



Tourism Release No.7



TOURISM STATISTICAL RELEASE JULY 2026

Issued date – 13th AUGUST, 2026

TOURISM STATISTICS

Zanzibar recorded **107,801** international visitors in July 2026, an increase of **9.6** percent compared with **98,370** visitors in July 2025 and increase of **54.9** percent compared with **69,605** visitors recorded in the preceding month (June 2026).

European tourists dominated the market by accounting for **56.4** percent of the total visitors in July 2026. Country-wise, Italy dominated the tourism market by accounting for **8.1** percent of all visitors entered in July 2026, followed by British (**6.8** percent), while New Japan less than one percent (**0.1 percent**) the least. Other performances are shown in **Table 1**.

The data shows that in June 2026, **99,899** visitors, equivalent to **92.6** percent of the total visitors entered through the Airport. **66,365** visitors entered by international flights and **33,534** by domestic flights. The remaining **7,902** visitors entered through the seaport, 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 July 2026, **107,143** visitors, equivalent to **99.4** percent, came for holidays, **0.4** percent for visiting friends and relatives and **0.2** percent for other purposes.

Table 4 and **Figure 2** show that **65,822** visitors (**61.1** percent) were male and **41,979** (**38.9**percent) were female. The number of males and Females in July 2026 increased by **77.5** percent and **29.0** percent, respectively, compared with June 2026.

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 **10,132** visitors (**9.4** percent) were aged less than 15 years, **92,720** visitors (**86.0** percent) were aged 15 to 64 years and **4,949** visitors (**4.6** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The number of visitors from emerging markets in July 2026 (Poland, India, Russia, Israel, China, and Ukraine) increased by **26.3** percent compared with the number of visitors recorded in July 2025. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that a higher percentage of visitors (**26.8** percent) stayed in the country for 7 days in July 2026. Visitors' average intended length of stay in July 2026 was **8** nights.

A total of **1,021,853** bed spaces were available in July 2026. Estimates of **854,012** beds were sold during July 2026, representing a bed occupancy rate of **83.6** percent (Table

Table 1: International Visitors by Nationality July 2026, June 2026, and July 2025.

Nationality	July 2025			June 2026			July 2026			% Change July 2026 and June 2026	% Change, July 2026 and July2025
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	3,459	3.5	9	2,602	3.7	9	2,700	2.5	13	3.8	-21.9
British	6,307	6.4	3	5,020	7.2	3	7,294	6.8	2	45.3	15.6
German	5,620	5.7	4	5,486	7.9	1	6,545	6.1	4	19.3	16.5
Italian	10,403	10.6	1	3,403	4.9	7	8,678	8.1	1	155.0	-16.6
French	7,583	7.7	2	5,022	7.2	2	6,463	6.0	5	28.7	-14.8
Dutch	3,933	4	8	3,034	4.4	8	4,910	4.6	8	61.8	24.8
Belgium	2,054	2.1	13	1,438	2.1	13	1,884	1.7	16	31.0	-8.3
Russian	1,313	1.3	17	1,018	1.5	15	2,785	2.6	12	173.6	112.1
Turkish	935	1	20	956	1.4	16	1,234	1.1	18	29.1	32.0
Polish	4,997	5.1	5	4,179	6.0	5	4,939	4.6	6	18.2	-1.2
Ukrainian	516	0.5	22	548	0.8	20	246	0.2	22	-55.1	-52.3
Czech Republic	1,540	1.6	16	490	0.7	21	525	0.5	20	7.1	-65.9
Spanish	3,274	3.3	10	1,756	2.5	12	2,828	2.6	11	61.0	-13.6
Other European	11,424	11.6		8,153	11.7		9,723	9.0		19.3	-14.9
Subtotal	63,358	64.4		43,105	61.9		60,754	56.4		41	-4
ASIA											
Japanese	206	0.2	24	118	0.2	24	142	0.1	24	20.3	-31.1
Chinese	2,197	2.2	12	838	1.2	17	2,932	2.7	10	249.9	33.5
Indian	1,647	1.7	14	1,119	1.6	14	2,316	2.1	14	107.0	40.6
Israeli	1,546	1.6	15	1,910	2.7	11	2,207	2.0	15	15.5	42.8
Other Asian	6,516	6.6		2,600	3.7		5,412	5.0		108.2	-16.9
Subtotal	12,112	12.3		6,585	9.5		13,009	12.1		97.6	7.4
AFRICA											
Kenyan	2,524	2.6	11	2,333	3.4	10	6,959	6.5	3	198.3	175.7
South African	4,357	4.4	7	4,850	7.0	4	4,920	4.6	7	1.4	12.9
Egyptian	673	0.7	21	488	0.7	22	501	0.5	21	2.7	-25.6
Other African	6,624	6.7		5,747	8.3		14,162	13.1		146.4	113.8
Subtotal	14,178	14.4		13,418	19.3		26,542	24.6		97.8	87.2
AMERICA											
American	4,859	4.9	6	3,484	5.0	6	4,367	4.1	9	25.3	-10.1
Canadian	1,080	1.1	19	833	1.2	18	1,265	1.2	17	51.9	17.1
Other American	1,388	1.4		1,126	1.6		733	0.7		-34.9	-47.2
Subtotal	7,327	7.4		5,443	7.8		6,365	5.9		16.9	-13.1
OCEANIA											
Australian	1,102	1.1	18	818	1.2	19	919	0.9	19	12.3	-16.6
New Zealand	284	0.289	23	224	0.3	23	212	0.197	23	-5.4	-25.4
Subtotal	1,386	1.4		1,042	1.5		1,131	1.0		8.5	-18.4
Not stated	9	0		12	0.0		0	0.0			
TOTAL	98,370	100		69,605	100.0		107,801	100.0		54.9	9.6

Figure 1: International Visitors by Entry Points, July 2026

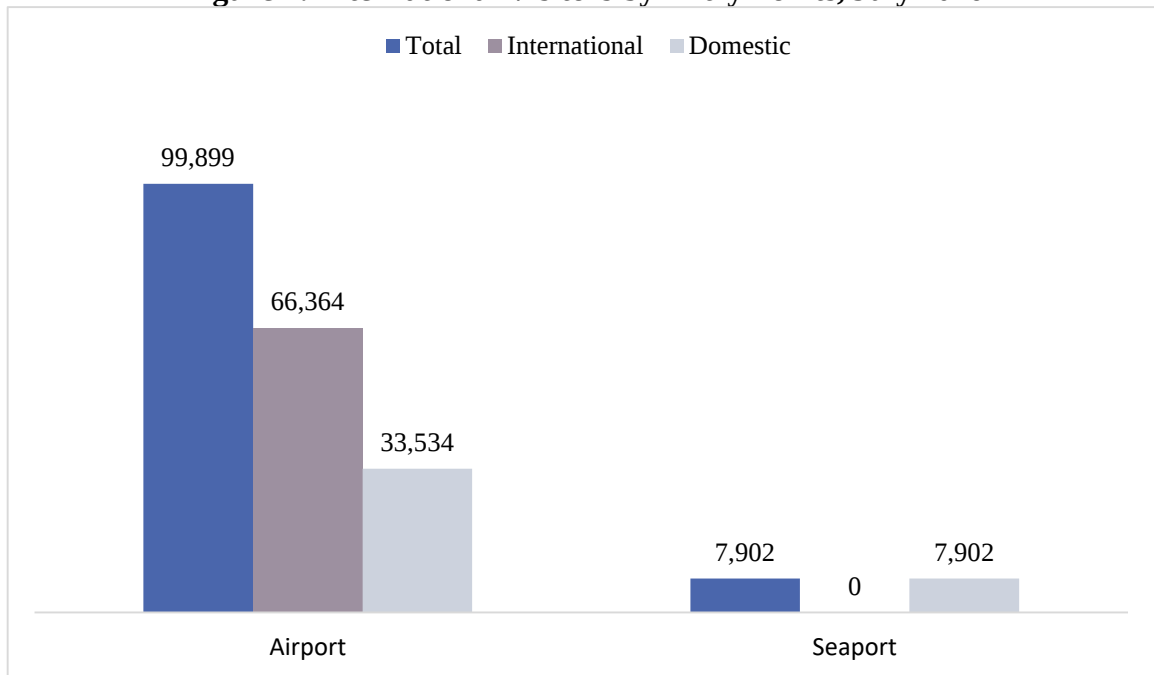


Table 2: International Visitors by Nationality through Entry Points, July 2026

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	1,578	905	2,483	0	217	217
British	4,689	1,870	6,559	0	735	735
German	4,589	1,689	6,278	0	267	267
Italian	7,972	543	8,515	0	163	163
French	5,482	603	6,085	0	378	378
Dutch	2,899	1,689	4,588	0	322	322
Belgium	1,172	603	1,775	0	109	109
Russian	2,740	0	2,740	0	45	45
Turkish	635	483	1,118	0	116	116
Polish	4,522	362	4,884	0	55	55
Ukrainian	237	0	237	0	9	9
Czech Republic	388	121	509	0	16	16
Spanish	2,470	302	2,772	0	56	56
Other Europeans	7,405	1,990	9,395	0	328	328
Subtotal	46,778	11,160	57,938	0	2,816	2,816
ASIA						
Japanese	51	60	111	0	31	31
Chinese	652	1,809	2,461	0	471	471
Indian	757	1,267	2,024	0	292	292
Israeli	2,077	121	2,198	0	9	9
Other Asians	3,633	1,387	5,020	0	392	392
Subtotal	7,170	4,644	11,814	0	1,195	1,195
AFRICA						
Kenyan	1,083	5,187	6,270	0	689	689
South African	3,545	1,206	4,751	0	169	169
Egyptian	299	121	420	0	81	81
Other Africans	3,746	8,323	12,069	0	2093	2,093
Subtotal	8,673	14,837	23,510	0	3,032	3,032
AMERICA						
American	2,274	1,568	3,842	0	525	525
Canadian	398	724	1,122	0	143	143
Other Americans	657	0	657	0	76	76
Subtotal	3,329	2,292	5,621	0	744	744
OCEANIA						
Australian	341	480	821	0	98	98
New Zealand	74	121	195	0	17	17
Subtotal	415	601	1,016	0	115	115
Not stated	0	0	0	0	0	0
TOTAL	66,365	33,534	99,899	0	7,902	7,902

Table 3: International Visitors by Nationality and Purpose of Visit, July 2026

Nationality	Holidays	Visiting Friends and Relatives	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE								
Scandinavian	2,696	4	0	0	0	0	0	2,700
British	7,253	31	0	0	0	0	10	7,294
German	6,530	12	0	0	0	0	3	6,545
Italian	8,642	28	4	0	0	0	4	8,678
French	6,433	15	0	0	0	0	15	6,463
Dutch	4,849	33	4	0	0	0	24	4,910
Belgium	1,884	0	0	0	0	0	0	1,884
Russian	2,746	39	0	0	0	0	0	2,785
Turkish	1,211	23	0	0	0	0	0	1,234
Polish	4,903	24	0	0	6	6	0	4,939
Ukrainian	246	0	0	0	0	0	0	246
Czech Republic	522	0	0	0	0	0	3	525
Spanish	2,822	6	0	0	0	0	0	2,828
Other Europeans	9,675	27	0	0	11	0	10	9,723
Subtotal	60,412	242	8	0	17	6	69	60,754
ASIA								
Japanese	138	4	0	0	0	0	0	142
Chinese	2,912	5	0	0	15	0	0	2,932
Indian	2,280	24	6	0	0	0	6	2,316
Israeli	2,171	0	18	0	0	0	18	2,207
Other Asians	5,384	0	0	0	0	9	19	5,412
Subtotal	12,885	33	24	0	15	9	43	13,009
AFRICA								
Kenyan	6,915	34	0	5	0	0	5	6,959
South African	4,888	23	2	0	0	0	7	4,920
Egyptian	496	5	0	0	0	0	0	501
Other Africans	14,100	44	3	1	0	0	14	14,162
Subtotal	26,399	106	5	6	0	0	26	26,542
AMERICA								
American	4,338	29	0	0	0	0	0	4,367
Canadian	1,253	6	0	0	0	0	6	1,265
Other Americans	731	0	0	0	0	0	2	733
Subtotal	6,322	35	0	0	0	0	8	6,365
OCEANIA								
Australian	913	0	0	0	0	0	6	919
New Zealand	212	0	0	0	0	0	0	212
Subtotal	1,125	0	0	0	0	0	6	1,131
Not stated	0	0	0	0	0	0	0	0
TOTAL	107,143	416	37	6	32	15	152	107,801
TOTAL PERCENT	99.4	0.4	0.0	0.0	0.0	0.0	0.2	100.0

Table 4: International Visitors by Nationality and Sex, July 2026

Nationality	Male	Female	Total
EUROPE			
Scandinavian	1,787	913	2,700
British	4,436	2,858	7,294
German	3,778	2,767	6,545
Italian	4,857	3,821	8,678
French	3,768	2,695	6,463
Dutch	3,023	1,887	4,910
Belgium	1,189	695	1,884
Russian	1,724	1,061	2,785
Turkish	907	327	1,234
Polish	2,632	2,307	4,939
Ukrainian	134	112	246
Czech Republic	252	273	525
Spanish	1,892	936	2,828
Other European Countries	5,988	3,735	9,723
Subtotal	36,367	24,387	60,754
ASIA			
Japanese	89	53	142
Chinese	2,291	641	2,932
Indian	1,712	604	2,316
Israeli	1,452	755	2,207
Other Asian	3,484	1,928	5,412
Subtotal	9,028	3,981	13,009
AFRICA			
Kenyan	3,789	3,170	6,959
South African	2,599	2,321	4,920
Egyptian	315	186	501
Other African	9,177	4,985	14,162
Subtotal	15,880	10,662	26,542
AMERICA			
American	2,673	1,694	4,367
Canadian	775	490	1,265
Other American	408	325	733
Subtotal	3,856	2,509	6,365
OCEANIA			
Australian	599	320	919
New Zealand	92	120	212
Subtotal	691	440	1,131
Not stated	0	0	0
TOTAL JULY 2026	65,822	41,979	107,801
TOTAL JUNE 2026	37,073	32,532	69,605
TOTAL PERCENT	61.1	38.9	100.0
% CHANGE JULY 2026 AND JUNE 2026	77.5	29.0	54.9

Figure 2: International Visitors by Sex, July 2026

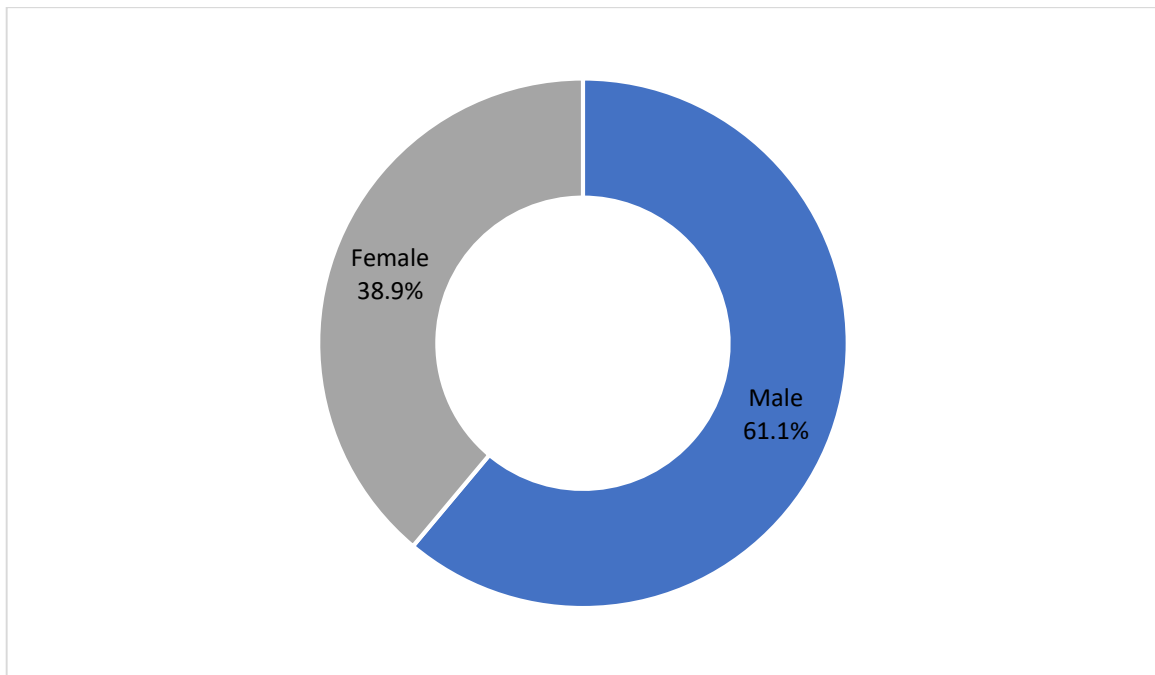


Figure 3: International Visitors by Categorized Age, July 2026

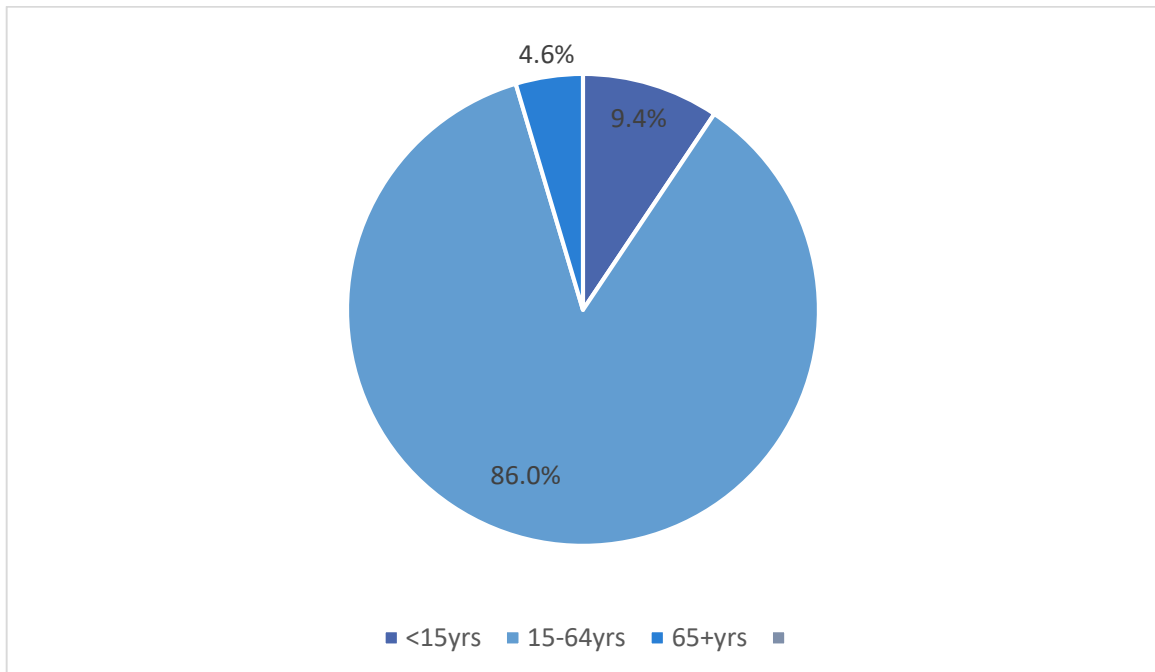


Table 5: International Visitors by Nationality and Categorized Age, July 2026

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	309	2,281	110	2,700
British	610	6,247	437	7,294
German	538	5,681	326	6,545
Italian	729	7,473	476	8,678
French	712	5,544	207	6,463
Dutch	515	4,194	201	4,910
Belgium	219	1,639	26	1,884
Russian	410	2,324	51	2,785
Turkish	69	1,143	22	1,234
Polish	441	4,373	125	4,939
Ukrainian	14	218	14	246
Czech Republic	13	485	27	525
Spanish	184	2,555	89	2,828
Other European	1,017	8,341	365	9,723
Subtotal	5,780	52,498	2,476	60,754
ASIA				
Japanese	26	113	3	142
Chinese	208	2,675	49	2,932
Indian	142	2,085	89	2,316
Israeli	214	1,797	196	2,207
Other Asian	547	4,376	489	5,412
Subtotal	1,137	11,046	826	13,009
AFRICA				
Kenyan	465	6,357	137	6,959
South African	531	4,116	273	4,920
Egyptian	53	434	14	501
Other African	1,541	12,286	335	14,162
Subtotal	2,590	23,193	759	26,542
AMERICA				
American	463	3,441	463	4,367
Canadian	101	1,020	144	1,265
Other American	32	640	61	733
Subtotal	596	5,101	668	6,365
OCEANIA				
Australian	29	705	185	919
New Zealand	0	177	35	212
Subtotal	29	882	220	1,131
Not stated	0	0	0	0
TOTAL	10,132	92,720	4,949	107,801
TOTAL (%)	9.4	86.0	4.6	100.0

Figure 4: Visitors Arrival from Emerging Markets, July2026 and July 2025

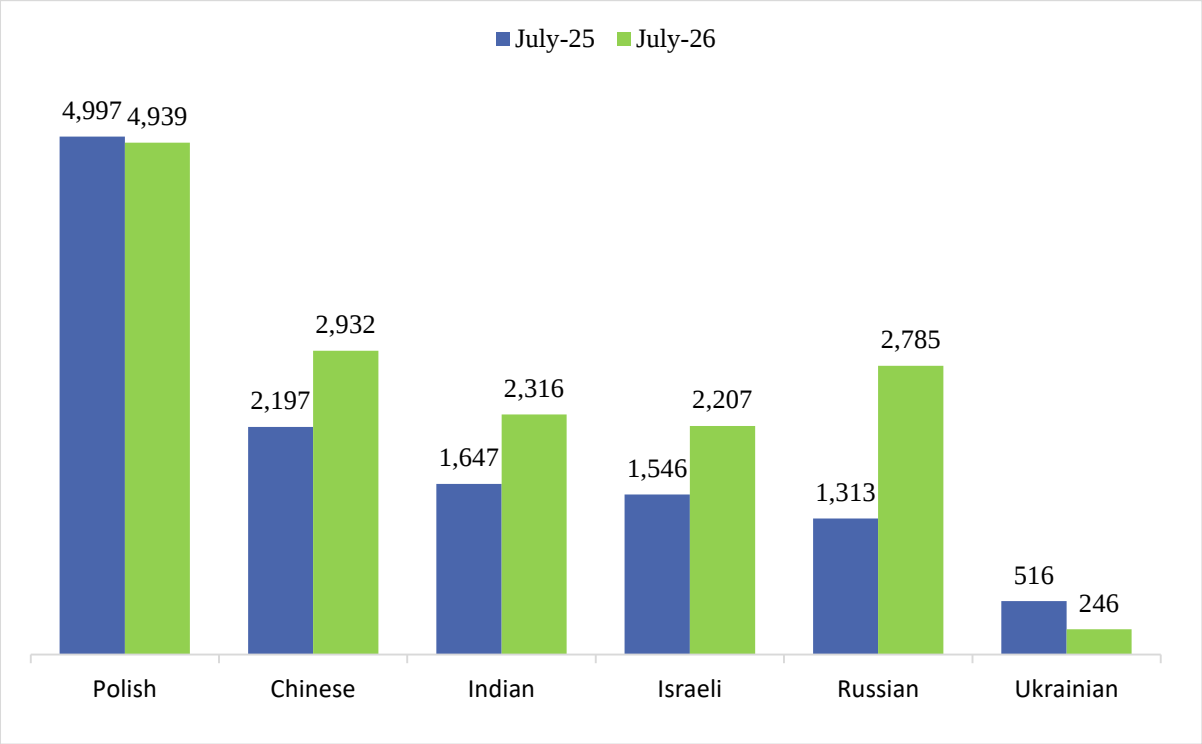


Table 6: Intended Length of Stay and Sex of International Visitors, July 2026

	Number of Arrivals			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	497	288	785	0.7	497	288	785
2	670	508	1,178	1.1	1,340	1,016	2,356
3	1,126	994	2,120	2.0	3,378	2,982	6,360
4	1,466	1,569	3,035	2.8	5,864	6,276	12,140
5	12,679	4,212	16,891	15.7	63,395	21,060	84,455
6	7,058	2,766	9,824	9.1	42,348	16,596	58,944
7	17,964	10,957	28,921	26.8	125,748	76,699	202,447
8	11,586	9,082	20,668	19.2	92,688	72,656	165,344
9	2,189	1,834	4,023	3.7	19,701	16,506	36,207
10	3,027	2,452	5,479	5.1	30,270	24,520	54,790
11	907	781	1,688	1.6	9,977	8,591	18,568
12	1,210	1,185	2,395	2.2	14,520	14,220	28,740
13	682	579	1,261	1.2	8,866	7,527	16,393
14	1,769	1,601	3,370	3.1	24,766	22,414	47,180
15	1,012	1,119	2,131	2.0	15,180	16,785	31,965
16	359	341	700	0.6	5,744	5,456	11,200
17	164	194	358	0.3	2,788	3,298	6,086
18	267	189	456	0.4	4,806	3,402	8,208
19	91	107	198	0.2	1,729	2,033	3,762
20	141	122	263	0.2	2,820	2,440	5,260
21	300	340	640	0.6	6,300	7,140	13,440
22	50	44	94	0.1	1,100	968	2,068
23	42	70	112	0.1	966	1,610	2,576
24	32	50	82	0.1	768	1,200	1,968
25	43	47	90	0.1	1,075	1,175	2,250
26	28	37	65	0.1	728	962	1,690
27	21	18	39	0.0	567	486	1,053
28	60	65	125	0.1	1,680	1,820	3,500
29	22	62	84	0.1	638	1,798	2,436
30	338	327	665	0.6	10,140	9,810	19,950
31+	22	39	61	0.1	682	1,209	1,891
Total	65,822	41,979	107,801	100.0	501,069	352,943	854,012
Intended Average Length of Stay ¹					7.6	8.4	7.9

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, July 2026

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	785	0.7	785
2	1,178	1.1	2,356
3	2,120	2.0	6,360
4	3,035	2.8	12,140
5	16,891	15.7	84,455
6	9,824	9.1	58,944
7	28,921	26.8	202,447
8	20,668	19.2	165,344
9	4,023	3.7	36,207
10	5,479	5.1	54,790
11	1,688	1.6	18,568
12	2,395	2.2	28,740
13	1,261	1.2	16,393
14	3,370	3.1	47,180
15	2,131	2.0	31,965
16	700	0.6	11,200
17	358	0.3	6,086
18	456	0.4	8,208
19	198	0.2	3,762
20	263	0.2	5,260
21	640	0.6	13,440
22	94	0.1	2,068
23	112	0.1	2,576
24	82	0.1	1,968
25	90	0.1	2,250
26	65	0.1	1,690
27	39	0.0	1,053
28	125	0.1	3,500
29	84	0.1	2,436
30	665	0.6	19,950
31+	61	0.1	1,891
Total	107,801	100.0	854,012
Number of beds available in July 2026			1,021,853
Bed Occupancy Rate			83.6

Annex I: Visitors Arrival from Emerging Markets, July 2026, June 2026 & July 2025

Nationality	July 2025	June 2026	July 2026	% Change July 2026 and July 2025	% Change July 2026 and June 2026
Russian	1,313	1,018	2,785	112.1	173.6
Polish	4,997	4,179	4,939	-1.2	18.2
Ukrainian	516	548	246	-52.3	-55.1
Chinese	2,197	838	2,932	33.5	249.9
Indian	1647	1119	2,316	40.6	107.0
Israeli	1,546	1,910	2,207	42.8	15.5
Total	12,216	9,612	15,425	26.3	60.5

Annex II: International Visitors by Month, 2020 - 2026

Quarter/Month	2020	2021	2022	2023	2024	2025	2026	% Change
Q1	157,014	145,263	128,200	180,158	196,436	227,164	252,636	11.0
Q2	884	43,535	75,003	101,881	110,549	141,671	148,310	4.7
Q3	12,867	89,956	165,883	174,016	201,250	288,030	107,801	-62.57
Q4	89,879	115,431	179,417	182,443	228,520	159,573	0	
January	61,461	49,868	42,443	68,813	73,468	84,069	100,216	19.2
February	61,752	51,574	46,995	65,430	71,095	82,750	86,839	4.9
March	33,801	43,821	38,762	45,915	51,873	60,345	65,581	8.7
April	334	13,839	20,540	27,666	28,995	37,137	38,554	3.8
May	197	9,280	20,450	26,620	29,995	37,038	40,151	8.4
June	353	20,416	34,013	47,595	51,559	67,496	69,605	3.1
July	3,079	29,714	58,157	58,711	68,223	98,370	107,801	9.6
August	4,366	34,425	61,388	61,466	72,296	105,506		
September	5,422	25,817	46,338	53,839	60,731	84,154		
October	12,157	31,826	57,547	54,961	69,860	86,740		
November	29,128	35,438	55,150	57,296	67,049	72,833		
December	48,594	48,167	66,720	70,186	91,611	100,729		
Total	260,644	394,185	548,503	638,498	736,755	917,167	508,747	

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

Zanzibar Commission for Tourism

P.O.BOX 1410

***Email:
marketing@zanzibartourism.go.tz***