



Tourism Release No.1



TOURISM STATISTICAL RELEASE JANUARY– 2025

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TOURISM STATISTICS

Zanzibar recorded **84,069** international visitors in January 2025, an increase of **14.4** percent compared with **73,468** visitors in January 2024 and a decrease of **8.2** percent compared with **91,611** visitors recorded in the preceding month (December 2024).

European tourists dominated the market by accounting for **73.9** percent of the total visitors in January 2025. Country-wise, the Italians dominated the Tourism market by accounting for **13.9** percent of all visitors entered in January 2025, followed by Polish (**9.7** percent) while New Zealand recorded less than one percent (**0.2%**), the least. Other performances are as shown in **(Table 1)**.

The data shows that in January 2025, **75,767** visitors, equivalent to **90.1** percent of the total visitors, entered through the Airport. **65,658** visitors entered by international flights and **10,109** by domestic flights. The remaining **8,302** visitors entered through the seaport, of whom **3** were entered by cruise ship and **8,299** 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 January 2025, **83,690** 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 **40,229** visitors (**47.9** percent) were male and **43,840** (**52.1** percent) were female. The number of males and females decreased by **0.9** and **14.1** percent, respectively, compared with December 2024.

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 **4,536** visitors (**5.4** percent) visitors were aged less than 15 years, **70,476** visitors (**83.8** percent) were aged 15 to 64 years, and **9,057** visitors (**10.8** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The number of visitors from emerging markets in January 2025 (Poland, India, Russia, Israel, China, and Ukraine) increased by **11.2** percent compared with the number of visitors recorded in January 2024. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that a higher percentage of visitors (**26.2** percent) stayed in the country for seven days in January 2025. Visitors' average intended length of stay in January 2025 was eight (**8**) days.

A total of **913,911** bed spaces were available in January 2025. Estimates of **698,762** beds were sold during January 2025, representing a bed occupancy rate of **76.5** percent (**Table 7**).

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

Nationality	January 2024			December 2024			January 2025			% Change January 2025 and December 2024	% Change, January 2025 and January 2024
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	3,300	4.5	5	4,065	4.4	8	3,746	4.5	6	-7.8	13.5
British	3,202	4.4	6	4,068	4.4	7	3,640	4.3	7	-10.5	13.7
German	5,212	7.1	4	5,333	5.8	5	5,401	6.4	4	1.3	3.6
Italian	11,173	15.2	1	12,552	13.7	1	11,725	13.9	1	-6.6	4.9
French	7,119	9.7	3	6,572	7.2	3	7,983	9.5	3	21.5	12.1
Dutch	2,009	2.7	9	3,295	3.6	10	2,598	3.1	9	-21.2	29.3
Belgium	696	0.9	15	1,305	1.4	16	875	1.0	17	-33.0	25.7
Russian	977	1.3	13	1009	1.1	17	1,448	1.7	13	43.5	48.2
Turkish	671	0.9	16	724	0.8	19	887	1.1	16	22.5	32.2
Polish	9,295	12.7	2	5,916	6.5	4	8,150	9.7	2	37.8	-12.3
Ukrainian	845	1.2	14	1622	1.8	12	1,414	1.7	14	-12.8	67.3
Czech Republic	2,202	3	8	3,234	3.5	11	2,570	3.1	10	-20.5	16.7
Spanish	560	0.8	17	1,478	1.6	14	909	1.1	15	-38.5	62.3
Other European	12,374	16.8		11,226	12.3		10,779	12.8		-4.0	-12.9
Subtotal	59,635	81.2		62,399	68.1		62,125	73.9		0	4
ASIA											
Japanese	123	0.2	22	174	0.2	24	190	0.2	23	9.2	54.5
Chinese	537	0.7	19	982	1.1	18	1,570	1.9	12	59.9	192.4
Indian	539	0.7	18	1353	1.5	15	772	0.9	19	-42.9	43.2
Israeli	85	0.1	23	628	0.7	21	294	0.3	22	-53.2	245.9
Other Asian	1,626	2.2		2,109	2.3		2,329	2.8		10.4	43.2
Subtotal	2,910	4		5,246	5.7		5,155	6.1		-1.7	77.1
AFRICA											
Kenyan	1,069	1.5	12	4,260	4.7	6	2,233	2.7	11	-47.6	108.9
South African	1,738	2.4	10	7,252	7.9	2	2,845	3.4	8	-60.8	63.7
Egyptian	246	0.3	21	261	0.3	22	304	0.4	21	16.5	23.6
Other African	2,869	3.9		4,989	5.4		5,008	6.0		0.4	74.6
Subtotal	5,922	8.1		16,762	18.3		10,390	12.4		-38.0	75.4
AMERICA											
American	2,755	3.7	7	4,006	4.4	9	3,749	4.5	5	-6.4	36.1
Canadian	1,089	1.5	11	1572	1.7	13	782	0.9	18	-50.3	-28.2
Other American	593	0.8		729	0.8		1,015	1.2		39.2	71.2
Subtotal	4,437	6		6,307	6.9		5,546	6.6		-12.1	25.0
OCEANIA											
Australian	496	0.7	20	699	0.8	20	685	0.8	20	-2.0	38.1
New Zealand	55	0.1	24	180	0.2	23	155	0.2	24	-13.9	181.8
Subtotal	551	0.7		879	1.0		840	1.0		-4.4	52.5
Not stated	13	0		18	0.0		13	0.0			
TOTAL	73,468	100		91,611	100.0		84,069	100.0		-8.2	14.4

Figure 1: International Visitors by Entry Points, January 2025

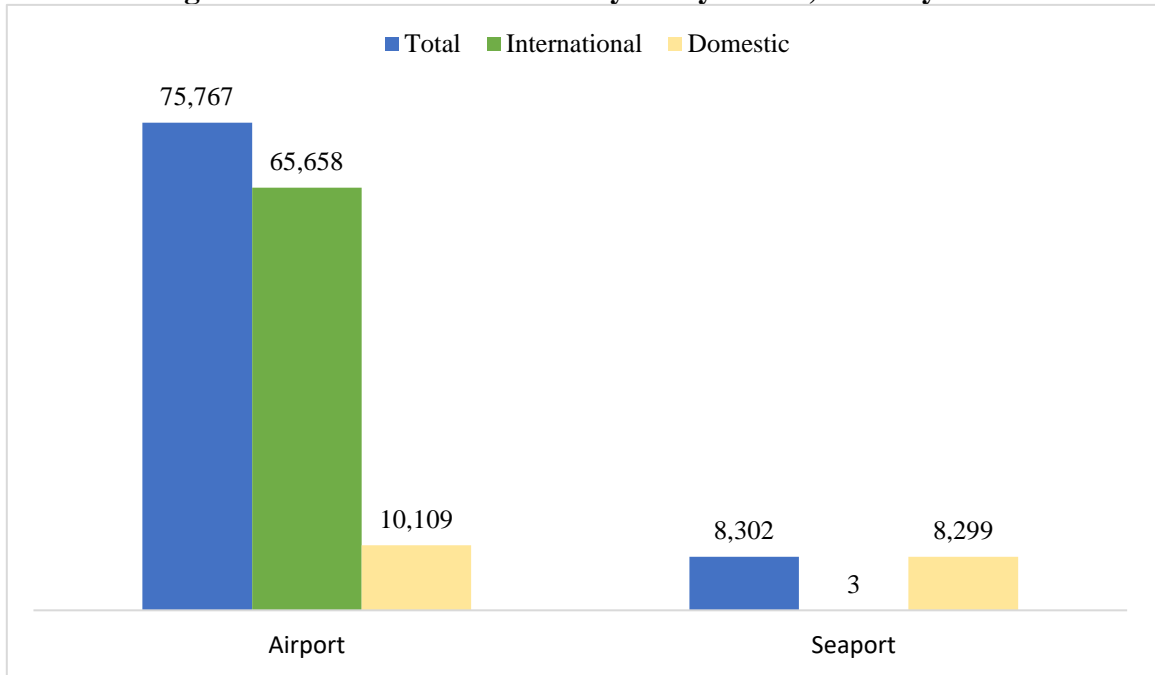


Table 2: International Visitors by Nationality through Entry Points, January 2025

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	2,645	492	3,137	0	609	609
British	2,541	748	3,289	2	349	351
German	4,368	598	4,966	0	435	435
Italian	11,145	413	11,558	0	167	167
French	6,800	919	7,719	0	264	264
Dutch	2,368	64	2,432	0	166	166
Belgium	729	107	836	0	39	39
Russian	809	556	1,365	0	83	83
Turkish	777	21	798	0	89	89
Polish	8,024	43	8,067	0	83	83
Ukrainian	1,384	21	1,405	0	9	9
Czech Republic	2,502	43	2,545	0	25	25
Spanish	690	171	861	0	48	48
Other Europeans	8,655	1,601	10,256	0	523	523
Subtotal	53,437	5,797	59,234	2	2,889	2,891
ASIA						
Japanese	116	21	137	0	53	53
Chinese	622	427	1,049	0	521	521
Indian	490	21	511	0	261	261
Israeli	229	43	272	0	22	22
Other Asians	1,641	255	1,896	0	433	433
Subtotal	3,098	767	3,865	0	1,290	1,290
AFRICA						
Kenyan	1,158	470	1,628	0	605	605
South African	2,380	321	2,701	0	144	144
Egyptian	170	64	234	0	70	70
Other Africans	2,512	340	2,852	0	2156	2,156
Subtotal	6,220	1,195	7,415	0	2,975	2,975
AMERICA						
American	1,551	1,560	3,111	1	637	638
Canadian	461	107	568	0	214	214
Other Americans	596	363	959	0	56	56
Subtotal	2,608	2,030	4,638	1	907	908
OCEANIA						
Australian	259	235	494	0	191	191
New Zealand	23	85	108	0	47	47
Subtotal	282	320	602	0	238	238
Not stated	13	0	13	0	0	0
TOTAL	65,658	10,109	75,767	3	8,299	8,302

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

Nationality	Holidays	Visiting Friends and Relative	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE								
Scandinavian	3,729	16	0	0	0	0	1	3,755
British	3,624	12	0	0	2	0	2	3,625
German	5,382	12	0	2	2	2	1	5,399
Italian	11,675	40	5	0	0	0	5	11,710
French	7,954	14	0	0	5	1	9	7,960
Dutch	2,579	17	0	0	2	0	0	2,604
Belgium	875	0	0	0	0	0	0	873
Russian	1,444	4	0	0	0	0	0	1,430
Turkish	881	6	0	0	0	0	0	891
Polish	8,111	25	4	0	4	0	6	8,153
Ukrainian	1,412	2	0	0	0	0	0	1,415
Czech Republic	2,561	6	0	0	0	1	2	2,569
Spanish	906	3	0	0	0	0	0	905
Other Europeans	10,729	37	0	0	0	0	13	10,748
Subtotal	61,862	194	9	2	15	4	39	62,037
ASIA								
Japanese	186	0	0	0	0	0	4	193
Chinese	1,565	5	0	0	0	0	0	1,579
Indian	769	3	0	0	0	0	0	785
Israeli	294	0	0	0	0	0	0	293
Other Asians	2,308	0	5	0	0	9	7	2,337
Subtotal	5,122	8	5	0	0	9	11	5,187
AFRICA								
Kenyan	2,228	5	0	0	0	0	0	2,245
South African	2,829	16	0	0	0	0	0	2,839
Egyptian	301	3	0	0	0	0	0	306
Other Africans	4,973	21	0	0	9	0	5	5,093
Subtotal	10,331	45	0	0	9	0	5	10,483
AMERICA								
American	3,736	10	0	0	3	0	0	3,717
Canadian	774	2	0	0	0	0	6	789
Other Americans	1,012	3	0	0	0	0	0	1,004
Subtotal	5,522	15	0	0	3	0	6	5,510
OCEANIA								
Australian	685	0	0	0	0	0	0	685
New Zealand	155	0	0	0	0	0	0	154
Subtotal	840	0	0	0	0	0	0	839
Not stated	13	0	0	0	0	0	0	13
TOTAL	83,690	262	14	2	27	13	61	84,069
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, January 2025

Nationality	Male	Female	Total
EUROPE			
Scandinavian	1,612	2,134	3,746
British	1,761	1,879	3,640
German	2,587	2,814	5,401
Italian	5,670	6,055	11,725
French	3,843	4,140	7,983
Dutch	1,235	1,363	2,598
Belgium	439	436	875
Russian	675	773	1,448
Turkish	554	333	887
Polish	3,970	4,180	8,150
Ukrainian	533	881	1,414
Czech Republic	1,216	1,354	2,570
Spanish	399	510	909
Other European Country	5,050	5,729	10,779
Subtotal	29,544	32,581	62,125
ASIA			
Japanese	83	107	190
Chinese	813	757	1,570
Indian	447	325	772
Israeli	170	124	294
Other Asian	1,358	971	2,329
Subtotal	2,871	2,284	5,155
AFRICA			
Kenyan	1,104	1,129	2,233
South African	1,240	1,605	2,845
Egyptian	193	111	304
Other African	2,295	2,713	5,008
Subtotal	4,832	5,558	10,390
AMERICA			
American	1,696	2,053	3,749
Canadian	374	408	782
Other American	515	500	1,015
Subtotal	2,585	2,961	5,546
OCEANIA			
Australian	309	376	685
New Zealand	88	67	155
Subtotal	397	443	840
Not stated	0	13	13
TOTAL JANUARY 2025	40,229	43,840	84,069
TOTAL DECEMBER 2024	40,596	51,015	91,611
TOTAL PERCENT	47.9	52.1	100
% CHANGE, JANUARY 2025 AND DECEMBER 2024	-0.9	-14.1	-8.2

Figure 2: International Visitors by Sex, January 2025

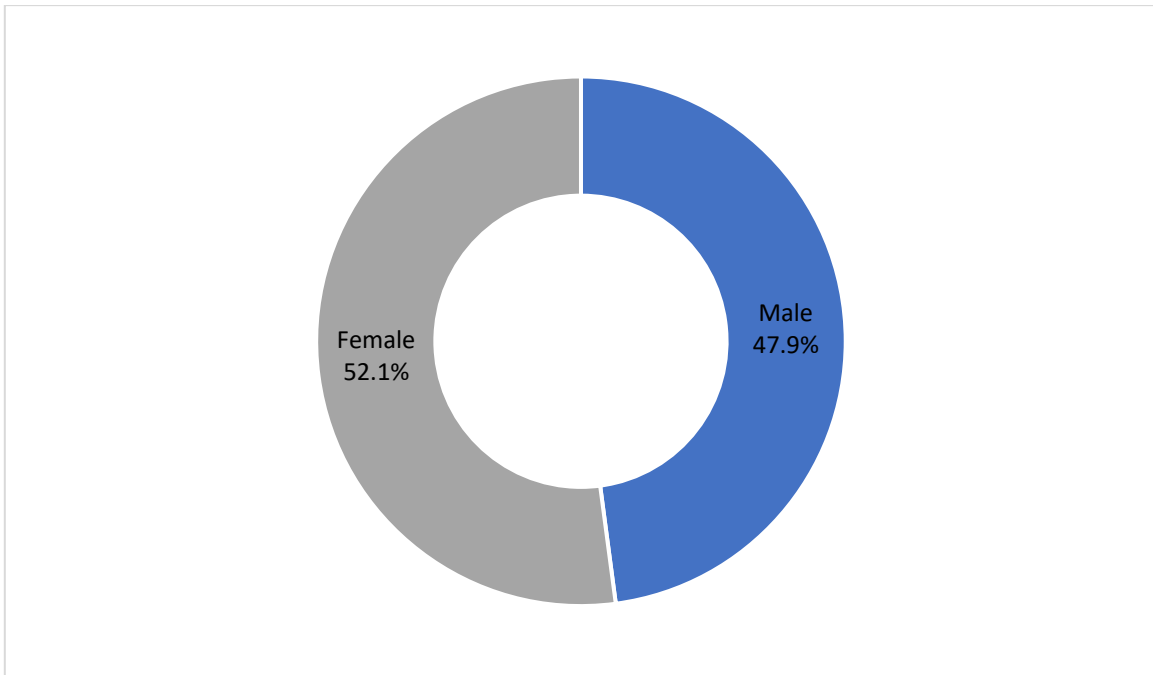


Figure 3: International Visitors by Categorized Age, January 2025

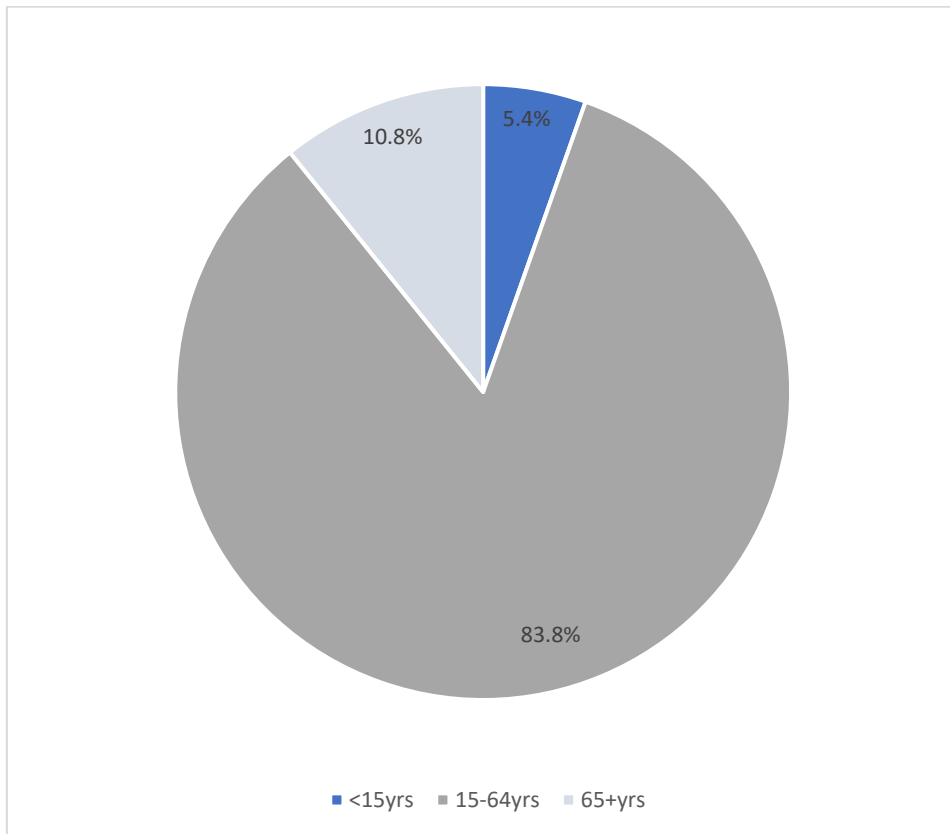


Table 5: International Visitors by Nationality and Categorized Age, January 2025

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	203	3,077	466	3,746
British	56	2,613	971	3,640
German	168	4,353	880	5,401
Italian	742	9,324	1,659	11,725
French	177	6,537	1,269	7,983
Dutch	54	2,170	374	2,598
Belgium	21	724	130	875
Russian	122	1,269	57	1,448
Turkish	83	781	23	887
Polish	729	6,972	449	8,150
Ukrainian	159	1,216	39	1,414
Czech Republic	135	2,172	263	2,570
Spanish	30	836	43	909
Other European	578	9,290	911	10,779
Subtotal	3,257	51,334	7,534	62,125
ASIA				
Japanese	8	172	10	190
Chinese	146	1,364	60	1,570
Indian	33	714	25	772
Israeli	8	277	9	294
Other Asian	112	2,063	154	2,329
Subtotal	307	4,590	258	5,155
AFRICA				
Kenyan	148	1,966	119	2,233
South African	251	2,469	125	2,845
Egyptian	6	295	3	304
Other African	291	4,619	98	5,008
Subtotal	696	9,349	345	10,390
AMERICA				
American	151	3,010	588	3,749
Canadian	34	578	170	782
Other American	40	880	95	1,015
Subtotal	225	4,468	853	5,546
OCEANIA				
Australian	48	580	57	685
New Zealand	3	142	10	155
Subtotal	51	722	67	840
Not stated	0	13	0	13
TOTAL	4,536	70,476	9,057	84,069
TOTAL (%)	5.4	83.8	10.8	100

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

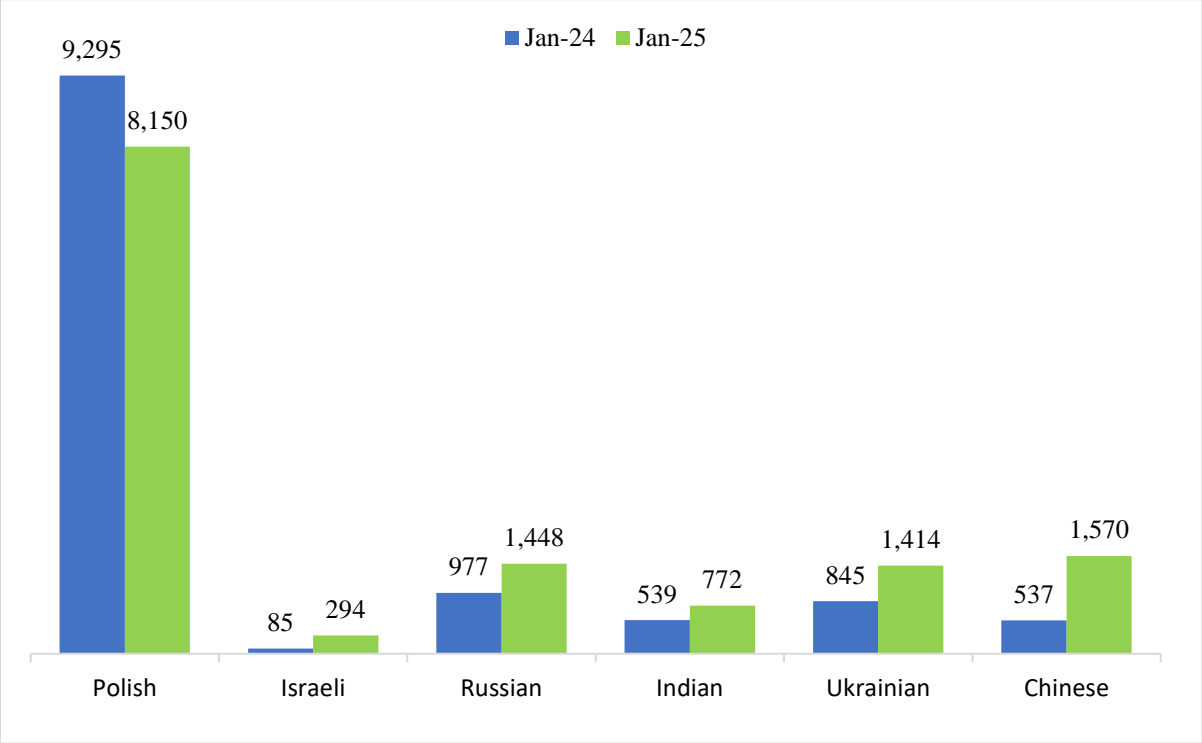


Table 6: Intended Length of Stay and Sex of International Visitors, January 2025

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	596	531	1,127	1.3	596	531	1,127
2	574	431	1,005	1.2	1,148	862	2,010
3	745	749	1,494	1.8	2,235	2,247	4,482
4	805	885	1,690	2.0	3,220	3,540	6,760
5	4,924	3,238	8,162	9.7	24,620	16,190	40,810
6	2,157	2,409	4,566	5.4	12,942	14,454	27,396
7	10,253	11,750	22,003	26.2	71,771	82,250	154,021
8	8,494	10,287	18,781	22.3	67,952	82,296	150,248
9	2,671	3,250	5,921	7.0	24,039	29,250	53,289
10	2,297	2,561	4,858	5.8	22,970	25,610	48,580
11	1,353	1,731	3,084	3.7	14,883	19,041	33,924
12	1,186	1,383	2,569	3.1	14,232	16,596	30,828
13	412	474	886	1.1	5,356	6,162	11,518
14	1,517	1,731	3,248	3.9	21,238	24,234	45,472
15	894	951	1,845	2.2	13,410	14,265	27,675
16	245	288	533	0.6	3,920	4,608	8,528
17	119	137	256	0.3	2,023	2,329	4,352
18	91	131	222	0.3	1,638	2,358	3,996
19	62	71	133	0.2	1,178	1,349	2,527
20	108	112	220	0.3	2,160	2,240	4,400
21	262	239	501	0.6	5,502	5,019	10,521
22	54	73	127	0.2	1,188	1,606	2,794
23	36	53	89	0.1	828	1,219	2,047
24	18	29	47	0.1	432	696	1,128
25	38	31	69	0.1	950	775	1,725
26	10	21	31	0.0	260	546	806
27	20	17	37	0.0	540	459	999
28	33	47	80	0.1	924	1,316	2,240
29	21	14	35	0.0	609	406	1,015
30	223	183	406	0.5	6,690	5,490	12,180
31+	11	33	44	0.1	341	1,023	1,364
Total	40,229	43,840	84,069	100.0	329,795	368,967	698,762
	Intended Average Length of Stay ¹				8.2	8.4	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, January 2025

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	1,127	1.3	1,127
2	1,005	1.2	2,010
3	1,494	1.8	4,482
4	1,690	2.0	6,760
5	8,162	9.7	40,810
6	4,566	5.4	27,396
7	22,003	26.2	154,021
8	18,781	22.3	150,248
9	5,921	7.0	53,289
10	4,858	5.8	48,580
11	3,084	3.7	33,924
12	2,569	3.1	30,828
13	886	1.1	11,518
14	3,248	3.9	45,472
15	1,845	2.2	27,675
16	533	0.6	8,528
17	256	0.3	4,352
18	222	0.3	3,996
19	133	0.2	2,527
20	220	0.3	4,400
21	501	0.6	10,521
22	127	0.2	2,794
23	89	0.1	2,047
24	47	0.1	1,128
25	69	0.1	1,725
26	31	0.0	806
27	37	0.0	999
28	80	0.1	2,240
29	35	0.0	1,015
30	406	0.5	12,180
31+	44	0.1	1,364
Total	84,069	100.0	698,762
Number of beds available in January 2025			913,911
Bed Occupancy Rate			76.5

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

Nationality	January 2024	December 2024	January 2025	% Change January 2025 and January 2024	% Change January 2025 and December 2024
Russian	977	1,009	1,448	48.2	43.5
Polish	9,295	5,916	8,150	-12.3	37.8
Ukrainian	845	1622	1,414	67.3	-12.8
Chinese	537	982	1,570	192.4	59.9
Indian	539	1353	772	43.2	-42.9
Israeli	85	628	294	245.9	-53.2
Total	12,278	11,510	13,648	11.2	18.6

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	
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	84,069

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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