



Tourism Release No.2



TOURISM STATISTICAL RELEASE FEBRUARY– 2025

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TOURISM STATISTICS

Zanzibar recorded **82,750** international visitors in February 2025, an increase of **16.4** percent compared with **71,095** visitors in February 2024 and a decrease of **1.6** percent compared with **84,069** visitors recorded in the preceding month (January 2025).

European tourists dominated the market by accounting for **77.1** percent of the total visitors in February 2025. Country-wise, the Italians dominated the Tourism market by accounting for **13.3** percent of all visitors entered in February 2025, followed by the French (**11.3** percent) while New Zealand recorded less than one percent (**0.04%**), the least. Other performances are as shown in (**Table 1**).

The data shows that in February 2025, **75,548** visitors, equivalent to **91.3** percent of the total visitors, entered through the Airport. **63,905** visitors entered by international flights and **11,643** by domestic flights. The remaining **7,202** visitors entered through the seaport, of whom **4** were entered by cruise ship and **7,198** were 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 February 2025, **82,189** visitors equivalent to **99.3** percent came for holidays, **0.6** percent for visiting friends and relatives and **0.1** percent for other purposes.

Table 4 and **Figure 2** show that **40,288** visitors (**48.7** percent) were male and **42,462** (**51.3** percent) were female. The number of males increased by **0.1** while females decreased by **3.1** percent, compared with January 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 working age population, and those 65 years and older are considered retirees. The overall results show that **5,496** visitors (**6.6** percent) visitors were aged less than 15 years, **69,095** visitors (**83.5** percent) were aged 15 to 64 years, and **8,159** visitors (**9.9** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The number of visitors from emerging markets in February 2025 (Poland, India, Russia, Israel, China, and Ukraine) increased by **17.8** percent compared with the number of visitors recorded in February 2024. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that a higher percentage of visitors (**23.9** percent) stayed in the country for seven days in February 2025. Visitors' average intended length of stay in February 2025 was eight (**8**) days.

A total of **825,468** bed spaces were available in February 2025. Estimates of **636,722** beds were sold during February 2025, representing a bed occupancy rate of **77.1** percent (**Table 7**).

Table 1: International Visitors by Nationality February 2025, January 2025 and February 2024

Nationality	February 2024			January 2025			February 2025			% Change February 2025 and January 2025	%Change, February 2025 and February 2024
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	3,611	5.1	5	3,746	4.5	6	5,004	6.0	5	33.6	38.6
British	3,529	5	6	3,640	4.3	7	3,795	4.6	6	4.3	7.5
German	5,806	8.2	4	5,401	6.4	4	6,544	7.9	4	21.2	12.7
Italian	9,695	13.6	1	11,725	13.9	1	10,977	13.3	1	-6.4	13.2
French	8,771	12.3	2	7,983	9.5	3	9,340	11.3	2	17.0	6.5
Dutch	1,929	2.7	9	2,598	3.1	9	2,974	3.6	8	14.5	54.2
Belgium	1,078	1.5	12	875	1.0	17	1,149	1.4	13	31.3	6.6
Russian	889	1.3	14	1,448	1.7	13	970	1.2	15	-33.0	9.1
Turkish	537	0.8	19	887	1.1	16	723	0.9	17	-18.5	34.6
Polish	6,938	9.8	3	8,150	9.7	2	8,242	10.0	3	1.1	18.8
Ukrainian	776	1.1	15	1,414	1.7	14	859	1.0	16	-39.3	10.7
Czech Republic	2,591	3.6	7	2,570	3.1	10	2,725	3.3	9	6.0	5.2
Spanish	587	0.8	18	909	1.1	15	526	0.6	19	-42.1	-10.4
Other European	11,998	16.9		10,779	12.8		9,898	12.0		-8.2	-17.5
Subtotal	58,735	82.6		62,125	73.9		63,726	77.1		2.6	8.5
ASIA											
Japanese	157	0.2	22	190	0.2	23	340	0.4	21	78.9	116.6
Chinese	1,090	1.5	11	1,570	1.9	12	1,281	1.5	12	-18.4	17.5
Indian	642	0.9	17	772	0.9	19	710	0.9	18	-8.0	10.6
Israeli	68	0.1	23	294	0.3	22	192	0.2	23	-34.7	182.4
Other Asian	1,645	2.3		2,329	2.8		2,015	2.4		-13.5	22.5
Subtotal	3,602	5.1		5,155	6.1		4,538	5.4		-12.0	26.0
AFRICA											
Kenyan	1,182	1.7	10	2,233	2.7	11	2,220	2.7	10	-0.6	87.8
South African	1,077	1.5	13	2,845	3.4	8	1,543	1.9	11	-45.8	43.3
Egyptian	320	0.5	21	304	0.4	21	280	0.3	22	-7.9	-12.5
Other African	2,353	3.3		5,008	6.0		4,637	5.6		-7.4	97.1
Subtotal	4,932	6.9		10,390	12.4		8,680	10.5		-16.5	76.0
AMERICA											
American	2,159	3	8	3,749	4.5	5	3,360	4.1	7	-10.4	55.6
Canadian	643	0.9	16	782	0.9	18	1,069	1.3	14	36.7	66.3
Other American	643	0.9		1,015	1.2		843	1.0		-16.9	31.1
Subtotal	3,445	4.8		5,546	6.6		5,272	6.4		-4.9	53.0
OCEANIA											
Australian	335	0.5	20	685	0.8	20	501	0.6	20	-26.9	49.6
New Zealand	46	0.1	24	155	0.2	24	33	0.0	24	-78.7	-28.3
Subtotal	381	0.5		840	1.0		534	0.6		-36.4	40.2
Not stated	0	0.0		13	0.0		0	0.0			
TOTAL	71,095	100		84,069	100.0		82,750	100.0		-1.6	16.4

Figure 1: International Visitors by Entry Points, February 2025

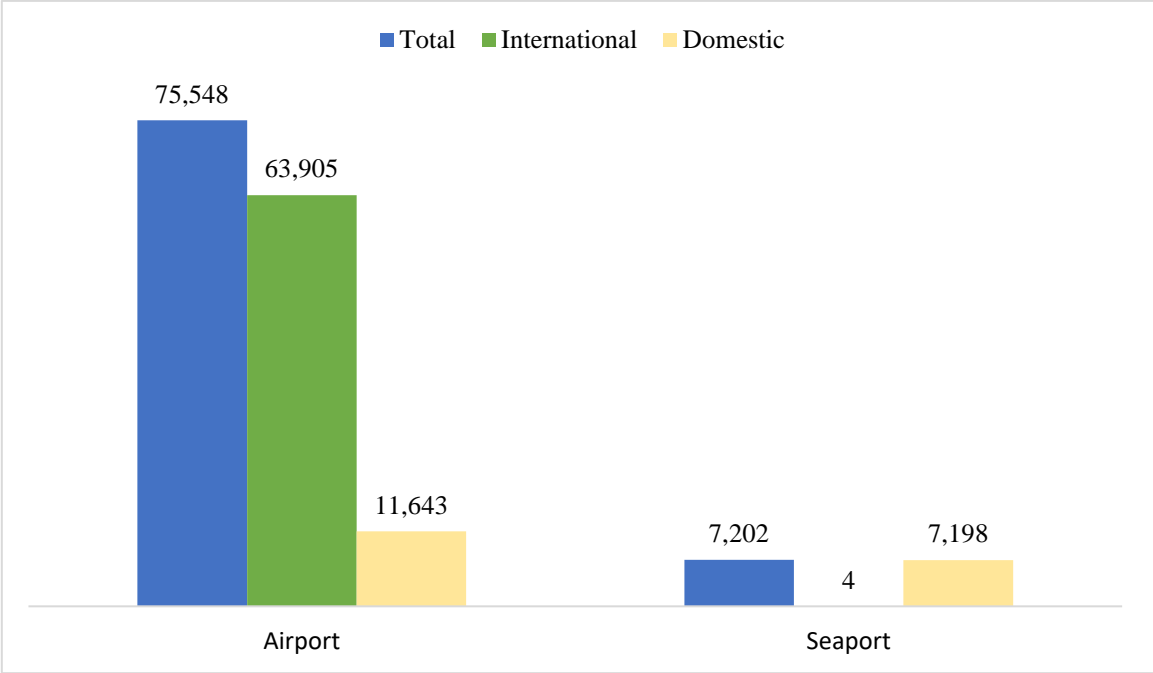


Table 2: International Visitors by Nationality through Entry Points, February 2025

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	3,669	840	4,509	0	495	495
British	2,785	470	3,255	2	538	540
German	4,875	1141	6,016	0	528	528
Italian	10,075	671	10,746	0	231	231
French	7,823	1074	8,897	0	443	443
Dutch	2,491	268	2,759	0	215	215
Belgium	737	268	1005	1	143	144
Russian	809	134	943	0	27	27
Turkish	439	168	607	0	116	116
Polish	7,762	369	8,131	1	110	111
Ukrainian	835	0	835	0	24	24
Czech Republic	2,629	34	2,663	0	62	62
Spanish	464	0	464	0	62	62
Other Europeans	8,247	1,143	9,390	0	508	508
Subtotal	53,640	6,580	60,220	4	3,502	3,506
ASIA						
Japanese	116	168	284	0	56	56
Chinese	550	470	1,020	0	261	261
Indian	297	168	465	0	245	245
Israeli	144	34	178	0	14	14
Other Asians	1,321	397	1,718	0	297	297
Subtotal	2,428	1,237	3,665	0	873	873
AFRICA						
Kenyan	1,154	470	1,624	0	596	596
South African	1,186	235	1,421	0	122	122
Egyptian	98	67	165	0	115	115
Other Africans	2,390	1075	3,465	0	1172	1,172
Subtotal	4,828	1,847	6,675	0	2,005	2,005
AMERICA						
American	1,613	1,241	2,854	0	506	506
Canadian	461	436	897	0	172	172
Other Americans	544	235	779	0	64	64
Subtotal	2,618	1,912	4,530	0	742	742
OCEANIA						
Australian	368	67	435	0	66	66
New Zealand	23	0	23	0	10	10
Subtotal	391	67	458	0	76	76
Not stated	0	0		0	0	0
TOTAL	63,905	11,643	75,548	4	7,198	7,202

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

Nationality	Holidays	Visiting Friends and Relative	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE								
Scandinavian	4,974	28	0	0	0	0	2	5,004
British	3,765	24	0	2	2	0	2	3,795
German	6,520	22	0	0	0	0	2	6,544
Italian	10,923	50	2	0	0	0	2	10,977
French	9,290	46	0	0	2	0	2	9,340
Dutch	2,966	8	0	0	0	0	0	2,974
Belgium	1,145	2	0	0	0	0	2	1,149
Russian	964	6	0	0	0	0	0	970
Turkish	720	3	0	0	0	0	0	723
Polish	8,212	17	8	2	0	0	3	8,242
Ukrainian	857	2	0	0	0	0	0	859
Czech Republic	2,711	14	0	0	0	0	0	2,725
Spanish	526	0	0	0	0	0	0	526
Other Europeans	9,801	40	2	2	2	0	51	9,898
Subtotal	63,374	262	12	6	6	0	66	63,726
ASIA								
Japanese	335	5	0	0	0	0	0	340
Chinese	1,251	23	0	0	7	0	0	1,281
Indian	704	2	0	0	2	0	2	710
Israeli	192	0	0	0	0	0	0	192
Other Asians	1,985	26	0	0	4	0	0	2,015
Subtotal	4,467	56	0	0	13	0	2	4,538
AFRICA								
Kenyan	2,198	18	0	0	2	0	2	2,220
South African	1,528	13	1	0	0	0	1	1,543
Egyptian	276	4	0	0	0	0	0	280
Other Africans	4,584	50	1	0	2	0	0	4,637
Subtotal	8,586	85	2	0	4	0	3	8,680
AMERICA								
American	3,328	24	0	0	3	0	5	3,360
Canadian	1,059	10	0	0	0	0	0	1,069
Other Americans	841	2	0	0	0	0	0	843
Subtotal	5,228	36	0	0	3	0	5	5,272
OCEANIA								
Australian	501	0	0	0	0	0	0	501
New Zealand	33	0	0	0	0	0	0	33
Subtotal	534	0	0	0	0	0	0	534
Not stated	0	0	0	0	0	0	0	0
TOTAL	82,189	439	14	6	26	0	76	82,750
TOTAL PERCENT	99.3	0.6	0.0	0.0	0.0	0.0	0.1	100

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	2,231	2,773	5,004
British	1,857	1,938	3,795
German	3,019	3,525	6,544
Italian	5,279	5,698	10,977
French	4,642	4,698	9,340
Dutch	1,420	1,554	2,974
Belgium	484	665	1,149
Russian	476	494	970
Turkish	495	228	723
Polish	3,889	4,353	8,242
Ukrainian	301	558	859
Czech Republic	1,204	1,521	2,725
Spanish	261	265	526
Other European Country	4,933	4,965	9,898
Subtotal	30,491	33,235	63,726
ASIA			
Japanese	146	194	340
Chinese	679	602	1,281
Indian	499	211	710
Israeli	81	111	192
Other Asian	1,305	710	2,015
Subtotal	2,710	1,828	4,538
AFRICA			
Kenyan	1,062	1,158	2,220
South African	701	842	1,543
Egyptian	205	75	280
Other African	2,434	2,203	4,637
Subtotal	4,402	4,278	8,680
AMERICA			
American	1,339	2,021	3,360
Canadian	541	528	1,069
Other American	509	334	843
Subtotal	2,389	2,883	5,272
OCEANIA			
Australian	282	219	501
New Zealand	14	19	33
Subtotal	1,062	238	534
Not stated	0	0	0
TOTAL FEBRUARY 2025	40,288	42,462	82,750
TOTAL JANUARY 2025	40,229	43,840	84,069
TOTAL PERCENT	48.7	51.3	100
% CHANGE, FEBRUARY 2025 AND JANUARY 2025	0.1	-3.1	-1.6

Figure 2: International Visitors by Sex, February 2025

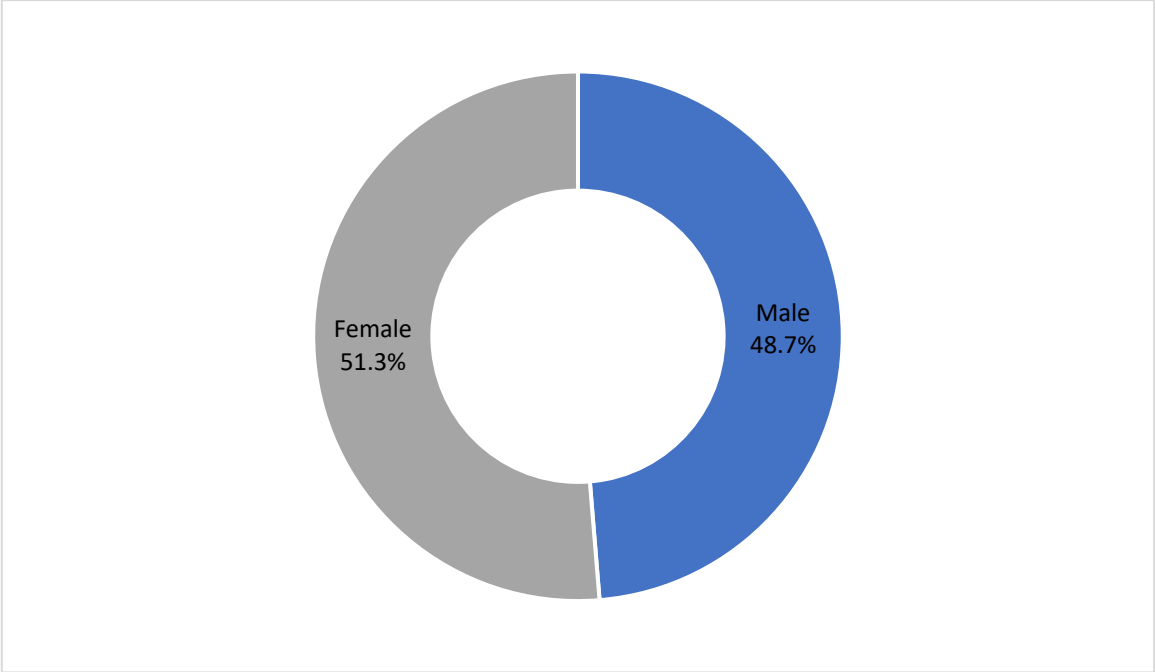


Figure 3: International Visitors by Categorized Age, February 2025

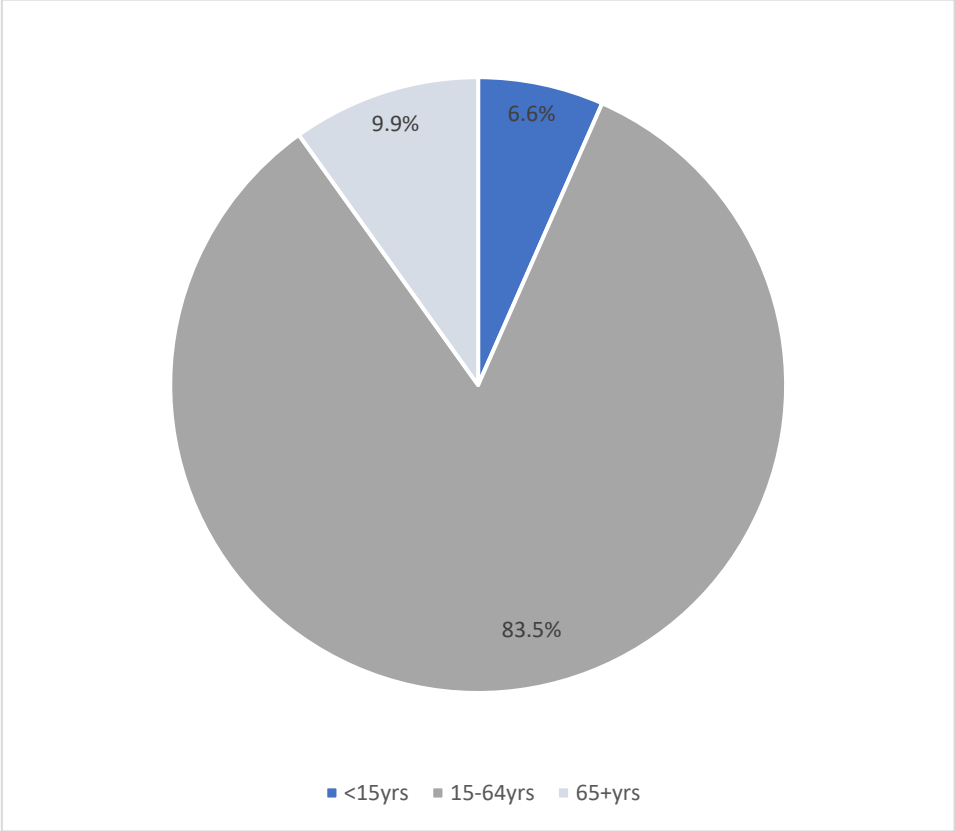


Table 5: International Visitors by Nationality and Categorized Age, February 2025

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	513	3,973	518	5,004
British	161	2,992	642	3,795
German	180	5,376	988	6,544
Italian	734	8,641	1,602	10,977
French	957	7,439	944	9,340
Dutch	171	2,505	298	2,974
Belgium	83	945	121	1,149
Russian	85	847	38	970
Turkish	17	678	28	723
Polish	799	6,925	518	8,242
Ukrainian	69	741	49	859
Czech Republic	260	2,213	252	2,725
Spanish	23	465	38	526
Other European	675	8,413	810	9,898
Subtotal	4,727	52,153	6,846	63,726
ASIA				
Japanese	5	287	48	340
Chinese	110	1,133	38	1,281
Indian	24	654	32	710
Israeli	12	161	19	192
Other Asian	21	1,888	106	2,015
Subtotal	172	4,123	243	4,538
AFRICA				
Kenyan	135	2,028	57	2,220
South African	65	1,397	81	1,543
Egyptian	14	258	8	280
Other African	175	4,366	96	4,637
Subtotal	389	8,049	242	8,680
AMERICA				
American	109	2,758	493	3,360
Canadian	37	821	211	1,069
Other American	34	750	59	843
Subtotal	180	4,329	763	5,272
OCEANIA				
Australian	28	408	65	501
New Zealand	0	33	0	33
Subtotal	28	441	65	534
Not stated	0	0	0	0
TOTAL	5,496	69,095	8,159	82,750
TOTAL (%)	6.6	83.5	9.9	100

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

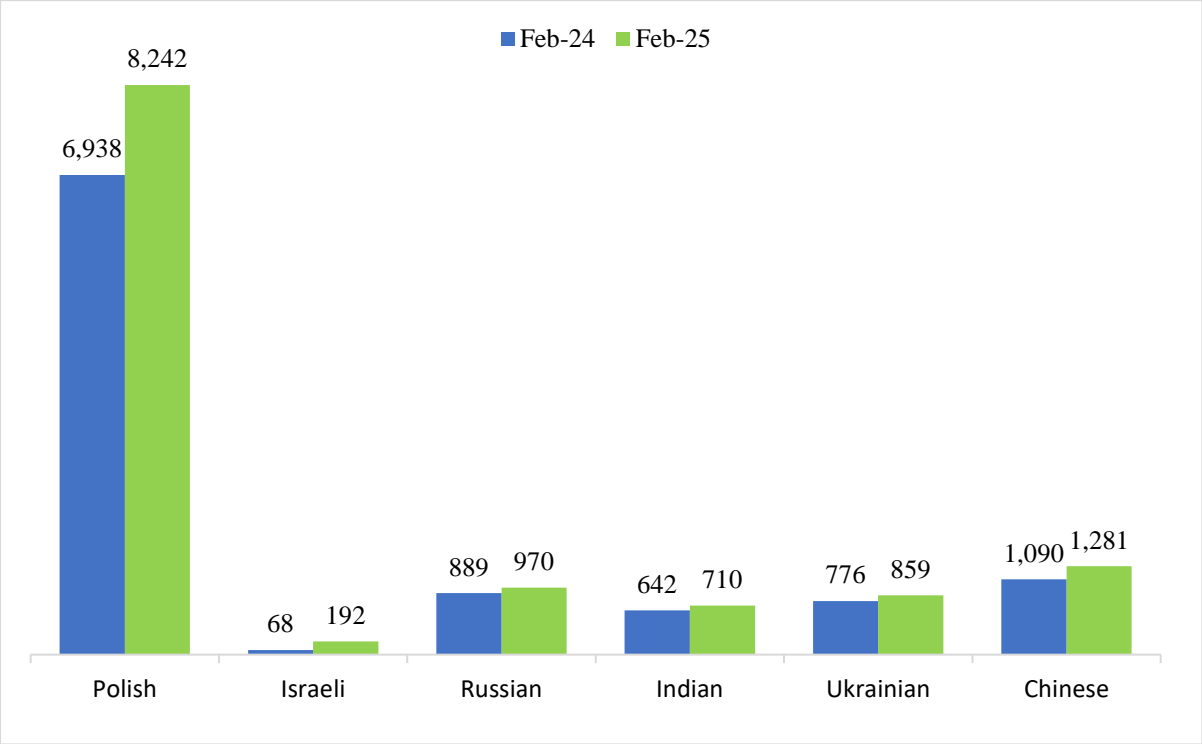


Table 6: Intended Length of Stay and Sex of International Visitors, February 2025

	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	394	203	597	0.7	394	203	597
2	574	406	980	1.2	1,148	812	1,960
3	686	656	1,342	1.6	2,058	1,968	4,026
4	939	947	1,886	2.3	3,756	3,788	7,544
5	10,472	2,880	13,352	16.1	52,360	14,400	66,760
6	2,340	8,292	10,632	12.8	14,040	49,752	63,792
7	9,153	10,619	19,772	23.9	64,071	74,333	138,404
8	7,570	8,899	16,469	19.9	60,560	71,192	131,752
9	1,110	1,247	2,357	2.8	9,990	11,223	21,213
10	1,727	2,079	3,806	4.6	17,270	20,790	38,060
11	1,080	1,445	2,525	3.1	11,880	15,895	27,775
12	1,209	1,513	2,722	3.3	14,508	18,156	32,664
13	307	416	723	0.9	3,991	5,408	9,399
14	1,087	1,092	2,179	2.6	15,218	15,288	30,506
15	693	758	1,451	1.8	10,395	11,370	21,765
16	247	267	514	0.6	3,952	4,272	8,224
17	77	98	175	0.2	1,309	1,666	2,975
18	86	114	200	0.2	1,548	2,052	3,600
19	29	33	62	0.1	551	627	1,178
20	96	78	174	0.2	1,920	1,560	3,480
21	118	134	252	0.3	2,478	2,814	5,292
22	22	47	69	0.1	484	1,034	1,518
23	24	17	41	0.0	552	391	943
24	19	23	42	0.1	456	552	1,008
25	25	19	44	0.1	625	475	1,100
26	9	13	22	0.0	234	338	572
27	8	28	36	0.0	216	756	972
28	35	27	62	0.1	980	756	1,736
29	5	12	17	0.0	145	348	493
30	145	98	243	0.3	4,350	2,940	7,290
31+	2	2	4	0.0	62	62	124
Total	40,288	42,462	82,750	100.0	301,501	335,221	636,722
	Intended Average Length of Stay ¹				7.5	7.9	7.7

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, February 2025

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	597	0.7	597
2	980	1.2	1,960
3	1,342	1.6	4,026
4	1,886	2.3	7,544
5	13,352	16.1	66,760
6	10,632	12.8	63,792
7	19,772	23.9	138,404
8	16,469	19.9	131,752
9	2,357	2.8	21,213
10	3,806	4.6	38,060
11	2,525	3.1	27,775
12	2,722	3.3	32,664
13	723	0.9	9,399
14	2,179	2.6	30,506
15	1,451	1.8	21,765
16	514	0.6	8,224
17	175	0.2	2,975
18	200	0.2	3,600
19	62	0.1	1,178
20	174	0.2	3,480
21	252	0.3	5,292
22	69	0.1	1,518
23	41	0.0	943
24	42	0.1	1,008
25	44	0.1	1,100
26	22	0.0	572
27	36	0.0	972
28	62	0.1	1,736
29	17	0.0	493
30	243	0.3	7,290
31+	4	0.0	124
Total	82,750	100.0	636,722
Number of beds available in February 2025			825,468
Bed Occupancy Rate			77.1

Annex I: Visitors Arrival from Emerging Markets, February 2024, February 2025 & January 2025

Nationality	February 2024	January 2025	February 2025	% Change February 2025 and February 2024	% Change February 2025 and January 2025
Russian	889	1,448	970	9.1	-33.0
Polish	6,938	8,150	8,242	18.8	1.1
Ukrainian	776	1,414	859	10.7	-39.3
Chinese	1,090	1,570	1,281	17.5	-18.4
Indian	642	772	710	10.6	-8.0
Israeli	68	294	192	182.4	-34.7
Total	10,403	13,648	12,254	17.8	-10.2

Annex II: International Visitors by Month, 2020 - 2025

Month	2020	2021	2022	2023	2024	2025
January	61,461	49,868	42,443	68,813	73,468	84,069
February	61,752	51,574	46,995	65,430	71,095	82,750
March	33,801	43,821	38,762	45,915	51,873	
April	334	13,839	20,540	27,666	28,995	
May	197	9,280	20,450	26,620	29,995	
June	353	20,416	34,013	47,595	51,559	
July	3,079	29,714	58,157	58,711	68,223	
August	4,366	34,425	61,388	61,466	72,296	
September	5,422	25,817	46,338	53,839	60,731	
October	12,157	31,826	57,547	54,961	69,860	
November	29,128	35,438	55,150	57,296	67,049	
December	48,594	48,167	66,720	70,186	91,611	
Total	260,644	394,185	548,503	638,498	736,755	166,819

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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Zanzibar Commission for Tourism

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