



The 2023 Annual Tourism Release



24th January, 2024

ANNUAL TOURISM STATISTICS

Zanzibar recorded **638,498** international visitors in 2023 which is an increase of **16.4** percent compared with **548,503** visitors recorded in 2022.

Tourists from Europe continued to dominate the market by accounting **392,907** equivalent to **71.6** percent of the total visitors in 2023. In country wise, French dominated the Tourism market by accounting **12.5** percent of all visitors entered in 2023, followed by Polish (8.1 percent), German by (8.0 percent), Italian by (6.7 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 2023, a total of **570,394** visitors equivalent to **84.2** percent of the total visitors entered through Airport, where by **537,799** visitors of them entered by international flights and **32,595** by domestic flights. The remaining **68,104** visitors entered through seaport of whom **4,383** entered by cruise ship and **63,721** by sea Ferries from Tanzania Mainland as shown in Figure 1 & Table 2.

Information on the purpose of visit (**Table 3**) shows that in 2023, about **624,493** visitors equivalent to **97.8** percent came for holidays, **0.4** percent came for visiting friends and relatives and **1.7** percent came for other purposes.

Table 4 & Figure 2 shows that in 2023, **319,979** visitors (**50.1** percent) were male and **318,519** (**49.9** percent) were female. Male increased by 47.7 percent and Female decrease by 6.0 percent compared with 2022.

The ages of the visitors were categorized into three broad groups: those younger than 15 years who are regarded as children, 15 to 64 years who are regarded as working age population, and 65 years and older are regarded as retirees. The overall results show that **46,168** (**7.2** percent) visitors were aged less than 15 years, **550,470** (**86.2** percent) were aged 15 to 64 years and **41,860** (**6.6** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The visitors from emerging markets in 2023 (Poland, India, Russia, Israel, China and Ukraine) increased by **2.6** percent compared with the visitors recorded in 2022. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that **19.62** percent of visitors stayed in the country for seven days in 2023. The overall average intended length of stay for visitors in 2023 was eight nights (**8.1**).

Table 1: Number of International Visitors by Nationality, 2022 - 2023

Nationality	2023			2022			Percentage Change
	Number	Percent	Rank	Number	Percent	Rank	
EUROPE							
Scandinavian	24,872	3.9	7	19,570	3.6	8	27.1
British	38,628	6.0	5	30,562	5.6	5	26.4
German	57,178	9.0	3	43,634	8	3	31.0
Italian	67,584	10.6	2	36,928	6.7	4	83.0
French	68,079	10.7	1	68,487	12.5	1	-0.6
Dutch	17,028	2.7	10	16,359	3	10	4.1
Belgium	9,180	1.4	14	11,472	2.1	14	-20.0
Russian	9,166	1.4	15	6,447	1.2	17	42.2
Turkish	5,490	0.9	19	3,987	0.7	20	37.7
Polish	46,289	7.2	4	44,462	8.1	2	4.1
Ukrainian	4,026	0.6	20	12,843	2.3	12	-68.7
Czech Republic	16,632	2.6	11	18,521	3.4	9	-10.2
Spanish	10,794	1.7	12	11,712	2.1	13	-7.8
Other Europeans	87,355	13.7		67,917	12.4		28.6
Sub Total	462,301	72.4		392,901	71.6		17.7
ASIA							
Japanese	1069	0.2	23	544	0.1	24	96.5
Chinese	6,792	1.1	18	2,476	0.5	21	174.3
Indian	9,544	1.5	13	8,182	1.5	15	16.6
Israeli	7,549	1.2	16	6,848	1.2	16	10.2
Other Asians	21,168	3.3		19,030	3.5		11.2
Sub Total	46,122	7.2		37,080	6.8		24.4
AFRICA							
Kenyan	18,646	2.9	9	14,769	2.7	11	26.3
South African	24,307	3.8	8	24,915	4.5	6	-2.4
Egyptian	3,167	0.5	22	4,547	0.8	19	-30.3
Other Africans	38,038	6.0		28,583	5.2		33.1
Sub Total	84,158	13.2		72,814	13.3		15.6
AMERICA							
American	28,560	4.5	6	21,470	3.9	7	33.0
Canadian	7,072	1.1	17	5,153	0.9	18	37.2
Other Americans	5,239	0.8		4,322	0.8		21.2
Sub Total	40,871	6.4		30,945	5.6		32.1
OCEANIA							
Australian	3,929	0.6	21	2,097	0.4	22	87.4
New Zealand	840	0.1	24	648	0.1	23	29.6
Sub Total	4,769	0.7		2,745	0.5		73.7
Not stated	277	0.0		12,018	2.2		
Total	638,498	100.0		548,503	100		16.4

Figure 1: Number of International Visitors Arrival by Month, 2023



Figure 2: International Visitors by Entry Points, 2023

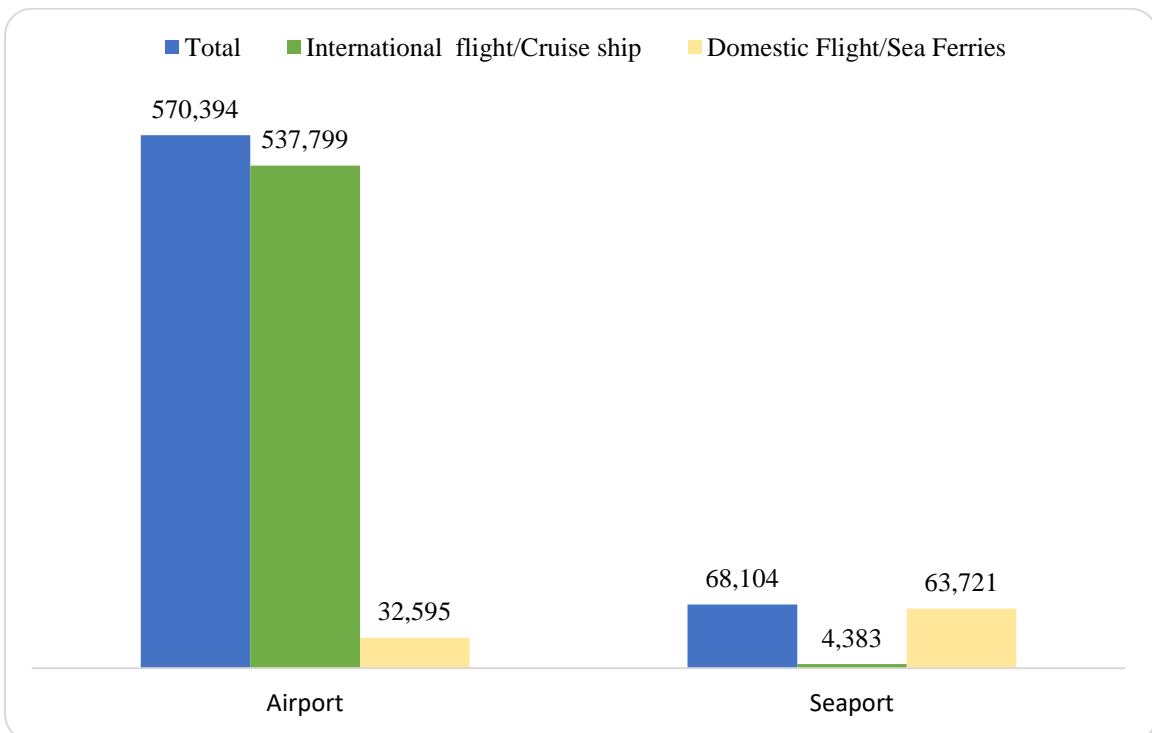


Table 2: Number of Recorded International Visitors Arrival by Entry Points, 2023

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	20,222	2,196	22,418	43	2,411	2,454
British	31,071	1,647	32,718	882	5,028	5,910
German	49,649	2,824	52,473	974	3,731	4,705
Italian	63,087	3,075	66,162	20	1,402	1,422
French	61,447	3,830	65,277	57	2,745	2,802
Dutch	14,428	1,159	15,587	55	1,386	1,441
Belgium	7,555	722	8,277	16	887	903
Russian	8,342	322	8,664	4	498	502
Turkish	4,638	209	4,847	0	643	643
Polish	44,280	1,533	45,813	6	470	476
Ukrainian	3,771	179	3,950	14	62	76
Czech Republic	15,713	718	16,431	0	201	201
Spanish	9,264	834	10,098	15	681	696
Other Europeans	79,329	4,844	84,173	118	3,128	3,246
Sub Total	412,796	24,092	436,888	2,204	23,273	25,477
ASIA						
Japanese	622	126	748	7	314	321
Chinese	3,841	300	4,141	9	2,642	2,651
Indian	5,875	370	6,245	49	3,250	3,299
Israeli	7,159	205	7,364	0	185	185
Other Asians	17,556	874	18,430	61	2,682	2,743
Sub Total	35,053	1,875	36,928	126	9,073	9,199
AFRICA						
Kenyan	11,042	907	11,949	28	6,669	6,697
South African	22,610	566	23,176	5	1,126	1,131
Egyptian	2,493	154	2,647	1	519	520
Other Africans	23,334	1,792	25,126	5	12,908	12,913
Sub Total	59,479	3,419	62,898	39	21,222	21,261
AMERICA						
American	19,326	1,666	20,992	1,518	6,050	7,568
Canadian	4,362	602	4,964	298	1,810	2,108
Other Americans	4,046	469	4,515	34	699	733
Sub Total	27,734	2,737	30,471	1,850	8,559	10,409
OCEANIA						
Australian	2,166	334	2,500	149	1,280	1,429
New Zealand	403	123	526	15	299	314
Sub Total	2,569	457	3,026	164	1,579	1,743
Not stated	168	15	183	-	15	15
Total	537,799	32,595	570,394	4,383	63,721	68,104

Figure 3: Monthly number of Recorded International Visitors Arrival by Entry Points, 2023

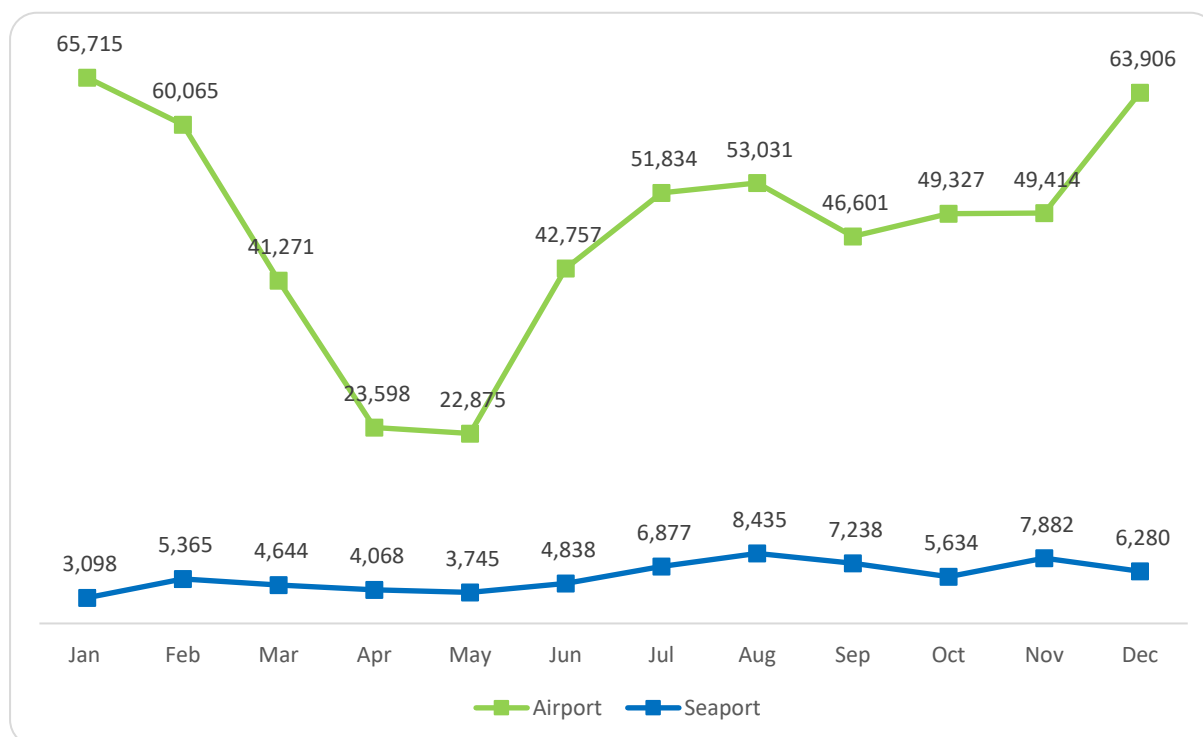


Table 3: Number of Recorded International Visitors Arrival by Month and Purpose of Visit, 2023

Month	Seeking employment	Temporary employment	Visiting friends and relatives	Holidays	Business and conference	In transit	others	Total
January	56	27	811	61,695	14	9	6,201	68,813
February	17	3	343	64,823	11	1	232	65,430
March	1	3	87	45,765	10	6	43	45,915
April	1	9	162	27,448	2	0	44	27,666
May	3	0	105	26,462	8	2	40	26,620
June	9	1	192	47,317	2	6	68	47,595
July	28	5	204	58,362	8	4	100	58,711
August	7	0	212	61,134	19	2	92	61,466
September	5	4	77	53,689	2	4	58	53,839
October	13	0	128	54,738	8	1	73	54,961
November	7	6	243	54,748	5	3	2,284	57,296
December	26	1	278	68,312	11	3	1,555	70,186
Total	173	59	2,842	624,493	100	41	10,790	638,498
Percent	0.0	0.0	0.4	97.8	0.0	0.0	1.7	100.0

Table 4: Number of Recorded International Visitors Arrival by Nationality and Sex, 2023

Nationality	Male	Female	Total
EUROPE			
Scandinavian	11,465	13,410	24,875
British	19,073	19,555	38,628
German	28,044	29,136	57,180
Italian	33,977	33,628	67,605
French	33,086	34,993	68,079
Dutch	8,522	8,506	17,028
Belgium	4,254	4,926	9,180
Russian	4,322	4,844	9,166
Turkish	3,128	2362	5,490
Polish	22,298	24,029	46,327
Ukrainian	1,788	2,242	4,030
Czech Republic	7,963	8,670	16,633
Spanish	5,425	5,369	10,794
Other Europeans	43,194	44,157	87,351
Sub Total	226,539	235,827	462,366
ASIA			
Japanese	649	421	1,070
Chinese	3,975	2,817	6,792
Indian	6,022	3,527	9,549
Israeli	3,561	3,989	7,550
Other Asians	12,311	8,859	21,170
Sub Total	26,518	19,613	46,131
AFRICA			
Kenyan	9,704	8,952	18,656
South African	12,263	12,044	24,307
Egyptian	2012	1155	3,167
Other Africans	20,766	17,272	38,038
Sub Total	44,745	39,423	84,168
AMERICA			
American	13,464	15,088	28,552
Canadian	3,506	3,566	7,072
Other Americans	2,677	2,565	5,242
Sub Total	19,647	21,219	40,866
OCEANIA			
Australian	2,004	1,925	3,929
New Zealand	432	408	840
Sub Total	2,436	2,333	4,769
Not stated	94	104	198
Total, 2023	319,979	318,519	638,498
Percent	50.1	49.9	100

Figure 4: International Visitors by Sex, 2023

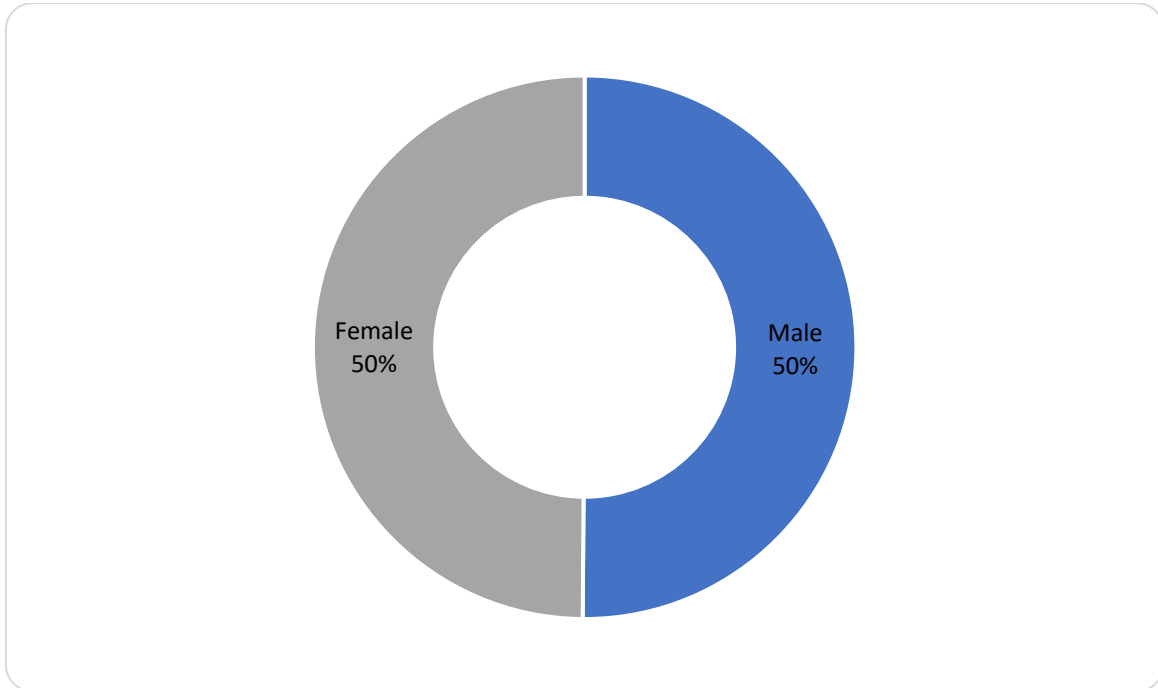


Figure 5: Monthly international Visitors by Sex, 2023

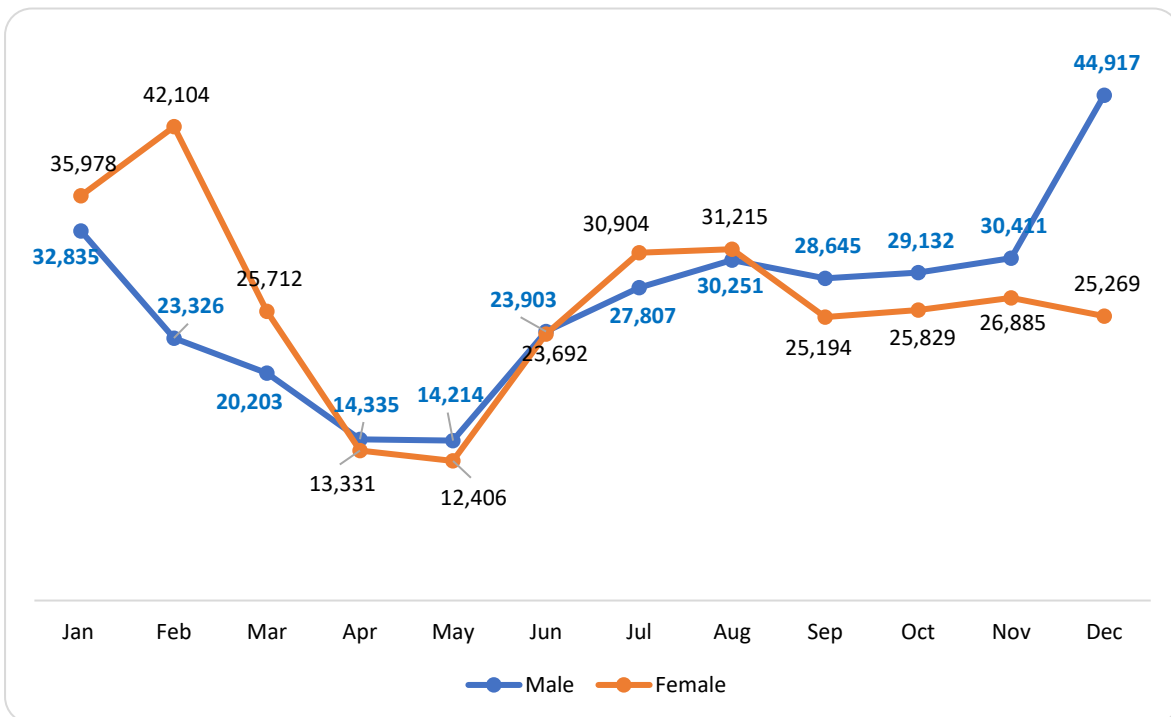


Figure 6: International Visitors by Categorized Age, 2023

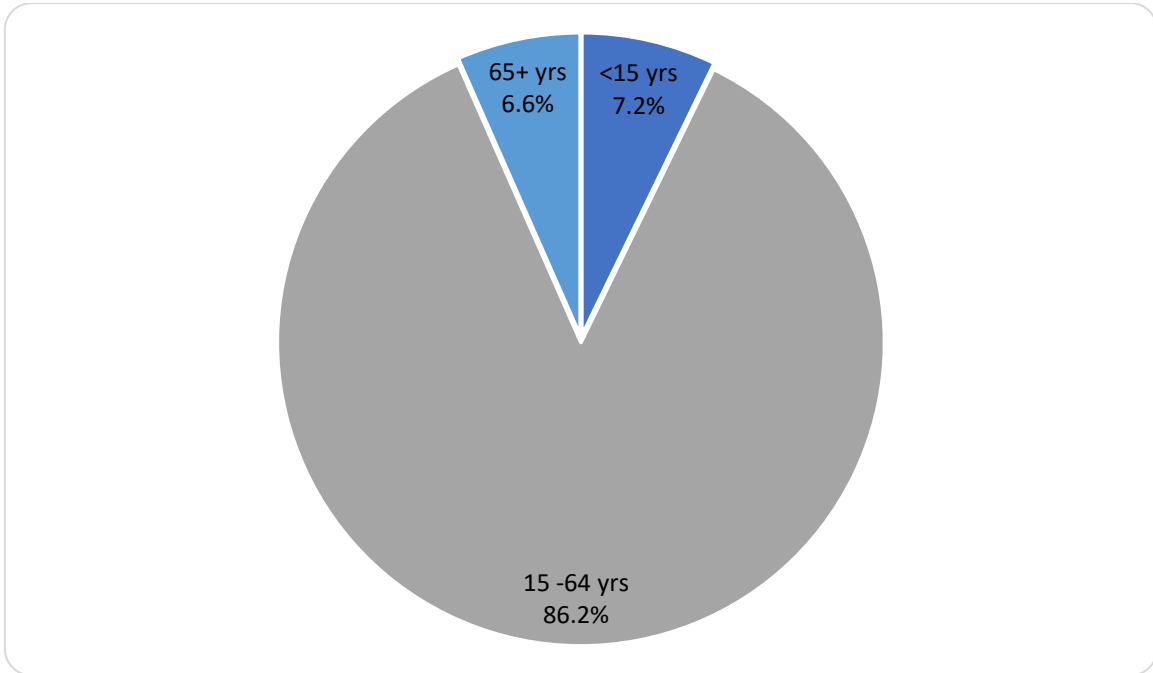


Figure 7: Monthly international Visitors by Categorized Age, 2023

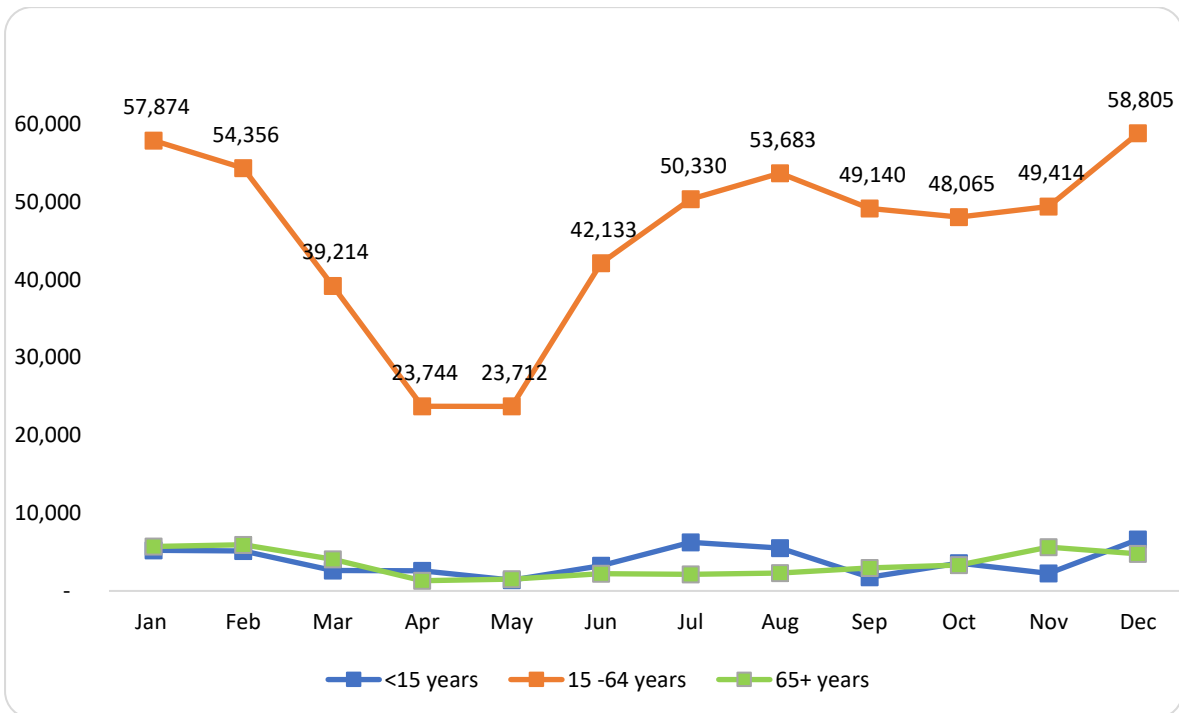


Table 5: Number of Recorded International Visitors by Nationality and Age Group, 2023

Nationality	<15 years	15 -64 years	65+ years	Total
EUROPE				
Scandinavian	2,291	20,831	1,750	24,872
British	2,910	31,669	4,049	38,628
German	2,898	50,359	3,921	57,178
Italian	4,836	57,384	5,364	67,584
French	5,357	58,558	4164	68,079
Dutch	1026	14,770	1232	17,028
Belgium	626	8,012	542	9,180
Russian	825	8,058	283	9,166
Turkish	423	4,946	121	5,490
Polish	3719	40,437	2133	46,289
Ukrainian	383	3,510	133	4,026
Czech Republic	1344	14,063	1225	16,632
Spanish	469	9,967	358	10,794
Other Europeans	6,587	75,756	5,012	87,355
Sub Total	33,694	398,320	30,287	462,301
ASIA				
Japanese	53	920	96	1069
Chinese	456	6,126	210	6,792
Indian	763	8,318	463	9,544
Israeli	823	6,345	381	7,549
Other Asians	1,444	18,303	1421	21,168
Sub Total	3,539	40,012	2,571	46,122
AFRICA				
Kenyan	1342	16,629	675	18,646
South African	2,102	20,990	1215	24,307
Egyptian	204	2,923	40	3,167
Other Africans	2485	34,762	791	38,038
Sub Total	6,133	75,304	2,721	84,158
AMERICA				
American	1,808	22,652	4,100	28,560
Canadian	516	5,318	1238	7,072
Other Americans	213	4,707	319	5,239
Sub Total	2,537	32,677	5,657	40,871
OCEANIA				
Australian	209	3,282	438	3,929
New Zealand	29	697	114	840
Sub Total	238	3,979	552	4,769
Not stated	27	178	72	277
Total	46,168	550,470	41,860	638,498
Percent	7.2	86.2	6.6	100.0

Figure 8: Visitors Arrival from Emerging Markets, 2023 and 2022

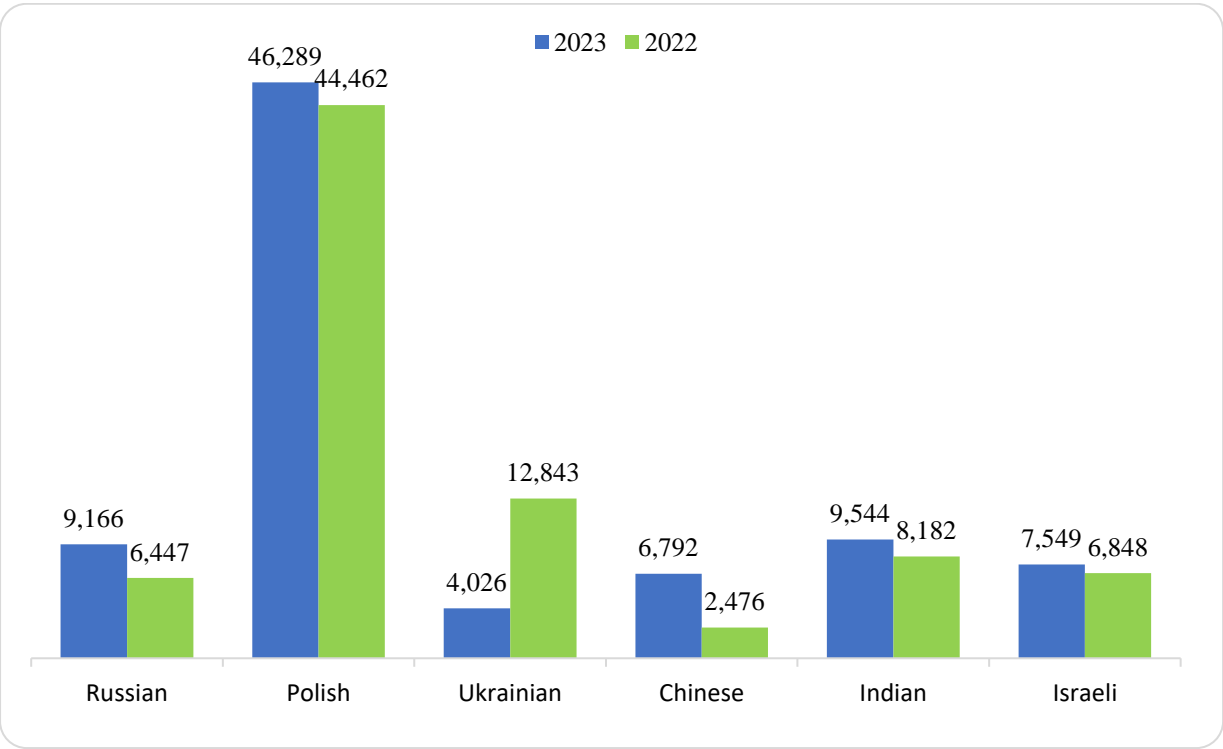


Table 6: Intended Length of Stay for International Visitors by Sex, 2023

Intended Length of Stay (Day)	Number of Arrival			Percentage	Total Nights		
	Male	Female	Total		Male	Female	Total
1	5,540	3,728	9,268	1.45	5,540	3,728	9,268
2	6,928	5,850	12,778	2.00	13,856	11,700	25,556
3	8,984	8,132	17,116	2.68	26,952	24,396	51,348
4	10,023	10,042	20,065	3.14	40,092	40,168	80,260
5	55,394	30,122	85,516	13.39	276,970	150,610	427,580
6	27,083	63,194	90,277	14.14	162,498	379,164	541,662
7	66,632	58,650	125,282	19.62	466,424	410,550	876,974
8	52,811	56,723	109,534	17.15	422,488	453,784	876,272
9	19,835	19,542	39,377	6.17	178,515	175,878	354,393
10	15,991	15,121	31,112	4.87	159,910	151,210	311,120
11	6,657	6,509	13,166	2.06	73,227	71,599	144,826
12	8,035	7,866	15,901	2.49	96,420	94,392	190,812
13	3,486	3,387	6,873	1.08	45,318	44,031	89,349
14	11,285	10,301	21,586	3.38	157,990	144,214	302,204
15	6,470	5,875	12,345	1.93	97,050	88,125	185,175
16	2,024	1,887	3,911	0.61	32,384	30,192	62,576
17	1,192	1,051	2,243	0.35	20,264	17,867	38,131
18	877	835	1,712	0.27	15,786	15,030	30,816
19	607	624	1,231	0.19	11,533	11,856	23,389
20	1,117	976	2,093	0.33	22,340	19,520	41,860
21	1,421	1,368	2,789	0.44	29,841	28,728	58,569
22	335	301	636	0.10	7,370	6,622	13,992
23	234	238	472	0.07	5,382	5,474	10,856
24	191	174	365	0.06	4,584	4,176	8,760
25	274	252	526	0.08	6,850	6,300	13,150
26	118	120	238	0.04	3,068	3,120	6,188
27	86	100	186	0.03	2,322	2,700	5,022
28	304	299	603	0.09	8,512	8,372	16,884
29	99	130	229	0.04	2,871	3,770	6,641
30	2,030	1,590	3,620	0.57	60,900	47,700	108,600
31	3,916	3,532	7,448	1.17	121,396	109,492	230,888
Total	319,979	318,519	638,498	100.00	2,578,653	2,564,468	5,143,121
	Average intended Length of Stay¹				8.1	8.1	8.1

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

Figure 9: Number of Recorded Visitors Arrival, 2019-2023

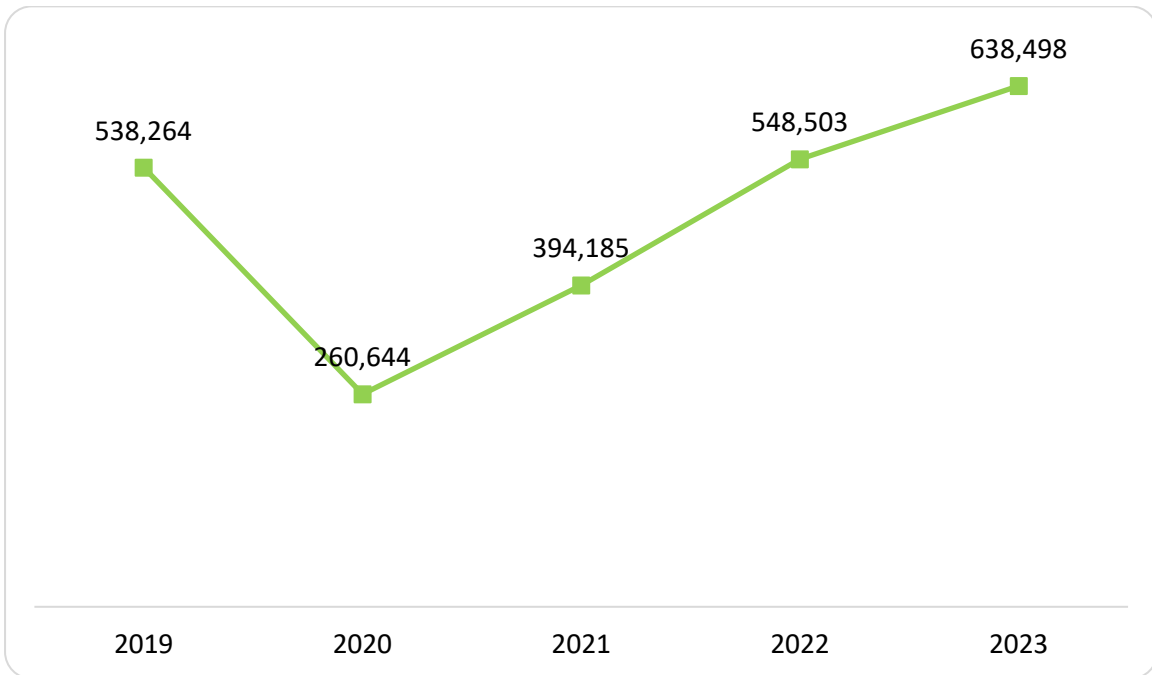
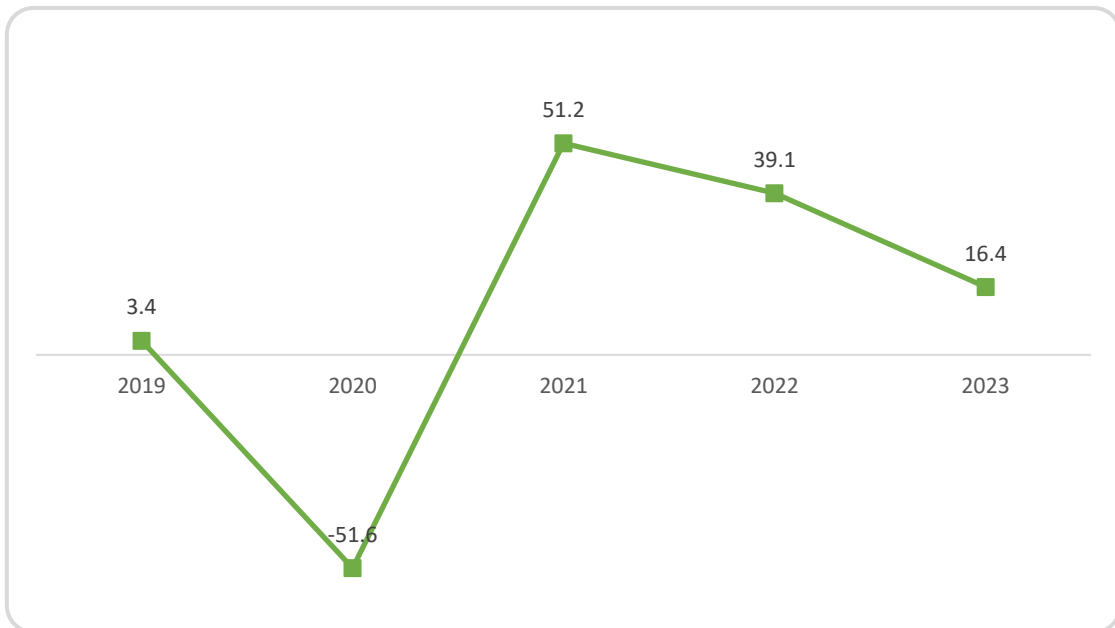


Figure 5: Percentage Growth Rate of International Visitors, 2019-2023



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

Nationality	2023	2022	Percentage Change
Russian	9,166	6,447	42.2
Polish	46,289	44,462	4.1
Ukrainian	4,026	12,843	-68.7
Chinese	6,792	2,476	174.3
Indian	9,544	8,182	16.6
Israeli	7,549	6,848	10.2
Total	83,366	81,258	2.6

Annex 2: Number of Recorded Visitors Arrival by Month, 2019-2023

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

Annex 3: Annual Records of Visitors Arrival by Nationality 2019-2023

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