 0             | 3          | 4,475         |
| Ukrainian                | 221           | 2                                    | 2                     | 0                       | 0                          | 0             | 0          | 225           |
| Czech Republic           | 1,175         | 0                                    | 0                     | 0                       | 0                          | 0             | 0          | 1,175         |
| Spanish                  | 2,251         | 19                                   | 0                     | 0                       | 0                          | 0             | 3          | 2,273         |
| Other Europeans          | 7,495         | 41                                   | 5                     | 0                       | 0                          | 0             | 20         | 7,561         |
| <b>Sub total</b>         | <b>55,360</b> | <b>296</b>                           | <b>16</b>             | <b>0</b>                | <b>13</b>                  | <b>4</b>      | <b>91</b>  | <b>55,780</b> |
| <b>ASIA</b>              |               |                                      |                       |                         |                            |               |            |               |
| Japanese                 | 367           | 0                                    | 0                     | 0                       | 0                          | 0             | 0          | 367           |
| Chinese                  | 2,266         | 10                                   | 0                     | 25                      | 13                         | 0             | 0          | 2,314         |
| Indian                   | 1,126         | 2                                    | 0                     | 0                       | 0                          | 0             | 0          | 1,128         |
| Israeli                  | 1,697         | 10                                   | 0                     | 0                       | 0                          | 0             | 5          | 1,712         |
| Other Asians             | 3,356         | 149                                  | 0                     | 0                       | 0                          | 0             | 0          | 3,505         |
| <b>Sub total</b>         | <b>8,812</b>  | <b>171</b>                           | <b>0</b>              | <b>25</b>               | <b>13</b>                  | <b>0</b>      | <b>5</b>   | <b>9,026</b>  |
| <b>AFRICA</b>            |               |                                      |                       |                         |                            |               |            |               |
| Kenyan                   | 2,466         | 15                                   | 2                     | 0                       | 0                          | 0             | 1          | 2,484         |
| South African            | 3,451         | 44                                   | 0                     | 0                       | 0                          | 0             | 4          | 3,499         |
| Egyptian                 | 647           | 0                                    | 0                     | 0                       | 0                          | 0             | 0          | 647           |
| Other Africans           | 6,599         | 35                                   | 2                     | 3                       | 4                          | 19            | 2          | 6,664         |
| <b>Sub total</b>         | <b>13,163</b> | <b>94</b>                            | <b>4</b>              | <b>3</b>                | <b>4</b>                   | <b>19</b>     | <b>7</b>   | <b>13,294</b> |
| <b>AMERICA</b>           |               |                                      |                       |                         |                            |               |            |               |
| American                 | 3,329         | 20                                   | 0                     | 0                       | 0                          | 0             | 7          | 3,356         |
| Canadian                 | 717           | 3                                    | 0                     | 0                       | 0                          | 0             | 0          | 720           |
| Other Americans          | 1,046         | 9                                    | 0                     | 1                       | 0                          | 0             | 0          | 1,056         |
| <b>Sub total</b>         | <b>5,092</b>  | <b>32</b>                            | <b>0</b>              | <b>1</b>                | <b>0</b>                   | <b>0</b>      | <b>7</b>   | <b>5,132</b>  |
| <b>OCEANIA</b>           |               |                                      |                       |                         |                            |               |            |               |
| Australian               | 828           | 3                                    | 0                     | 0                       | 0                          | 0             | 0          | 831           |
| New Zealand              | 75            | 0                                    | 0                     | 0                       | 0                          | 0             | 0          | 75            |
| <b>Sub total</b>         | <b>903</b>    | <b>3</b>                             | <b>0</b>              | <b>0</b>                | <b>0</b>                   | <b>0</b>      | <b>0</b>   | <b>906</b>    |
| Not stated               | 16            | 0                                    | 0                     | 0                       | 0                          | 0             | 0          | 16            |
| <b>TOTAL</b>             | <b>83,346</b> | <b>596</b>                           | <b>20</b>             | <b>29</b>               | <b>30</b>                  | <b>23</b>     | <b>110</b> | <b>84,154</b> |
| <b>TOTAL<br/>PERCENT</b> | <b>99.0</b>   | <b>0.8</b>                           | <b>0.0</b>            | <b>0.0</b>              | <b>0.0</b>                 | <b>0.0</b>    | <b>0.2</b> | <b>100</b>    |

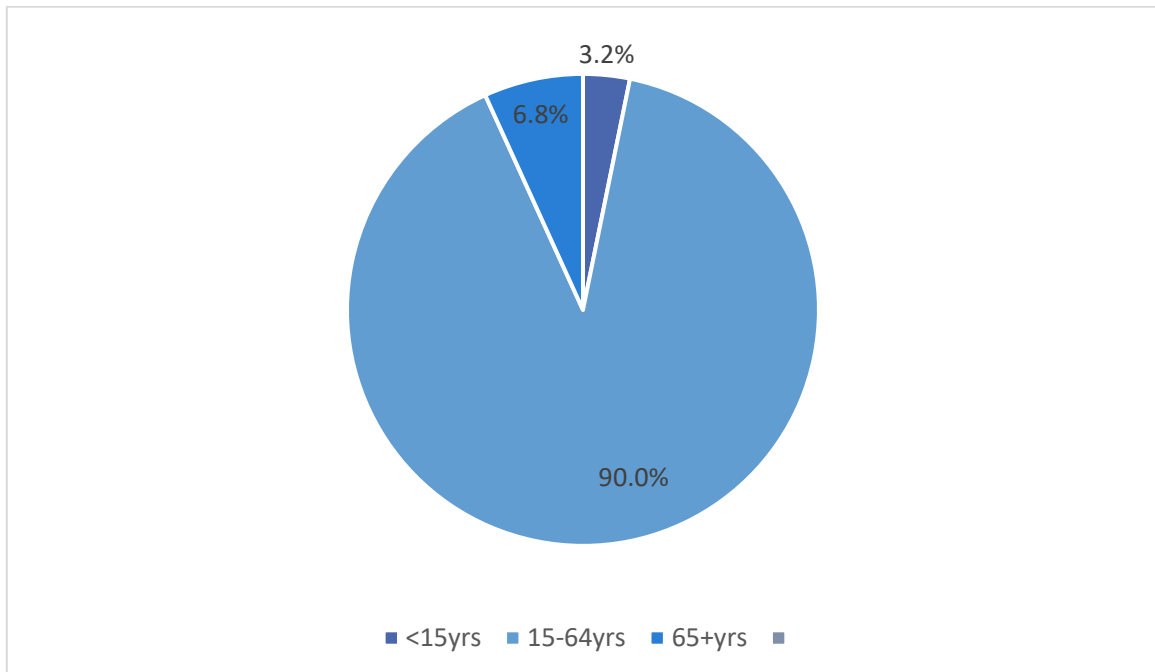
**Table 4: International Visitors by Nationality and Sex, September 2025**

| <b>Nationality</b>                              | <b>Male</b>   | <b>Female</b> | <b>Total</b>   |
|-------------------------------------------------|---------------|---------------|----------------|
| <b>EUROPE</b>                                   |               |               |                |
| Scandinavian                                    | 918           | 1,094         | 2,012          |
| British                                         | 3,726         | 4,261         | 7,987          |
| German                                          | 3,740         | 4,958         | 8,698          |
| Italian                                         | 4,043         | 4,846         | 8,889          |
| French                                          | 2,576         | 3,364         | 5,940          |
| Dutch                                           | 1,244         | 1,520         | 2,764          |
| Belgium                                         | 617           | 928           | 1,545          |
| Russian                                         | 639           | 636           | 1,275          |
| Turkish                                         | 289           | 672           | 961            |
| Polish                                          | 2,214         | 2,261         | 4,475          |
| Ukrainian                                       | 115           | 110           | 225            |
| Czech Republic                                  | 566           | 609           | 1,175          |
| Spanish                                         | 1,027         | 1,246         | 2,273          |
| Other European Countries                        | 3,234         | 4,327         | 7,561          |
| <b>Subtotal</b>                                 | <b>24,948</b> | <b>30,832</b> | <b>55,780</b>  |
| <b>ASIA</b>                                     |               |               |                |
| Japanese                                        | 167           | 200           | 367            |
| Chinese                                         | 871           | 1,443         | 2,314          |
| Indian                                          | 505           | 623           | 1,128          |
| Israeli                                         | 656           | 1,056         | 1,712          |
| Other Asian                                     | 1,370         | 2,135         | 3,505          |
| <b>Subtotal</b>                                 | <b>3,569</b>  | <b>5,457</b>  | <b>9,026</b>   |
| <b>AFRICA</b>                                   |               |               |                |
| Kenyan                                          | 1,194         | 1,290         | 2,484          |
| South African                                   | 1,951         | 1,548         | 3,499          |
| Egyptian                                        | 246           | 401           | 647            |
| Other African                                   | 3,174         | 3,490         | 6,664          |
| <b>Subtotal</b>                                 | <b>6,565</b>  | <b>6,729</b>  | <b>13,294</b>  |
| <b>AMERICA</b>                                  |               |               |                |
| American                                        | 1,764         | 1,592         | 3,356          |
| Canadian                                        | 320           | 400           | 720            |
| Other American                                  | 469           | 587           | 1,056          |
| <b>Subtotal</b>                                 | <b>2,553</b>  | <b>2,579</b>  | <b>5,132</b>   |
| <b>OCEANIA</b>                                  |               |               |                |
| Australian                                      | 392           | 439           | 831            |
| New Zealand                                     | 34            | 41            | 75             |
| <b>Subtotal</b>                                 | <b>426</b>    | <b>480</b>    | <b>906</b>     |
| Not stated                                      | 16            | -             | 16             |
| <b>TOTAL SEPTEMBER 2025</b>                     | <b>38,077</b> | <b>46,077</b> | <b>84,154</b>  |
| <b>TOTAL AUGUST 2025</b>                        | <b>59,397</b> | <b>46,109</b> | <b>105,506</b> |
| <b>TOTAL PERCENT</b>                            | <b>45.2</b>   | <b>54.8</b>   | <b>100</b>     |
| <b>% CHANGE, SEPTEMBER 2025 AND AUGUST 2025</b> | <b>-35.9</b>  | <b>-0.1</b>   | <b>-20.2</b>   |

**Figure 2: International Visitors by Sex, September 2025**



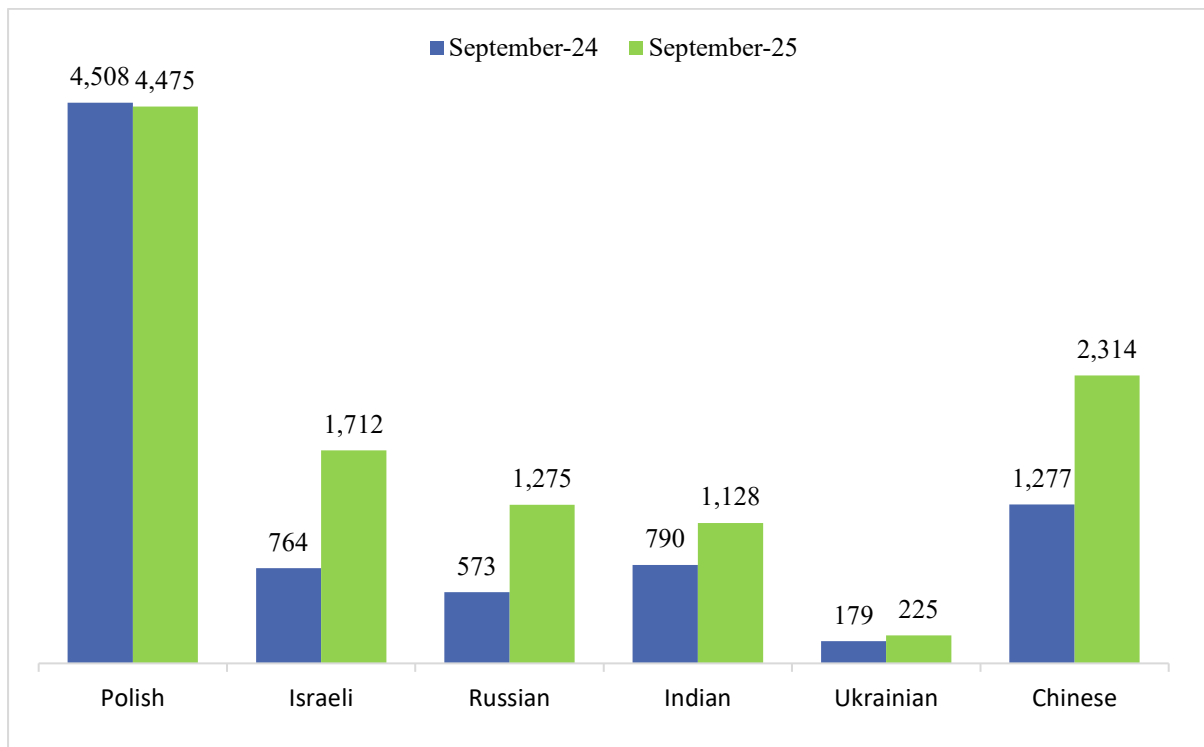
**Figure 3: International Visitors by Categorized Age, September 2025**



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

| Nationality       | <15 yrs      | 15 -64 yrs    | 65+ yrs      | Total         |
|-------------------|--------------|---------------|--------------|---------------|
| <b>EUROPE</b>     |              |               |              |               |
| Scandinavian      | 90           | 1,756         | 166          | 2,012         |
| British           | 164          | 6,843         | 980          | 7,987         |
| German            | 118          | 7,948         | 632          | 8,698         |
| Italian           | 342          | 8,055         | 492          | 8,889         |
| French            | 81           | 5,362         | 497          | 5,940         |
| Dutch             | 48           | 2,467         | 249          | 2,764         |
| Belgium           | 30           | 1,462         | 53           | 1,545         |
| Russian           | 45           | 1,206         | 24           | 1,275         |
| Turkish           | 20           | 917           | 24           | 961           |
| Polish            | 133          | 4,157         | 185          | 4,475         |
| Ukrainian         | 2            | 208           | 15           | 225           |
| Czech Republic    | 43           | 1,076         | 56           | 1,175         |
| Spanish           | 30           | 2,161         | 82           | 2,273         |
| Other European    | 291          | 6,850         | 420          | 7,561         |
| <b>Subtotal</b>   | <b>1,437</b> | <b>50,468</b> | <b>3,875</b> | <b>55,780</b> |
| <b>ASIA</b>       |              |               |              |               |
| Japanese          | 10           | 344           | 13           | 367           |
| Chinese           | 31           | 2,245         | 38           | 2,314         |
| Indian            | 59           | 1,005         | 64           | 1,128         |
| Israeli           | 195          | 1,351         | 166          | 1,712         |
| Other Asian       | 73           | 3,220         | 212          | 3,505         |
| <b>Subtotal</b>   | <b>368</b>   | <b>8,165</b>  | <b>493</b>   | <b>9,026</b>  |
| <b>AFRICA</b>     |              |               |              |               |
| Kenyan            | 99           | 2,305         | 80           | 2,484         |
| South African     | 199          | 3,044         | 256          | 3,499         |
| Egyptian          | 29           | 605           | 13           | 647           |
| Other African     | 403          | 6,091         | 170          | 6,664         |
| <b>Subtotal</b>   | <b>730</b>   | <b>12,045</b> | <b>519</b>   | <b>13,294</b> |
| <b>AMERICA</b>    |              |               |              |               |
| American          | 90           | 2,707         | 559          | 3,356         |
| Canadian          | 18           | 606           | 96           | 720           |
| Other American    | 10           | 972           | 74           | 1,056         |
| <b>Subtotal</b>   | <b>118</b>   | <b>4,285</b>  | <b>729</b>   | <b>5,132</b>  |
| <b>OCEANIA</b>    |              |               |              |               |
| Australian        | 6            | 664           | 161          | 831           |
| New Zealand       | 0            | 59            | 16           | 75            |
| <b>Subtotal</b>   | <b>6</b>     | <b>723</b>    | <b>177</b>   | <b>906</b>    |
| <b>Not stated</b> | <b>0</b>     | <b>16</b>     | <b>0</b>     | <b>16</b>     |
| <b>TOTAL</b>      | <b>2,659</b> | <b>75,702</b> | <b>5,793</b> | <b>84,154</b> |
| <b>TOTAL (%)</b>  | <b>3.2</b>   | <b>90.0</b>   | <b>6.8</b>   | <b>100</b>    |

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



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

|                                              | Number of Arrival |               |               | Percentage Share | Total Nights   |                |                |
|----------------------------------------------|-------------------|---------------|---------------|------------------|----------------|----------------|----------------|
|                                              | Male              | Female        | Total         |                  | Male           | Female         | Total          |
| 1                                            | 328               | 256           | 584           | 0.7              | 328            | 256            | 584            |
| 2                                            | 556               | 392           | 948           | 1.1              | 1,112          | 784            | 1,896          |
| 3                                            | 806               | 1,003         | 1,809         | 2.1              | 2,418          | 3,009          | 5,427          |
| 4                                            | 976               | 1,539         | 2,515         | 3.0              | 3,904          | 6,156          | 10,060         |
| 5                                            | 6,130             | 6,161         | 12,291        | 14.6             | 30,650         | 30,805         | 61,455         |
| 6                                            | 3,251             | 2,365         | 5,616         | 6.7              | 19,506         | 14,190         | 33,696         |
| 7                                            | 12,070            | 12,673        | 24,743        | 29.4             | 84,490         | 88,711         | 173,201        |
| 8                                            | 6,678             | 10,614        | 17,292        | 20.5             | 53,424         | 84,912         | 138,336        |
| 9                                            | 1,300             | 1,749         | 3,049         | 3.6              | 11,700         | 15,741         | 27,441         |
| 10                                           | 2,086             | 2,530         | 4,616         | 5.5              | 20,860         | 25,300         | 46,160         |
| 11                                           | 459               | 938           | 1,397         | 1.7              | 5,049          | 10,318         | 15,367         |
| 12                                           | 542               | 930           | 1,472         | 1.7              | 6,504          | 11,160         | 17,664         |
| 13                                           | 222               | 416           | 638           | 0.8              | 2,886          | 5,408          | 8,294          |
| 14                                           | 972               | 1,660         | 2,632         | 3.1              | 13,608         | 23,240         | 36,848         |
| 15                                           | 828               | 1,521         | 2,349         | 2.8              | 12,420         | 22,815         | 35,235         |
| 16                                           | 242               | 407           | 649           | 0.8              | 3,872          | 6,512          | 10,384         |
| 17                                           | 81                | 138           | 219           | 0.3              | 1,377          | 2,346          | 3,723          |
| 18                                           | 47                | 84            | 131           | 0.2              | 846            | 1,512          | 2,358          |
| 19                                           | 39                | 76            | 115           | 0.1              | 741            | 1,444          | 2,185          |
| 20                                           | 61                | 100           | 161           | 0.2              | 1,220          | 2,000          | 3,220          |
| 21                                           | 103               | 145           | 248           | 0.3              | 2,163          | 3,045          | 5,208          |
| 22                                           | 37                | 67            | 104           | 0.1              | 814            | 1,474          | 2,288          |
| 23                                           | 20                | 28            | 48            | 0.1              | 460            | 644            | 1,104          |
| 24                                           | 16                | 28            | 44            | 0.1              | 384            | 672            | 1,056          |
| 25                                           | 16                | 40            | 56            | 0.1              | 400            | 1,000          | 1,400          |
| 26                                           | 10                | 13            | 23            | 0.0              | 260            | 338            | 598            |
| 27                                           | 5                 | 15            | 20            | 0.0              | 135            | 405            | 540            |
| 28                                           | 23                | 29            | 52            | 0.1              | 644            | 812            | 1,456          |
| 29                                           | -                 | -             | -             | 0.0              | -              | -              | -              |
| 30                                           | 170               | 156           | 326           | 0.4              | 5,100          | 4,680          | 9,780          |
| 31+                                          | 3                 | 4             | 7             | 0.0              | 93             | 124            | 217            |
| <b>Total</b>                                 | <b>38,077</b>     | <b>46,077</b> | <b>84,154</b> | <b>100.0</b>     | <b>287,368</b> | <b>369,813</b> | <b>657,181</b> |
| Intended Average Length of Stay <sup>1</sup> |                   |               |               |                  | <b>7.5</b>     | <b>8.0</b>     | <b>7.8</b>     |

<sup>1</sup> 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                                                 | 584                | 0.7              | 584            |
| 2                                                 | 948                | 1.1              | 1,896          |
| 3                                                 | 1,809              | 2.1              | 5,427          |
| 4                                                 | 2,515              | 3.0              | 10,060         |
| 5                                                 | 12,291             | 14.6             | 61,455         |
| 6                                                 | 5,616              | 6.7              | 33,696         |
| 7                                                 | 24,743             | 29.4             | 173,201        |
| 8                                                 | 17,292             | 20.5             | 138,336        |
| 9                                                 | 3,049              | 3.6              | 27,441         |
| 10                                                | 4,616              | 5.5              | 46,160         |
| 11                                                | 1,397              | 1.7              | 15,367         |
| 12                                                | 1,472              | 1.7              | 17,664         |
| 13                                                | 638                | 0.8              | 8,294          |
| 14                                                | 2,632              | 3.1              | 36,848         |
| 15                                                | 2,349              | 2.8              | 35,235         |
| 16                                                | 649                | 0.8              | 10,384         |
| 17                                                | 219                | 0.3              | 3,723          |
| 18                                                | 131                | 0.2              | 2,358          |
| 19                                                | 115                | 0.1              | 2,185          |
| 20                                                | 161                | 0.2              | 3,220          |
| 21                                                | 248                | 0.3              | 5,208          |
| 22                                                | 104                | 0.1              | 2,288          |
| 23                                                | 48                 | 0.1              | 1,104          |
| 24                                                | 44                 | 0.1              | 1,056          |
| 25                                                | 56                 | 0.1              | 1,400          |
| 26                                                | 23                 | 0.0              | 598            |
| 27                                                | 20                 | 0.0              | 540            |
| 28                                                | 52                 | 0.1              | 1,456          |
| 29                                                | 0                  | 0.0              | 0              |
| 30                                                | 326                | 0.4              | 9,780          |
| 31+                                               | 7                  | 0.0              | 217            |
| <b>Total</b>                                      | <b>84,154</b>      | <b>100.0</b>     | <b>657,181</b> |
| <b>Number of beds available in September 2025</b> |                    |                  | <b>884,430</b> |
| <b>Bed Occupancy Rate</b>                         |                    |                  | <b>74.3</b>    |

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

| Nationality  | September 2024 | August 2025   | September 2025 | % Change<br>September 2025<br>and September<br>2024 | % Change<br>September<br>2025 and August<br>2025 |
|--------------|----------------|---------------|----------------|-----------------------------------------------------|--------------------------------------------------|
| Russian      | 573            | 903           | 1,275          | 122.5                                               | 41.2                                             |
| Polish       | 4,508          | 4,237         | 4,475          | -0.7                                                | 5.6                                              |
| Ukrainian    | 179            | 632           | 225            | 25.7                                                | -64.4                                            |
| Chinese      | 1,277          | 3260          | 2,314          | 81.2                                                | -29.0                                            |
| Indian       | 790            | 2167          | 1,128          | 42.8                                                | -47.9                                            |
| Israeli      | 764            | 1,696         | 1,712          | 124.1                                               | 0.9                                              |
| <b>Total</b> | <b>8,091</b>   | <b>12,895</b> | <b>11,129</b>  | <b>37.5</b>                                         | <b>-13.7</b>                                     |

**Annex II: International Visitors by Month, 2020 - 2025**

| Month        | 2020           | 2021           | 2022           | 2023           | 2024           | 2025           | %<br>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         |                | 0.0          |
| 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            |
| <b>Total</b> | <b>260,644</b> | <b>394,185</b> | <b>548,503</b> | <b>638,498</b> | <b>736,755</b> | <b>656,865</b> | <b>100.0</b> |

## 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:**

*Office of the Chief Government Statistician*

*P.O. BOX 2321*

*Email: [zanstat@ocgs.go.tz](mailto:zanstat@ocgs.go.tz)*

*Zanzibar Commission for Tourism*

*P.O.BOX 1410*

*Email: [marketing@zanzibartourism.go.tz](mailto:marketing@zanzibartourism.go.tz)*