



Annual Statistics Tourism Arrivals Report 2024



13th January, 2025

ANNUAL TOURISM STATISTICS

Zanzibar recorded **736,755** international visitors in 2024, an increase of 15.4 percent compared with the **638,498** visitors recorded in 2023.

European tourists dominated the market by accounting for **527,845** equivalent to **71.6** percent of the total visitors in 2024. Country-wise, Italian dominated the Tourism market by accounting for **11.8** percent of all visitors entered in 2024, followed by German (**9.7** percent), French by (**9.4** percent), Polish by (**7.0** 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 in 2024, 646,830 visitors, equivalent to 87.8 percent of the total visitors, entered through the Airport, where 592,613 visitors entered by international flights and 54,217 by domestic flights. The remaining 89,925 visitors entered through the seaport, of whom 5,869 entered by cruise ship and 84,056 by sea ferry from Tanzania Mainland, as shown in Figure 1 and **Table 2**.

Information on the purpose of visit (**Table 3**) shows that in 2024, about **724,511** visitors, equivalent to **98.3** percent, came for holidays, **0.6** percent came to visit friends and relatives, and **1.1** percent came for other purposes.

Table 4, Figure 3 shows that in 2024, **354,171** visitors (**48.1** percent) were male and **382,584** (**51.9** percent) were female. The male and Female numbers increased by **10.7** and **20.1** percent, respectively, compared with 2023.

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 **51,907 (7.0** percent) visitors were aged less than 15 years, **633,365 (86.0** percent) were aged 15 to 64 years and **51,483 (7.0** percent) were aged 65 years and older (**Figure 5 & Table 5**).

The visitors from emerging markets in 2024 (Poland, India, Russia, Israel, China, and Ukraine) increased by **12.8** percent compared with the visitors recorded in 2023. Other performances are shown in (**Figure 7 & Annex I**).

Table 6 shows that **19.5** percent of visitors stayed in the country for seven days in 2024. The overall average intended length of stay for visitors in 2024 was eight nights (**8.0**).

Table 1: Number of International Visitors by Nationality, 2023 - 2024

Nationality	2024			2023			Percentage Change
	Number	Percent	Rank	Number	Percent	Rank	
EUROPE							
Scandinavian	27,890	3.8	8	24,872	3.9	7	12.1
British	42,244	5.7	5	38,628	6.0	5	9.4
German	71,283	9.7	2	57,178	9.0	3	24.7
Italian	87,202	11.8	1	67,584	10.6	2	29.0
French	69,557	9.4	3	68,079	10.7	1	2.2
Dutch	23,062	3.1	10	17,028	2.7	10	35.4
Belgium	9,307	1.3	15	9,180	1.4	14	1.4
Russian	8,467	1.1	17	9,166	1.4	15	-7.6
Turkish	6,202	0.8	19	5,490	0.9	19	13.0
Polish	51,644	7.0	4	46,289	7.2	4	11.6
Ukrainian	6,536	0.9	18	4,026	0.6	20	62.3
Czech Republic	16,174	2.2	11	16,632	2.6	11	-2.8
Spanish	15,831	2.1	12	10,794	1.7	12	46.7
Other Europeans	92,446	12.5		87,355	13.7		5.8
Sub Total	527,845	71.6		462,301	72.4		14.2
ASIA							
Japanese	2,060	0.3	23	1069	0.2	23	92.7
Chinese	12,136	1.6	13	6,792	1.1	18	78.7
Indian	10,022	1.4	14	9,544	1.5	13	5.0
Israeli	5,245	0.7	21	7,549	1.2	16	-30.5
Other Asians	22,484	3.1		21,168	3.3		6.2
Sub Total	51,947	7.1		46,122	7.2		12.6
AFRICA							
Kenyan	23,530	3.2	9	18,646	2.9	9	26.2
South African	31,254	4.2	7	24,307	3.8	8	28.6
Egyptian	3,143	0.4	22	3,167	0.5	22	-0.8
Other Africans	40,475	5.5		38,038	6		6.4
Sub Total	98,402	13.4		84,158	13.2		16.9
AMERICA							
American	36,090	4.9	6	28,560	4.5	6	26.4
Canadian	9,015	1.2	16	7,072	1.1	17	27.5
Other Americans	6,589	0.9		5,239	0.8		25.8
Sub Total	51,694	7.0		40,871	6.4		26.5
OCEANIA							
Australian	5,445	0.7	20	3,929	0.6	21	38.6
New Zealand	1,336	0.2	24	840	0.1	24	59.0
Sub Total	6,781	0.9		4,769	0.7		42.2
Not stated	86	0.0		277	0.0		-69.0
Total	736,755	100.0		638,498	100		15.4

Figure 1: International Visitors by Entry Points, 2024



Table 2: Number of Recorded International Visitors Arrival by Entry Points, 2024

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	19,866	4,299	24,165	85	3,640	3,725
British	32,941	2,875	35,816	890	5,538	6,428
German	62,633	3,436	66,069	453	4,761	5,214
Italian	83,461	2,096	85,557	104	1,541	1,645
French	61,862	3,573	65,435	372	3,750	4,122
Dutch	18,780	2,273	21,053	67	1,942	2,009
Belgium	6,737	1384	8,121	53	1133	1186
Russian	7,474	373	7,847	38	582	620
Turkish	4,795	430	5,225	3	974	977
Polish	50,500	442	50,942	10	692	702
Ukrainian	6,023	382	6,405	12	119	131
Czech Republic	15,007	884	15,891	4	279	283
Spanish	12,433	2379	14,812	123	896	1019
Other Europeans	75,891	10,197	86,088	279	6,079	6,358
Sub Total	458,403	35,023	493,426	2,493	31,926	34,419
ASIA						
Japanese	840	679	1519	6	535	541
Chinese	6,514	1136	7,650	255	4,231	4,486
Indian	5,265	809	6,074	3	3,945	3,948
Israeli	4,600	514	5,114	0	131	131
Other Asians	16,843	1311	18,154	125	4,205	4,330
Sub Total	34,062	4,449	38,511	389	13,047	13,436
AFRICA						
Kenyan	13,737	1516	15,253	6	8,271	8,277
South African	27,947	1850	29,797	3	1,454	1,457
Egyptian	2,188	296	2,484	4	655	659
Other Africans	21,924	3,098	25,022	11	15,442	15,453
Sub Total	65,796	6,760	72,556	24	25,822	25,846
AMERICA						
American	22,460	3,633	26,093	1,938	8,059	9,997
Canadian	4,635	1488	6,123	766	2,126	2,892
Other Americans	4,317	1250	5,567	111	911	1022
Sub Total	31,412	6,371	37,783	2,815	11,096	13,911
OCEANIA						
Australian	2,481	1120	3,601	125	1,719	1,844
New Zealand	383	486	869	21	446	467
Sub Total	2,864	1606	4,470	146	2,165	2,311
Not stated	76	8	84	2	0	2
Total	592,613	54,217	646,830	5,869	84,056	89,925

Figure 2: Monthly number of Recorded International Visitors Arrival by Entry Points, 2024

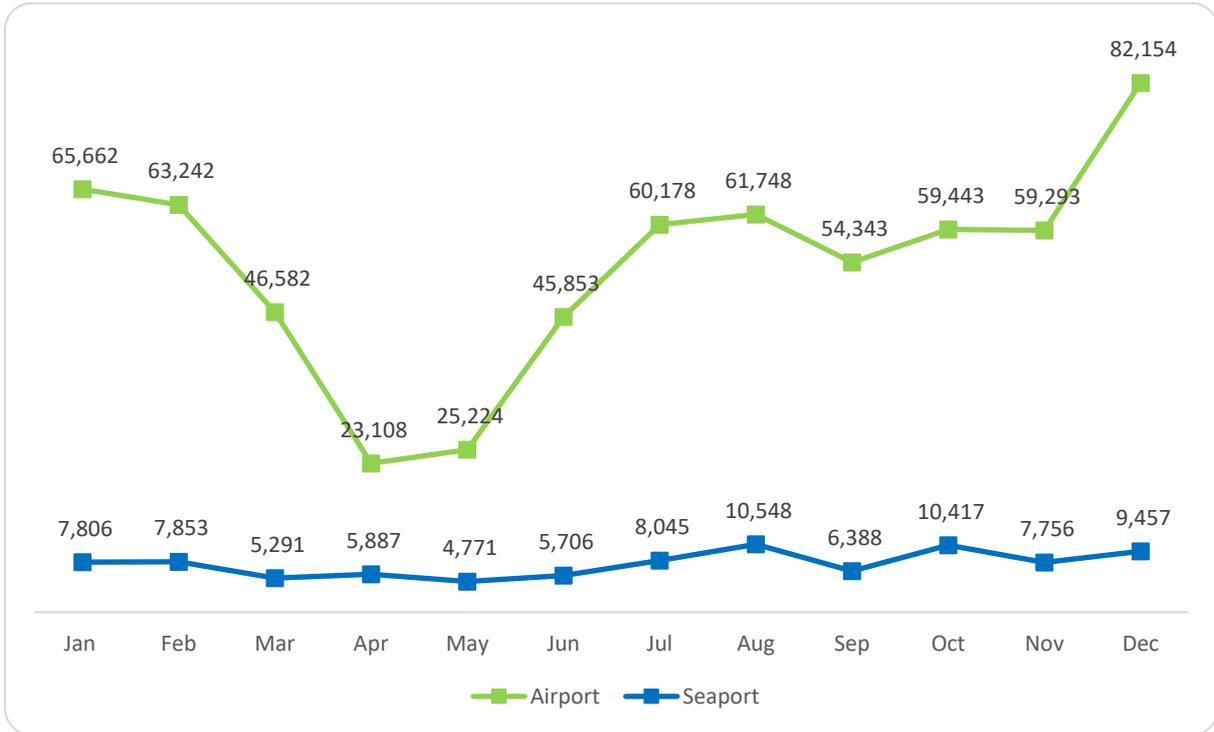


Table 3: Number of recorded International Visitors Arrival by Month and Purpose of Visit, 2024

Month	Seeking Employment	Temporary Employment	Visiting Friends and Relative	Holidays	Business and Conference	In Transit	Others	Total
Jan	17	7	493	72,815	8	7	121	73,468
Feb	19	1	583	69,812	18	4	658	71,095
Mar	7	3	392	50,433	8	7	1,023	51,873
Apr	4	1	64	26,321	2	5	2,600	28,995
May	8	8	173	28,313	20	0	1,473	29,995
Jun	5	1	266	51,028	4	5	250	51,559
Jul	3	3	299	67,585	24	5	304	68,223
Aug	8	1	362	71,793	11	3	118	72,296
Sept	7	5	246	59,981	9	0	483	60,731
Oct	12	5	485	68,996	12	2	348	69,860
Nov	18	6	372	66,554	13	4	82	67,049
Dec	19	5	370	90,880	22	8	307	91,611
Total	127	46	4,105	724,511	151	50	7,767	736,755
Percent	0.02	0.01	0.56	98.34	0.02	0.01	1.05	100.00

Table 4: Number of recorded International Visitors Arrival by Nationality and Sex, 2024

Nationality	Male	Female	Total
EUROPE			
Scandinavian	12,877	15,013	27,890
British	19,830	22,414	42,244
German	34,083	37,200	71,283
Italian	41,205	45,997	87,202
French	33,337	36,220	69,557
Dutch	11,220	11,842	23,062
Belgium	3,998	5,309	9,307
Russian	3,929	4,538	8,467
Turkish	3,626	2,576	6,202
Polish	24,281	27,363	51,644
Ukrainian	2,455	4,081	6,536
Czech Republic	7,293	8,881	16,174
Spanish	7,416	8,415	15,831
Other Europeans	43,811	48,635	92,446
Sub Total	249,361	278,484	527,845
ASIA			
Japanese	1,109	951	2,060
Chinese	7,047	5,089	12,136
Indian	6,207	3,815	10,022
Israeli	2,612	2,633	5,245
Other Asians	12,976	9,508	22,484
Sub Total	29,951	21,996	51,947
AFRICA			
Kenyan	11,140	12,390	23,530
South African	13,522	17,732	31,254
Egyptian	2,008	1,135	3,143
Other Africans	21,022	19,453	40,475
Sub Total	47,692	50,710	98,402
AMERICA			
American	15,943	20,147	36,090
Canadian	4,460	4,555	9,015
Other Americans	3,297	3,292	6,589
Sub Total	23,700	27,994	51,694
OCEANIA			
Australian	2,719	2,726	5,445
New Zealand	697	639	1,336
Sub Total	3,416	3,365	6,781
Not stated	51	35	86
Total, 2024	354,171	382,584	736,755
Percent	48.1	51.9	100.0

Figure 3: International Visitors by Sex, 2024

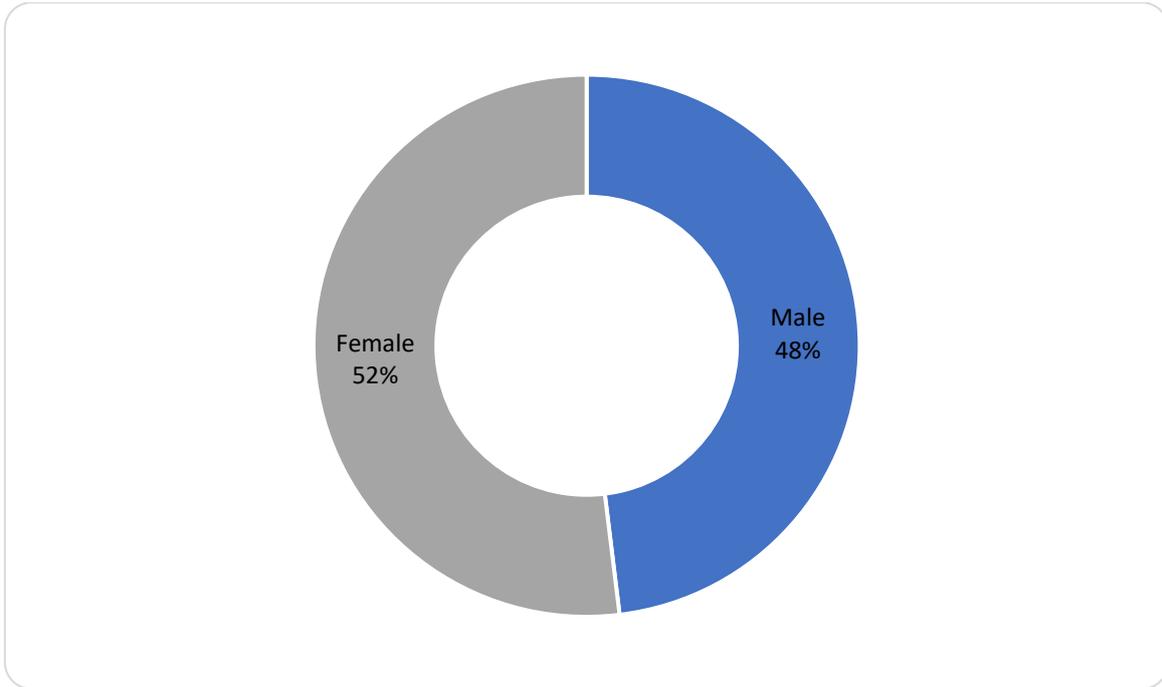


Figure 4: Monthly international Visitors by Sex, 2024

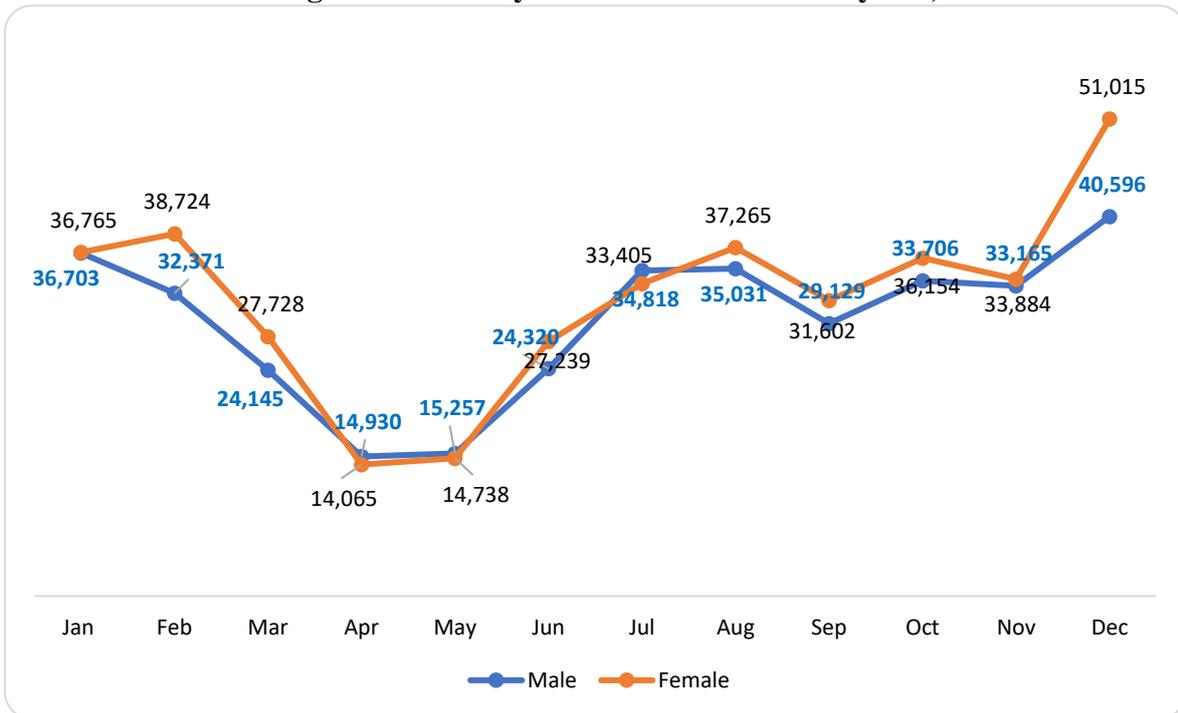


Figure 5: International Visitors by Categorized Age, 2024

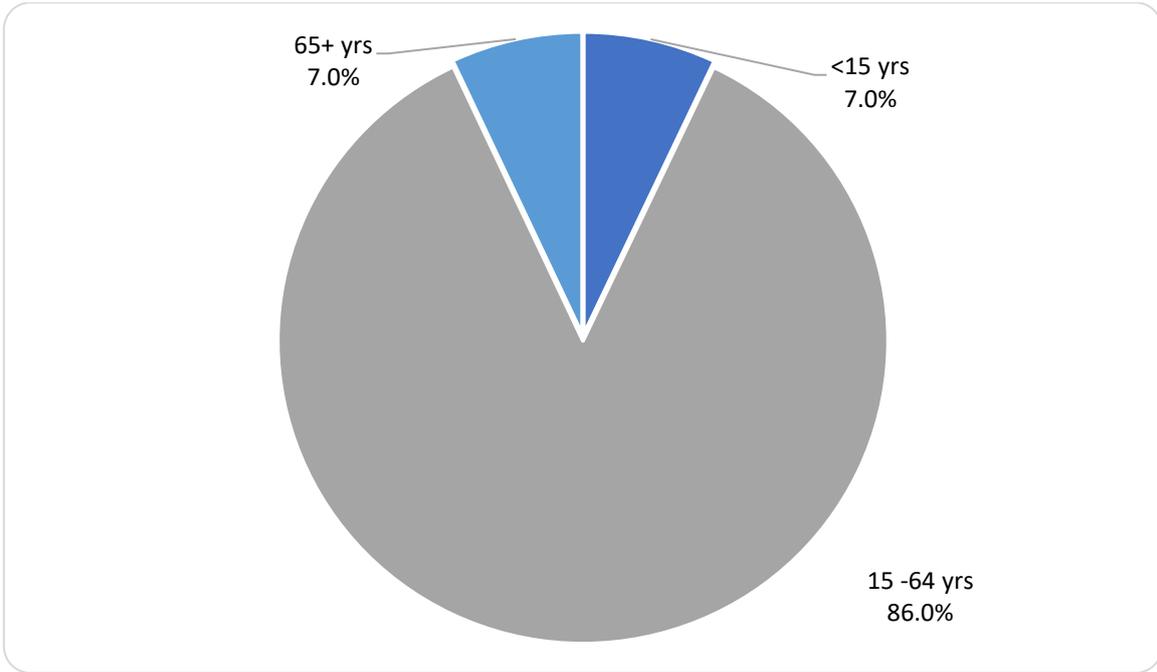


Figure 6: Monthly international Visitors by Categorized Age, 2024

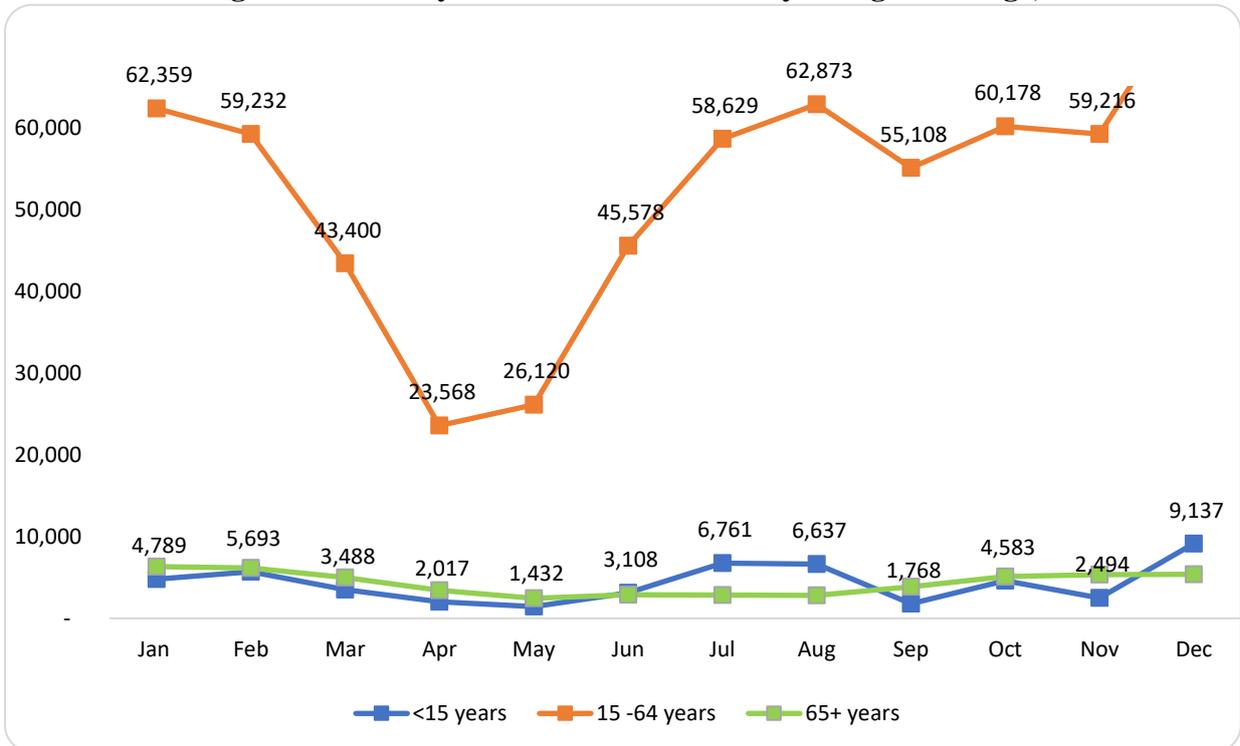


Table 5: Number of recorded International Visitors by Nationality and Age Group, 2024

Nationality	<15 years	15 -64 years	65+ years	Total
EUROPE				
Scandinavian	2,445	23,324	2,121	27,890
British	3,099	34,909	4,236	42,244
German	3,328	62,377	5,578	71,283
Italian	5,973	74,267	6,962	87,202
French	5,466	59,004	5,087	69,557
Dutch	1,307	19,864	1,891	23,062
Belgium	654	8,111	542	9,307
Russian	705	7,481	281	8,467
Turkish	387	5,605	210	6,202
Polish	4,160	45,152	2,332	51,644
Ukrainian	691	5,642	203	6,536
Czech Republic	1,464	13,455	1,255	16,174
Spanish	661	14,555	615	15,831
Other Europeans	7,005	80,096	5,345	92,446
Sub Total	37,345	453,842	36,658	527,845
ASIA				
Japanese	110	1,702	248	2,060
Chinese	797	11,003	336	12,136
Indian	714	8,868	440	10,022
Israeli	644	4,246	355	5,245
Other Asians	1,365	19,585	1,534	22,484
Sub Total	3,630	45,404	2,913	51,947
AFRICA				
Kenyan	2,003	20,625	902	23,530
South African	2,650	26,823	1,781	31,254
Egyptian	172	2,900	71	3,143
Other Africans	2,768	36,759	948	40,475
Sub Total	7,593	87,107	3,702	98,402
AMERICA				
American	2,132	28,223	5,735	36,090
Canadian	591	7,296	1,128	9,015
Other Americans	277	5,832	480	6,589
Sub Total	3,000	41,351	7,343	51,694
OCEANIA				
Australian	274	4,459	712	5,445
New Zealand	65	1,116	155	1,336
Sub Total	339	5,575	867	6,781
Not stated	0	86	0	86
Total	51,907	633,365	51,483	736,755
Percent	7.0	86.0	7.0	100.0

Figure 7: Visitors Arrival from Emerging Markets, 2024 and 2023

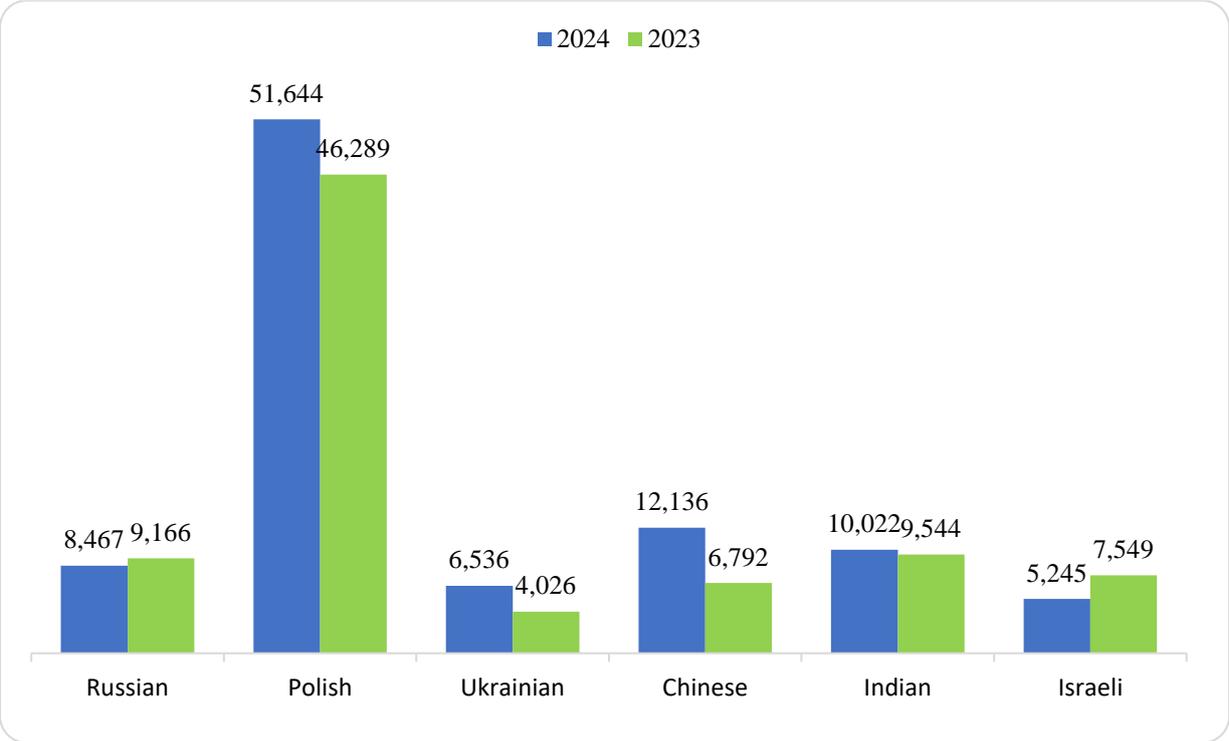


Table 6: Intended Length of Stay for International Visitors by Sex, 2024

Intended Length of Stay (Day)	Number of Arrival			Percentage	Total Nights		
	Male	Female	Total		Male	Female	Total
1	7,176	5,390	12,566	1.71	7,176	5,390	12,566
2	6,837	6,012	12,849	1.74	13,674	12,024	25,698
3	9,174	8,776	17,950	2.44	27,522	26,328	53,850
4	10,851	11,337	22,188	3.01	43,404	45,348	88,752
5	76,121	36,242	112,363	15.25	380,605	181,210	561,815
6	21,855	65,631	87,486	11.87	131,130	393,786	524,916
7	68,510	75,284	143,794	19.52	479,570	526,988	1,006,558
8	57,428	67,732	125,160	16.99	459,424	541,856	1,001,280
9	23,593	24,382	47,975	6.51	212,337	219,438	431,775
10	19,254	23,764	43,018	5.84	192,540	237,640	430,180
11	7,339	8,627	15,966	2.17	80,729	94,897	175,626
12	8,680	9,680	18,360	2.49	104,160	116,160	220,320
13	3,629	4,118	7,747	1.05	47,177	53,534	100,711
14	12,047	12,941	24,988	3.39	168,658	181,174	349,832
15	6,579	7,096	13,675	1.86	98,685	106,440	205,125
16	2,279	2,611	4,890	0.66	36,464	41,776	78,240
17	1,002	1,043	2,045	0.28	17,034	17,731	34,765
18	902	993	1,895	0.26	16,236	17,874	34,110
19	508	574	1,082	0.15	9,652	10,906	20,558
20	1,208	1,174	2,382	0.32	24,160	23,480	47,640
21	1,555	1,701	3,256	0.44	32,655	35,721	68,376
22	332	431	763	0.10	7,304	9,482	16,786
23	243	239	482	0.07	5,589	5,497	11,086
24	203	214	417	0.06	4,872	5,136	10,008
25	296	300	596	0.08	7,400	7,500	14,900
26	105	150	255	0.03	2,730	3,900	6,630
27	117	119	236	0.03	3,159	3,213	6,372
28	305	384	689	0.09	8,540	10,752	19,292
29	112	125	237	0.03	3,248	3,625	6,873
30	2,468	2,108	4,576	0.62	74,040	63,240	137,280
31	3,465	3,404	6,869	0.93	107,415	105,524	212,939
Total	354,173	382,582	736,755	100.00	2,807,289	3,107,570	5,914,859
	Average intended Length of Stay¹				7.9	8.1	8.0

¹ The average intended length of stay is determined by dividing the number of visitor nights by the number of international visitors

Figure 8: Number of recorded Visitors Arrival, 2019-2024

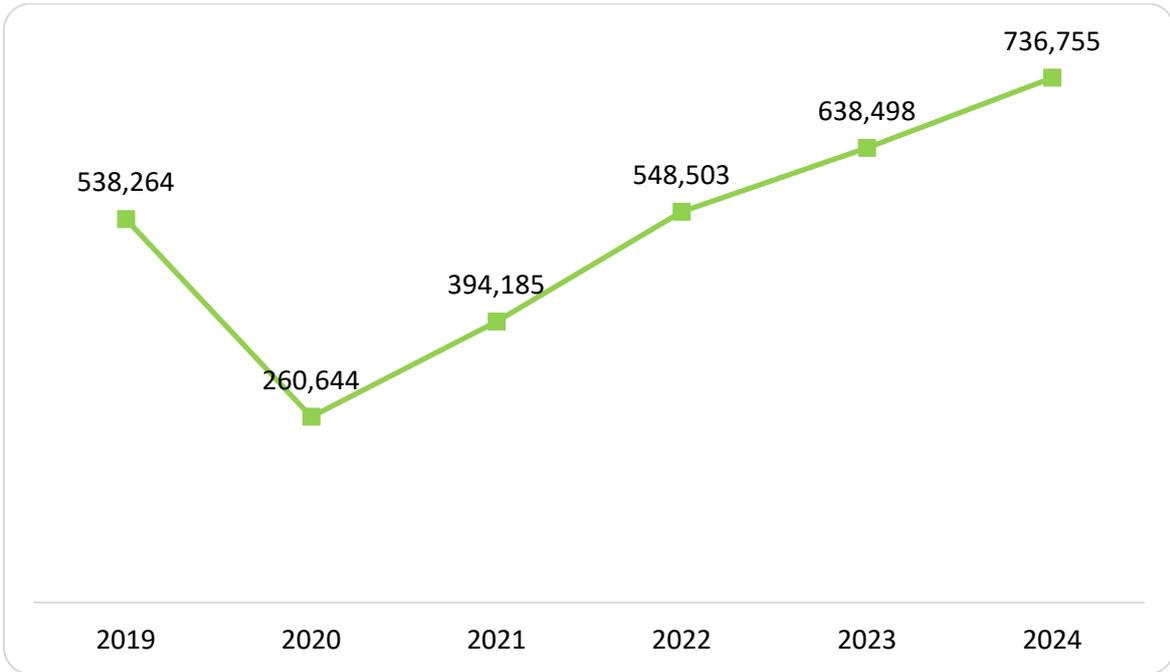
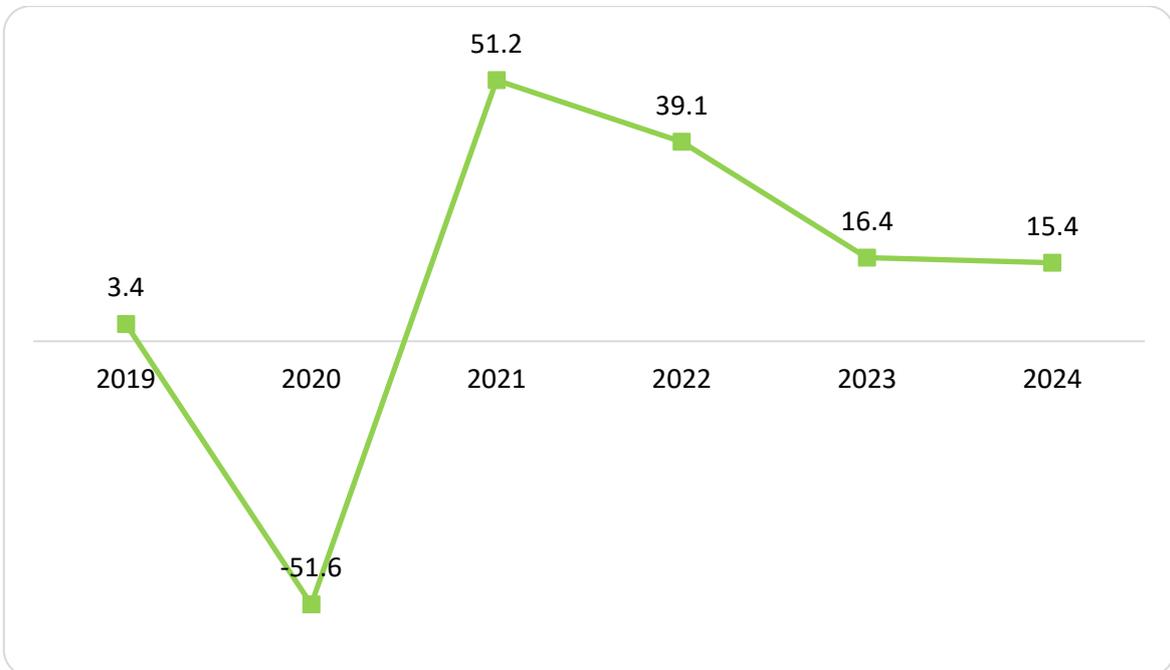


Figure 9: Percentage Growth Rate of International Visitors, 2019-2024



Annex 1: Distribution of International Visitors Arrival from Emerging Markets, 2023-2024

Nationality	2024	2023	Percentage Change	2022	2021
Russian	8,467	9,166	-7.6	6,447	70,445
Polish	51,644	46,289	11.6	44,462	36,925
Ukrainian	6,536	4,026	62.3	12,843	14,751
Chinese	12,136	6,792	78.7	2,476	1,229
Indian	10,022	9,544	5.0	8,182	6,903
Israeli	5,245	7,549	-30.5	6,848	4,167
Total	94,050	83,366	12.8	81,258	134,420

Annex 2: Number of recorded Visitors Arrival by Month, 2019-2024

Month	2024	2023	2022	2021	2020	2019
January	73,468	68,813	42,443	49,868	61,461	46,133
February	71,095	65,430	46,995	51,574	61,752	50,387
March	51,873	45,915	38,762	43,821	33,801	33,883
April	28,995	27,666	20,540	13,839	334	20,242
May	29,995	26,620	20,450	9,280	197	15,640
June	51,559	47,595	34,013	20,416	353	36,605
July	68,223	58,711	58,157	29,714	3,079	55,947
August	72,296	61,466	61,388	34,425	4,366	68,163
September	60,731	53,839	46,338	25,817	5,422	49,732
October	69,860	54,961	57,547	31,826	12,157	53,023
November	67,049	57,296	55,150	35,438	29,128	47,824
December	91,611	70,186	66,720	48,167	48,594	60,685
Total	736,755	638,498	548,503	394,185	260,644	538,264

Annex 3: Annual recorded of Visitors Arrival by Nationality 2019-2024

Nationality	2024	2023	2022	2021	2020	2019
EUROPE						
Scandinavian	27,890	24,872	19,570	7,107	10,919	24,147
British	42,244	38,628	30,562	11,571	11,750	30,287
German	71,283	57,178	43,634	16,670	14,337	42,553
Italian	87,202	67,584	36,928	6,674	21,426	61,315
French	69,557	68,079	68,487	37,439	22,223	42,446
Dutch	23,062	17,028	16,359	5,743	5,174	15,592
Belgium	9,307	9,180	11,472	9,353	7,173	18,955
Russian	8,467	9,166	6,447	70,445	43,578	12,516
Turkish	6,202	5,490	3,987	2,512	1,817	3,450
Polish	51,644	46,289	44,462	36,925	12,331	20,483
Ukrainian	6,536	4,026	12,843	14,751	5,849	4,316
Czech Republic	16,174	16,632	18,521	7,018	4,758	7,036
Spanish	15,831	10,794	11,712	7,270	3,373	13,265
Other European	92,446	87,419	67,917	44,133	24,323	45,395
Subtotal	527,845	462,365	392,901	277,611	189,031	341,756
ASIA						
Japanese	2,060	1,069	544	263	494	1,784
Chinese	12,136	6,792	2,476	1,229	1,894	6,731
Indian	10,022	9,544	8,182	6,903	2,211	5,880
Israeli	5,245	7,549	6,848	4,167	2,356	9,452
Other Asian	22,484	21,173	19,030	14,117	7,255	18,689
Subtotal	51,947	46,127	37,080	26,679	14,210	42,536
AFRICA						
Kenyan	23,530	18,646	14,769	7,023	3,473	11,311
South African	31,254	24,307	24,915	19,936	7,321	24,930
Egyptian	3,143	3,167	4,547	5,802		
Other African	40,475	38,039	28,583	19,216	12,553	25,071
Subtotal	98,402	84,159	72,814	51,977	23,347	61,312
AMERICA						
United states	36,090	28,560	21,470	19,369	16,139	43,689
Canadian	9,015	7,072	5,153	2,668	2,813	7,796
Other American	6,589	5,248	4,322	5,892	10,441	22,762
Subtotal	51,694	40,880	30,945	27,929	29,393	74,247
OCEANIA						
Australian	5,445	3,929	2,097	1,407	2,114	7,324
New Zealand	1,336	840	648	301	321	1,309
Subtotal	6,781	4,769	2,745	1,708	2,435	8,633
Not Stated	86	198	12,018	8,281	2,228	9,780
All Countries	736,755	638,498	548,503	394,185	260,644	538,264
Growth Rate	15.4	16.4	39.1	51.2	-51.6	3.4