



Tourism Release No.11



TOURISM STATISTICAL RELEASE NOVEMBER 2025

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TOURISM STATISTICS

Zanzibar recorded **72,833** international visitors in November 2025, an increase of **8.6** percent compared with **67,049** visitors in November 2024 and decrease of **16.0** percent compared with **86,740** visitors recorded in the preceding month (October 2025).

European tourists dominated the market by accounting for **73.1** percent of the total visitors in November 2025. Country-wise, Italy dominated the tourism market by accounting for **12.2** percent of all visitors entered in November 2025, followed by Germany (**7.7** percent), while Japanese recorded less than one percent (**0.1 percent**), the least. Other performances are shown in **Table 1**.

The data shows that in November 2025, **68,223** visitors, equivalent to **93.7** percent of the total visitors entered through the Airport. **54,263** visitors entered by international flights and **13,960** by domestic flights. The remaining **4,610** visitors entered through the seaport, **4** visitors entered through a cruise ship and **4,606** 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 November 2025, **72,433** visitors, equivalent to **99.5** percent came for holidays, **0.4** percent for visiting friends and relatives and **0.1** percent for other purposes.

Table 4 and Figure 2 show that **40,305** visitors (**55.3** percent) were male and **32,528** (**44.7** percent) were female. The number of males and females in November 2025 decreased by **16.3** and **15.8** percent respectively compared with October 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 **2,960** visitors (**4.1** percent) were aged less than 15 years, **63,910** visitors (**87.7** percent) were aged 15 to 64 years, and **5,963** visitors (**8.2** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The number of visitors from emerging markets in November 2025 (Poland, India, Russia, Israel, China, and Ukraine) decreased by **1.1** percent compared with the number of visitors recorded in October 2025. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that a higher percentage of visitors (**32.8** percent) stayed in the country for **7** days in November 2025. Visitors' average intended length of stay in November 2025 was **8**.

A total of **884,430** bed spaces were available in November 2025. Estimates of **601,266** beds were sold during November 2025, representing a bed occupancy rate of **68.0** percent (**Table 7**).

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

Nationality	November 2024			October 2025			November 2025			% Change November 2025 and October 2025	% Change, November 2025 and November 2024
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	2,970	4.4	7	3,804	4.4	7	2,123	2.9	10	-44.2	-28.5
British	3,206	4.8	5	5,084	5.9	4	3,122	4.3	6	-38.6	-2.6
German	5,385	8	4	7,512	8.7	2	5,618	7.7	2	-25.2	4.3
Italian	7,519	11.2	1	8,894	10.3	1	8,892	12.2	1	0.0	18.3
French	6,299	9.4	2	7,241	8.3	3	5,423	7.4	4	-25.1	-13.9
Dutch	2,459	3.7	10	3,139	3.6	9	2,904	4.0	7	-7.5	18.1
Belgium	870	1.3	15	1,351	1.6	15	836	1.1	16	-38.1	-3.9
Russian	928	1.4	13	1,338	1.5	16	1,622	2.2	13	21.2	74.8
Turkish	564	0.8	19	975	1.1	19	779	1.1	18	-20.1	38.1
Polish	5,558	8.3	3	4,249	4.9	6	5,540	7.6	3	30.4	-0.3
Ukrainian	733	1.1	17	735	0.8	20	772	1.1	19	5.0	5.3
Czech Republic	2,346	3.5	11	1,626	1.9	12	2,526	3.5	8	55.4	7.7
Spanish	1,185	1.8	12	2,008	2.3	11	1,835	2.5	12	-8.6	54.9
Other European	8,897	13.3		10,376	12.0		11,217	15.4		8.1	26.1
Subtotal	48,919	73		58,332	67.2		53,209	73.1		-9	9
ASIA											
Japanese	124	0.2	23	208	0.2	24	98	0.1	24	-52.9	-21.0
Chinese	927	1.4	14	1,433	1.7	14	921	1.3	14	-35.7	-0.6
Indian	869	1.3	16	1,306	1.5	17	862	1.2	15	-34.0	-0.8
Israeli	293	0.4	22	1,574	1.8	13	797	1.1	17	-49.4	172.0
Other Asian	1,883	2.8		2,910	3.4		1,987	2.7		-31.7	5.5
Subtotal	4,096	6.1		7,431	8.6		4,665	6.4		-37.2	13.9
AFRICA											
Kenyan	2,476	3.7	9	2,741	3.2	10	2,245	3.1	9	-18.1	-9.3
South African	3,059	4.6	6	4,294	5.0	5	3,236	4.4	5	-24.6	5.8
Egyptian	322	0.5	21	481	0.6	22	366	0.5	22	-23.9	13.7
Other African	3,893	5.8		7,084	8.2		5,108	7.0		-27.9	31.2
Subtotal	9,750	14.5		14,600	16.8		10,955	15.0		-25.0	12.4
AMERICA											
American	2,504	3.7	8	3,156	3.6	8	2,081	2.9	11	-34.1	-16.9
Canadian	722	1.1	18	1,058	1.2	18	610	0.8	20	-42.3	-15.5
Other American	554	0.8		969	1.1		690	0.9		-28.8	24.5
Subtotal	3,780	5.6		5,183	6.0		3,381	4.6		-34.8	-10.6
OCEANIA											
Australian	382	0.6	20	730	0.8	21	521	0.7	21	-28.6	36.4
New Zealand	122	0.2	24	456	0.5	23	102	0.140	23	-77.6	-16.4
Subtotal	504	0.8		1,186	1.4		623	0.9		-47.5	23.6
Not stated	0	0		8	0.0		0	0.0			
TOTAL	67,049	100		86,740	100.0		72,833	100.0		-16.0	8.6

Figure 1: International Visitors by Entry Points, November 2025

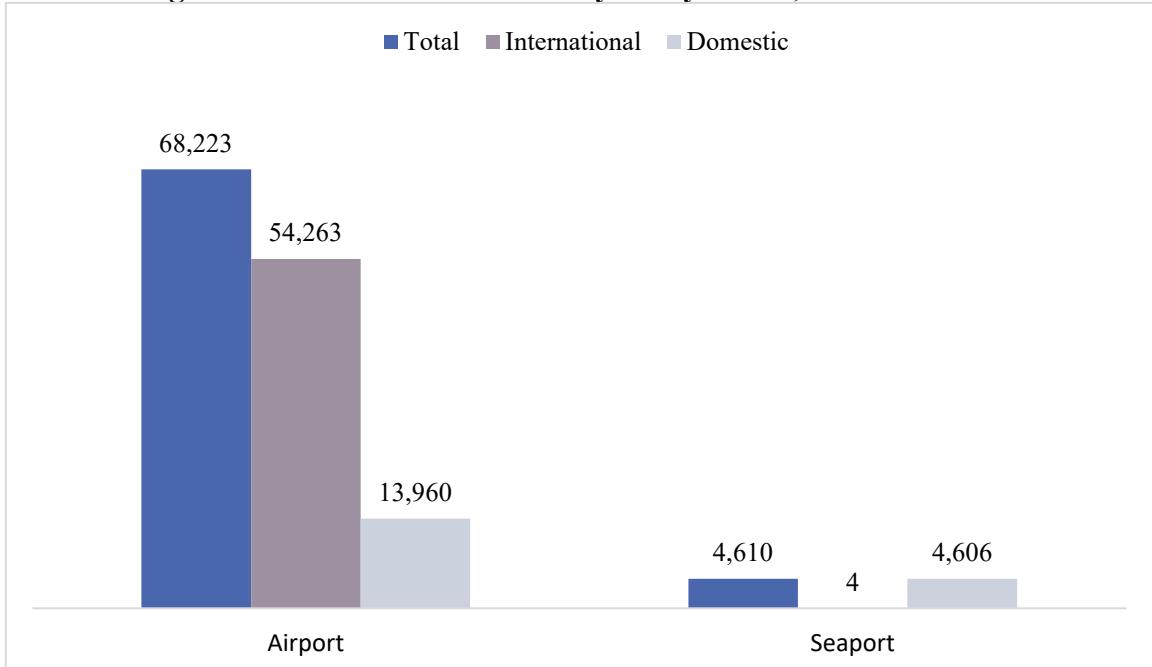


Table 2: International Visitors by Nationality through Entry Points, November 2025

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	923	962	1,885	0	238	238
British	2,160	741	2,901	0	221	221
German	4,462	968	5,430	2	186	188
Italian	8,293	528	8,821	1	70	71
French	4,567	713	5,280	0	143	143
Dutch	1,866	934	2,800	0	104	104
Belgium	561	229	790	0	46	46
Russian	1,290	306	1,596	0	26	26
Turkish	522	202	724	0	55	55
Polish	5,502	0	5,502	0	38	38
Ukrainian	576	194	770	0	2	2
Czech Republic	1,980	526	2,506	0	20	20
Spanish	1,080	722	1,802	0	33	33
Other Europeans	8,421	2,332	10,753	1	463	464
Subtotal	42,203	9,357	51,560	4	1,645	1,649
ASIA						
Japanese	38	23	61	0	37	37
Chinese	521	117	638	0	283	283
Indian	433	160	593	0	269	269
Israeli	657	133	790	0	7	7
Other Asians	1,623	198	1,821	0	166	166
Subtotal	3,272	631	3,903	0	762	762
AFRICA						
Kenyan	1,042	755	1,797	0	448	448
South African	2,477	682	3,159	0	77	77
Egyptian	223	94	317	0	49	49
Other Africans	3,011	881	3,892	0	1216	1,216
Subtotal	6,753	2,412	9,165	0	1,790	1,790
AMERICA						
American	1,132	769	1,901	0	180	180
Canadian	307	215	522	0	88	88
Other Americans	438	188	626	0	64	64
Subtotal	1,877	1,172	3,049	0	332	332
OCEANIA						
Australian	137	311	448	0	73	73
New Zealand	21	77	98	0	4	4
Subtotal	158	388	546	0	77	77
Not stated	0	0	0	0	0	-
TOTAL	54,263	13,960	68,223	4	4,606	4,610

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

Nationality	Holidays	Visiting Friends and Relatives	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE								
Scandinavian	2,106	11	6	0	0	0	0	2,123
British	3,105	17	0	0	0	0	0	3,122
German	5,595	11	0	0	0	0	12	5,618
Italian	8,856	28	0	0	0	0	8	8,892
French	5,400	17	0	0	0	0	6	5,423
Dutch	2,869	33	2	0	0	0	0	2,904
Belgium	833	3	0	0	0	0	0	836
Russian	1,606	8	0	0	0	0	8	1,622
Turkish	775	4	0	0	0	0	0	779
Polish	5,513	27	0	0	0	0	0	5,540
Ukrainian	764	8	0	0	0	0	0	772
Czech Republic	2,515	8	3	0	0	0	0	2,526
Spanish	1,825	10	0	0	0	0	0	1,835
Other Europeans	11,179	37	0	0	0	0	1	11,217
Subtotal	52,941	222	11	0	0	0	35	53,209
ASIA								
Japanese	98	0	0	0	0	0	0	98
Chinese	921	0	0	0	0	0	0	921
Indian	841	4	0	0	0	0	17	862
Israeli	790	7	0	0	0	0	0	797
Other Asians	1,986	1	0	0	0	0	0	1,987
Subtotal	4,636	12	0	0	0	0	17	4,665
AFRICA								
Kenyan	2,240	5	0	0	0	0	0	2,245
South African	3,204	29	3	0	0	0	0	3,236
Egyptian	366	0	0	0	0	0	0	366
Other Africans	5,085	22	0	0	0	0	1	5,108
Subtotal	10,895	56	3	0	0	0	1	10,955
AMERICA								
American	2,053	28	0	0	0	0	0	2,081
Canadian	610	0	0	0	0	0	0	610
Other Americans	690	0	0	0	0	0	0	690
Subtotal	3,353	28	0	0	0	0	0	3,381
OCEANIA								
Australian	506	15	0	0	0	0	0	521
New Zealand	102	0	0	0	0	0	0	102
Subtotal	608	15	0	0	0	0	0	623
Not stated	0	0	0	0	0	0	0	0
TOTAL	72,433	333	14	0	0	0	53	72,833
TOTAL PERCENT	99.5	0.4	0.0	0.0	0.0	0.0	0.1	100

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	1,159	964	2,123
British	1,886	1,236	3,122
German	3,141	2,477	5,618
Italian	4,962	3,930	8,892
French	3,127	2,296	5,423
Dutch	1,571	1,333	2,904
Belgium	484	352	836
Russian	734	888	1,622
Turkish	577	202	779
Polish	2,963	2,577	5,540
Ukrainian	410	362	772
Czech Republic	1,280	1,246	2,526
Spanish	1,124	711	1,835
Other European Countries	5,908	5,309	11,217
Subtotal	29,326	23,883	53,209
ASIA			
Japanese	66	32	98
Chinese	807	114	921
Indian	614	248	862
Israeli	451	346	797
Other Asian	1,102	885	1,987
Subtotal	3,040	1,625	4,665
AFRICA			
Kenyan	1,187	1,058	2,245
South African	1,494	1,742	3,236
Egyptian	318	48	366
Other African	2,751	2,357	5,108
Subtotal	5,750	5,205	10,955
AMERICA			
American	1,101	980	2,081
Canadian	372	238	610
Other American	382	308	690
Subtotal	1,855	1,526	3,381
OCEANIA			
Australian	267	254	521
New Zealand	67	35	102
Subtotal	334	289	623
Not stated	0	0	0
TOTAL NOVEMBER 2025	40,305	32,528	72,833
TOTAL OCTOBER 2025	48,127	38,613	86,740
TOTAL PERCENT	55.3	44.7	100
% CHANGE, NOVEMBER 2025 AND OCTOBER 2025	-16.3	-15.8	-16.0

Figure 2: International Visitors by Sex, November 2025

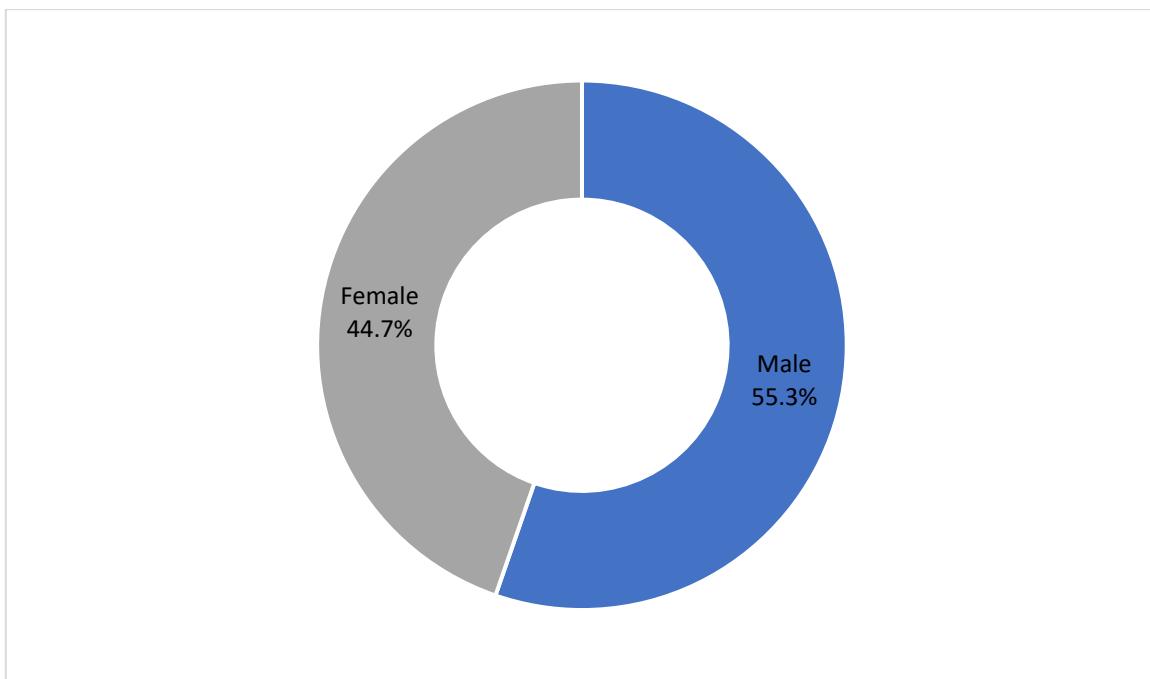


Figure 3: International Visitors by Categorized Age, November 2025

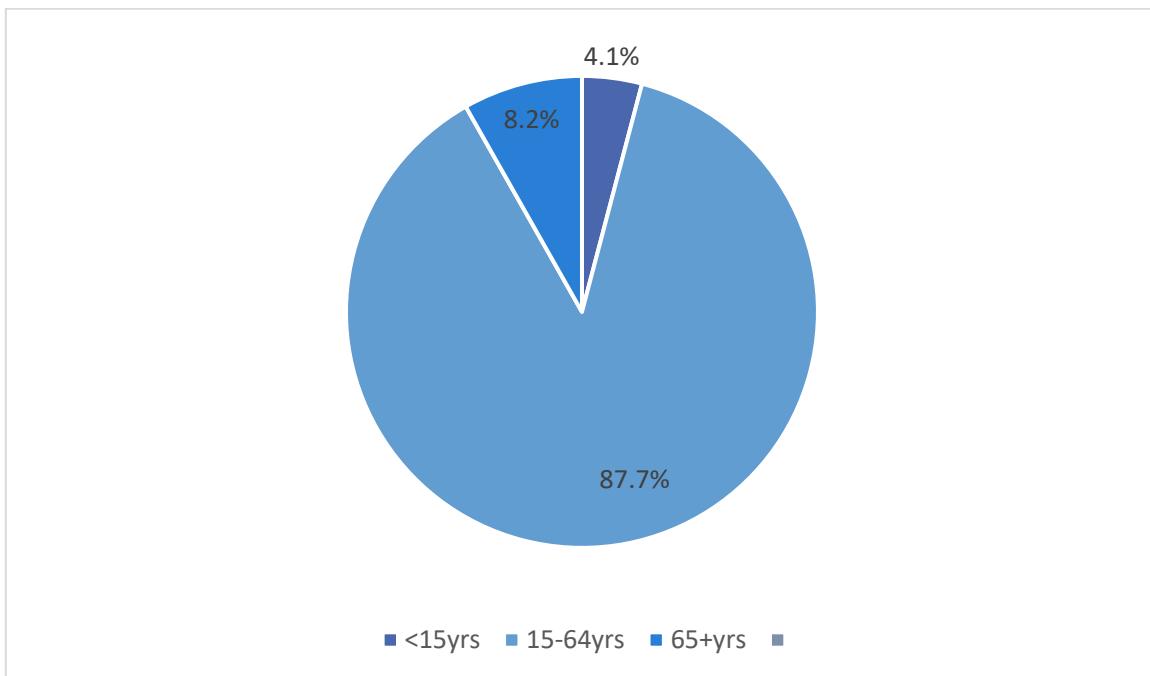


Table 5: International Visitors by Nationality and Categorized Age, November 2025

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	174	1,720	229	2,123
British	120	2,537	465	3,122
German	67	5,065	486	5,618
Italian	551	7,643	698	8,892
French	161	4,694	568	5,423
Dutch	50	2,600	254	2,904
Belgium	27	710	99	836
Russian	40	1,527	55	1,622
Turkish	29	720	30	779
Polish	263	4,975	302	5,540
Ukrainian	69	688	15	772
Czech Republic	118	2,183	225	2,526
Spanish	20	1,682	133	1,835
Other European	317	9,543	1,357	11,217
Subtotal	2,006	46,287	4,916	53,209
ASIA				
Japanese	0	93	5	98
Chinese	20	891	10	921
Indian	24	775	63	862
Israeli	15	724	58	797
Other Asian	83	1,780	124	1,987
Subtotal	142	4,263	260	4,665
AFRICA				
Kenyan	239	1,910	96	2,245
South African	146	2,925	165	3,236
Egyptian	0	366	0	366
Other African	241	4,786	81	5,108
Subtotal	626	9,987	342	10,955
AMERICA				
American	139	1,691	251	2,081
Canadian	6	534	70	610
Other American	18	637	35	690
Subtotal	163	2,862	356	3,381
OCEANIA				
Australian	16	460	45	521
New Zealand	7	51	44	102
Subtotal	23	511	89	623
Not stated	0	0	0	0
TOTAL	2,960	63,910	5,963	72,833
TOTAL (%)	4.1	87.7	8.2	100

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

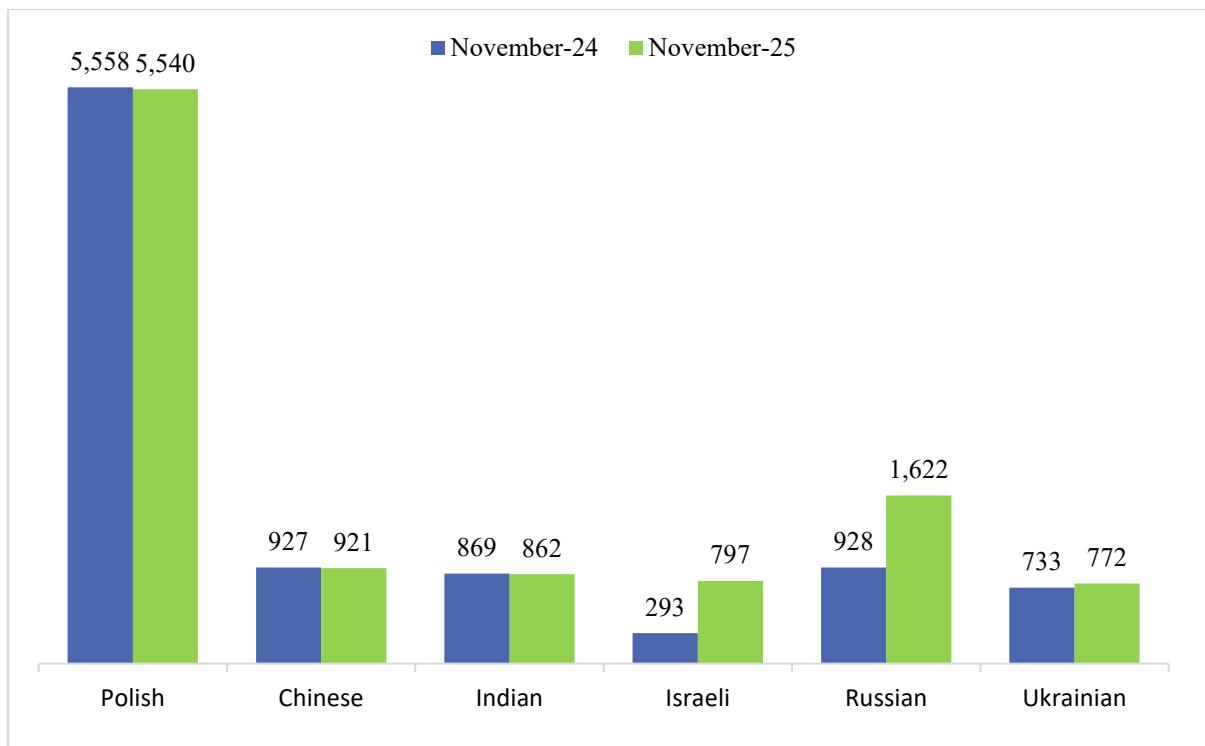


Table 6: Intended Length of Stay and Sex of International Visitors, November 2025

	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	256	154	410	0.6	256	154	410
2	443	316	759	1.0	886	632	1,518
3	500	419	919	1.3	1,500	1,257	2,757
4	785	879	1,664	2.3	3,140	3,516	6,656
5	2,421	3,361	5,782	7.9	12,105	16,805	28,910
6	2,975	1,272	4,247	5.8	17,850	7,632	25,482
7	16,117	7,773	23,890	32.8	112,819	54,411	167,230
8	7,765	8,523	16,288	22.4	62,120	68,184	130,304
9	1,455	1,339	2,794	3.8	13,095	12,051	25,146
10	1,979	2,013	3,992	5.5	19,790	20,130	39,920
11	1,191	1,534	2,725	3.7	13,101	16,874	29,975
12	1,176	1,462	2,638	3.6	14,112	17,544	31,656
13	259	368	627	0.9	3,367	4,784	8,151
14	1,168	1,216	2,384	3.3	16,352	17,024	33,376
15	760	800	1,560	2.1	11,400	12,000	23,400
16	182	229	411	0.6	2,912	3,664	6,576
17	108	90	198	0.3	1,836	1,530	3,366
18	91	110	201	0.3	1,638	1,980	3,618
19	53	60	113	0.2	1,007	1,140	2,147
20	99	68	167	0.2	1,980	1,360	3,340
21	139	137	276	0.4	2,919	2,877	5,796
22	22	39	61	0.1	484	858	1,342
23	36	43	79	0.1	828	989	1,817
24	16	45	61	0.1	384	1,080	1,464
25	41	46	87	0.1	1,025	1,150	2,175
26	12	19	31	0.0	312	494	806
27	12	0	12	0.0	324	0	324
28	22	29	51	0.1	616	812	1,428
29	8	12	20	0.0	232	348	580
30	210	160	370	0.5	6,300	4,800	11,100
31+	4	12	16	0.0	124	372	496
Total	40,305	32,528	72,833	100.0	324,814	276,452	601,266
Intended Average Length of Stay ¹					8.1	8.5	8.3

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, November 2025

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	410	0.6	410
2	759	1.0	1,518
3	919	1.3	2,757
4	1,664	2.3	6,656
5	5,782	7.9	28,910
6	4,247	5.8	25,482
7	23,890	32.8	167,230
8	16,288	22.4	130,304
9	2,794	3.8	25,146
10	3,992	5.5	39,920
11	2,725	3.7	29,975
12	2,638	3.6	31,656
13	627	0.9	8,151
14	2,384	3.3	33,376
15	1,560	2.1	23,400
16	411	0.6	6,576
17	198	0.3	3,366
18	201	0.3	3,618
19	113	0.2	2,147
20	167	0.2	3,340
21	276	0.4	5,796
22	61	0.1	1,342
23	79	0.1	1,817
24	61	0.1	1,464
25	87	0.1	2,175
26	31	0.0	806
27	12	0.0	324
28	51	0.1	1,428
29	20	0.0	580
30	370	0.5	11,100
31+	16	0.0	496
Total	72,833	100.0	601,266
Number of beds available in November 2025			884,430
Bed Occupancy Rate			68.0

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

Nationality	November 2024	October 2025	November 2025	% Change November 2025 and November 2024	% Change November 2025 and October 2025
Russian	928	1,338	1,622	74.8	21.2
Polish	5,558	4,249	5,540	-0.3	30.4
Ukrainian	733	735	772	5.3	5.0
Chinese	927	1433	921	-0.6	-35.7
Indian	869	1306	862	-0.8	-34.0
Israeli	293	1,574	797	172.0	-49.4
Total	9,308	10,635	10,514	13.0	-1.1

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	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	72,833	8.6
December	48,594	48,167	66,720	70,186	91,611		0
Total	260,644	394,185	548,503	638,498	736,755	816,438	

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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