



Tourism Release No.94



TOURISM STATISTICAL RELEASE NOVEMBER – 2024

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TOURISM STATISTICS

Zanzibar recorded **67,049** international visitors in November 2024, an increase of **17.0** percent compared with **57,296** visitors recorded in November 2023 and a decrease of **4.0** percent compared with **69,860** visitors recorded in the preceding month (October 2024).

European tourists dominated the market by accounting for **73.0** percent of the total visitors in November 2024. Country-wise, the Italians dominated the Tourism market by accounting for **11.2** percent of all visitors entered in November 2024, followed by the French (**9.4** 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 November 2024, **59,293** visitors, equivalent to **88.4** percent of the total visitors, entered through the Airport. **50,689** visitors entered by international flights and **8,604** by domestic flights. The remaining **7,756** visitors entered through the seaport, of whom **1** visitor entered by cruise ship and **7,755** 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 November 2024, **66,554** 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 **33,165** visitors (**49.5** percent) were male and **33,884** (**50.5** percent) were female. The number of males and Females decreased by **1.6** and **6.3** percent, respectively, compared with October 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 **2,494** visitors (**3.7** percent) visitors were aged less than 15 years, **59,216** visitors (**88.3** percent) were aged 15 to 64 years, and **5,339** visitors (**8.0** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The number of visitors from emerging markets in November 2024 (Poland, India, Russia, Israel, China, and Ukraine) increased by **5.2** percent compared with the number of visitors recorded in November 2023. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that a higher percentage of visitors (**23.2** percent) stayed in the country for seven days in November 2024. Visitors' average intended length of stay in November 2024 was eight (**8**) days.

A total of **754,080** bed spaces were available in November 2024. Estimates of **531,159** beds were sold during November 2024, representing a bed occupancy rate of **70.4** percent (**Table 7**).

Table 1: International Visitors by Nationality November 2024, October 2024, and November 2023

Nationality	November 2023			October 2024			November 2024			% Change November 2024 and October 2024	% Change, November 2024 and November 2023
	Number	%Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	2,165	3.8	7	2,619	3.7	8	2,970	4.4	7	13.4	37.2
British	2,432	4.2	6	4,274	6.1	4	3,206	4.8	5	-25.0	31.8
German	4,765	8.3	4	8,362	12.0	2	5,385	8.0	4	-35.6	13.0
Italian	6,590	11.5	1	6,370	9.1	3	7,519	11.2	1	18.0	14.1
French	5,226	9.1	3	10,093	14.4	1	6,299	9.4	2	-37.6	20.5
Dutch	1,303	2.3	11	2,441	3.5	9	2,459	3.7	10	0.7	88.7
Belgium	668	1.2	16	868	1.2	15	870	1.3	15	0.2	30.2
Russian	774	1.4	14	479	0.7	20	928	1.4	13	93.7	19.9
Turkish	384	0.7	19	384	0.5	21	564	0.8	19	46.9	46.9
Polish	6,148	10.7	2	3,530	5.1	6	5,558	8.3	3	57.5	-9.6
Ukrainian	813	1.4	13	301	0.4	22	733	1.1	17	143.5	-9.8
Czech Republic	1,984	3.5	8	987	1.4	13	2,346	3.5	11	137.7	18.2
Spanish	723	1.3	15	1,882	2.7	11	1,185	1.8	12	-37.0	63.9
Other European	8,513	14.9		6,667	9.5		8,897	13.3		33.4	4.5
Subtotal	42,488	74.2		49,257	70.5		48,919	73.0		-1	15
ASIA											
Japanese	90	0.2	22	511	0.7	19	124	0.2	23	-75.7	37.8
Chinese	429	0.7	18	1,450	2.1	12	927	1.4	14	-36.1	116.1
Indian	662	1.2	17	631	0.9	17	869	1.3	16	37.7	31.3
Israeli	24	0	24	561	0.8	18	293	0.4	22	-47.8	1120.8
Other Asian	1,136	2		1,425	2.0		1,883	2.8		32.1	65.8
Subtotal	2,341	4.1		4,578	6.6		4,096	6.1		-10.5	75.0
AFRICA											
Kenyan	1,545	2.7	10	2,966	4.2	7	2,476	3.7	9	-16.5	60.3
South African	1,805	3.2	9	2,387	3.4	10	3,059	4.6	6	28.2	69.5
Egyptian	202	0.4	21	196	0.3	23	322	0.5	21	64.3	59.4
Other African	3,094	5.4		4,330	6.2		3,893	5.8		-10.1	25.8
Subtotal	6,646	11.6		9,879	14.1		9,750	14.5		-1.3	46.7
AMERICA											
American	3,990	7	5	3,577	5.1	5	2,504	3.7	8	-30.0	-37.2
Canadian	988	1.7	12	901	1.3	14	722	1.1	18	-19.9	-26.9
Other American	375	0.7		732	1.0		554	0.8		-24.3	47.7
Subtotal	5,353	9.3		5,210	7.5		3,780	5.6		-27.4	-29.4
OCEANIA											
Australian	371	0.6	20	746	1.1	16	382	0.6	20	-48.8	3.0
New Zealand	89	0.2	23	190	0.3	24	122	0.2	24	-35.8	37.1
Subtotal	460	0.8		936	1.3		504	0.8		-46.2	9.6
Not stated	8	0		0	0.0		0	0.0			
TOTAL	57,296	100		69,860	100.0		67,049	100.0		-4.0	17.0

Figure 1: International Visitors by Entry Points, November 2024

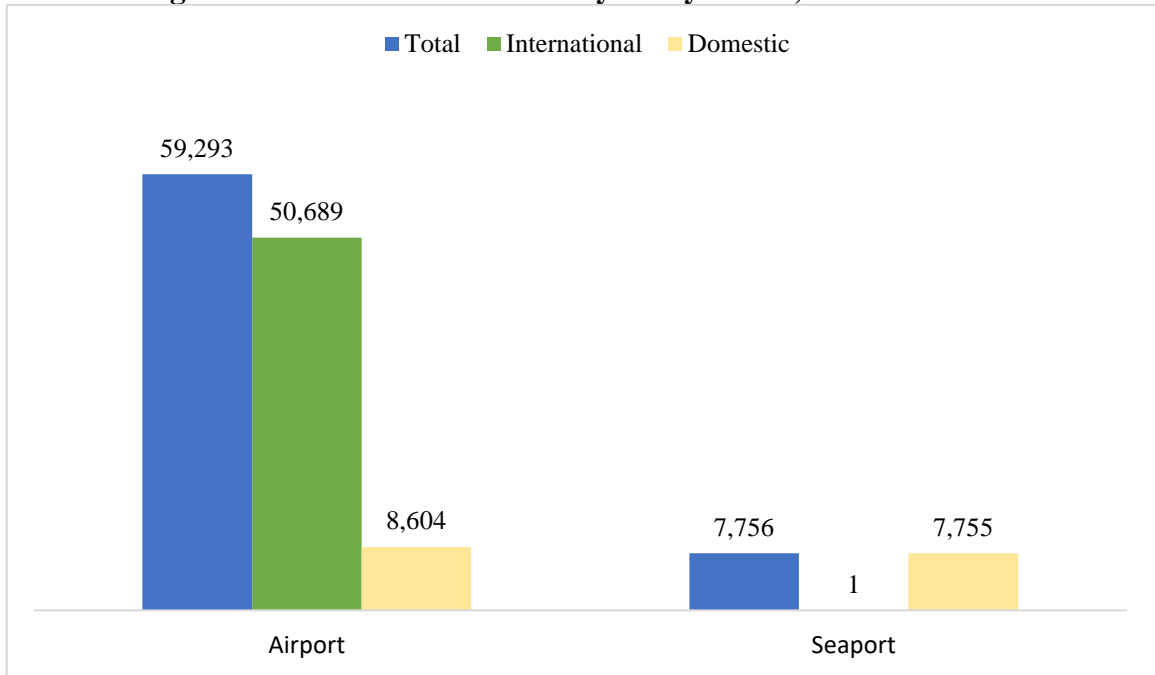


Table 2: International Visitors by Nationality through Entry Points, November 2024

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	1,809	665	2,474	-	496	496
British	2,289	477	2,766	-	440	440
German	4,521	405	4,926	-	459	459
Italian	6,941	462	7,403	-	116	116
French	5,492	432	5,924	-	375	375
Dutch	1,845	405	2,250	-	209	209
Belgium	647	146	793	-	77	77
Russian	809	64	873	-	55	55
Turkish	400	89	489	-	75	75
Polish	5,475	0	5,475	-	83	83
Ukrainian	653	72	725	-	8	8
Czech Republic	2,161	157	2,318	-	28	28
Spanish	690	404	1,094	-	91	91
Other Europeans	6,564	1,883	8,447	-	450	450
Subtotal	40,296	5,661	45,957	0	2,962	2,962
ASIA						
Japanese	60	20	80	-	44	44
Chinese	430	101	531	-	396	396
Indian	411	137	548	-	321	321
Israeli	229	49	278	-	15	15
Other Asians	1,400	104	1,504	-	379	379
Subtotal	2,530	411	2,941	0	1,155	1,155
AFRICA						
Kenyan	1,158	204	1,362	-	1114	1,114
South African	2,380	520	2,900	-	159	159
Egyptian	170	84	254	-	68	68
Other Africans	1,852	659	2,511	-	1382	1,382
Subtotal	5,560	1,467	7,027	0	2,723	2,723
AMERICA						
American	1,447	540	1,987	1	516	517
Canadian	362	201	563	-	159	159
Other Americans	337	147	484	-	70	70
Subtotal	2,146	888	3,034	1	745	746
OCEANIA						
Australian	134	111	245	-	137	137
New Zealand	23	66	89	-	33	33
Subtotal	157	177	334	0	170	170
Not stated	0	0	0	-	0	-
TOTAL	50,689	8,604	59,293	1	7,755	7,756

Table 3: International Visitors by Nationality and Purpose of Visit, November 2024

Nationality	Holidays	Visiting Friends and Relative	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE								
Scandinavian	2,950	11	-	0	0	0	9	2,970
British	3,187	13	-	2	2	0	2	3,206
German	5,365	18	2	0	0	0	0	5,385
Italian	7,466	51	-	0	0	0	2	7,519
French	6,251	36	5	0	0	0	7	6,299
Dutch	2,435	21	3	0	0	0	0	2,459
Belgium	865	3	-	0	0	0	2	870
Russian	916	7	-	0	5	0	0	928
Turkish	560	4	-	0	0	0	0	564
Polish	5,526	24	3	0	0	0	5	5,558
Ukrainian	731	2	-	0	0	0	0	733
Czech Republic	2,326	16	-	1	0	0	3	2,346
Spanish	1,169	16	-	0	0	0	0	1,185
Other Europeans	8,830	38	4	2	0	3	20	8,897
Subtotal	48,577	260	17	5	7	3	50	48,919
ASIA								
Japanese	124	0	-	0	0	0	0	124
Chinese	920	3	-	0	0	0	4	927
Indian	857	0	-	0	0	0	12	869
Israeli	287	6	-	0	0	0	0	293
Other Asians	1,866	14	-	0	0	0	3	1,883
Subtotal	4,054	23	-	-	-	-	19	4,096
AFRICA								
Kenyan	2,459	13	-	0	0	0	4	2,476
South African	3,032	24	-	0	0	0	3	3,059
Egyptian	320	0	-	0	2	0	0	322
Other Africans	3,861	19	1	1	4	1	6	3,893
Subtotal	9,672	56	1	1	6	1	13	9,750
AMERICA								
American	2,484	20	-	0	0	0	0	2,504
Canadian	716	6	-	0	0	0	0	722
Other Americans	551	3	-	0	0	0	0	554
Subtotal	3,751	29	-	-	-	-	0	3,780
OCEANIA								
Australian	381	1	-	0	0	0	0	382
New Zealand	119	3	-	0	0	0	0	122
Subtotal	500	4	-	-	-	-	0	504
Not stated	0	0	-	0	0	0	0	0
TOTAL	66,554	372	18	6	13	4	82	67,049
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, November 2024

Nationality	Male	Female	Total
EUROPE			
Scandinavian	1,401	1,569	2,970
British	1,622	1,584	3,206
German	2,640	2,745	5,385
Italian	3,671	3,848	7,519
French	3,044	3,255	6,299
Dutch	1,225	1,234	2,459
Belgium	433	437	870
Russian	453	475	928
Turkish	353	211	564
Polish	2,703	2,855	5,558
Ukrainian	226	507	733
Czech Republic	1,064	1,282	2,346
Spanish	544	641	1,185
Other European Country	4,414	4,483	8,897
Subtotal	23,793	25,126	48,919
ASIA			
Japanese	65	59	124
Chinese	658	269	927
Indian	571	298	869
Israeli	154	139	293
Other Asian	1,136	747	1,883
Subtotal	2,584	1,512	4,096
AFRICA			
Kenyan	1,250	1,226	2,476
South African	1,323	1,736	3,059
Egyptian	222	100	322
Other African	1,987	1,906	3,893
Subtotal	4,782	4,968	9,750
AMERICA			
American	1,195	1,309	2,504
Canadian	329	393	722
Other American	273	281	554
Subtotal	1,797	1,983	3,780
OCEANIA			
Australian	167	215	382
New Zealand	42	80	122
Subtotal	209	295	504
Not stated	-	-	0
TOTAL NOVEMBER 2024	33,165	33,884	67,049
TOTAL OCTOBER 2024	33,706	36,154	69,860
TOTAL PERCENT	49.5	50.5	100
% CHANGE, NOVEMBER 2024 AND OCTOBER 2024	-1.6	-6.3	-4.0

Figure 2: International Visitors by Sex, November 2024

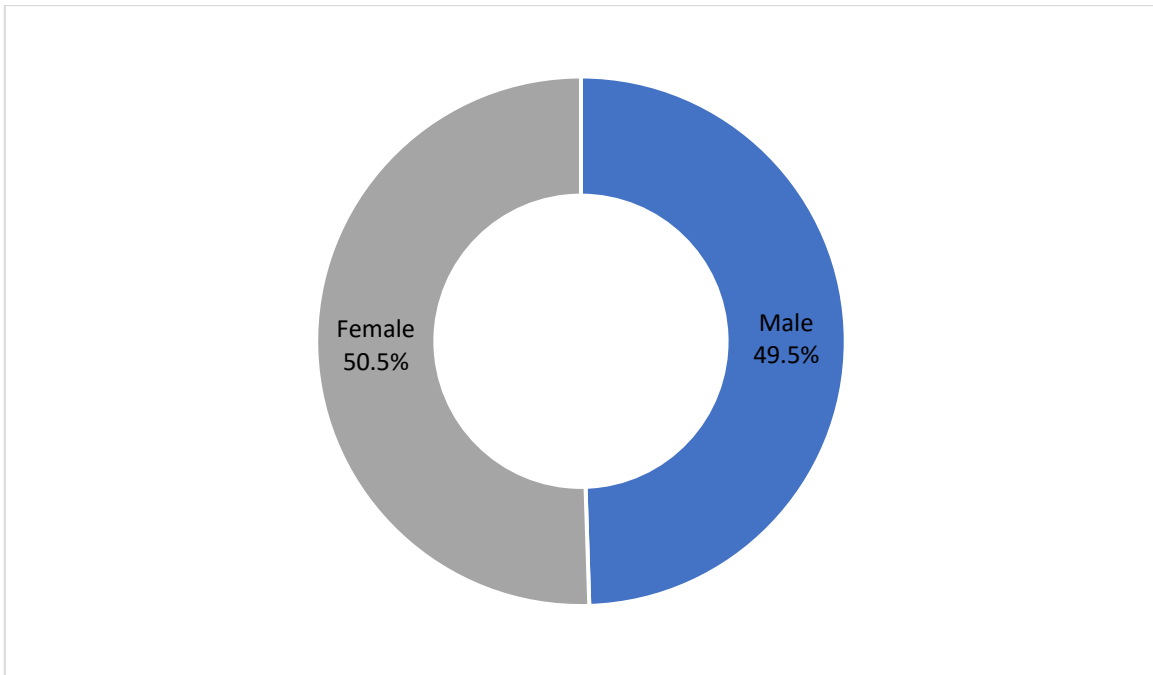


Figure 3: International Visitors by Categorized Age, November 2024

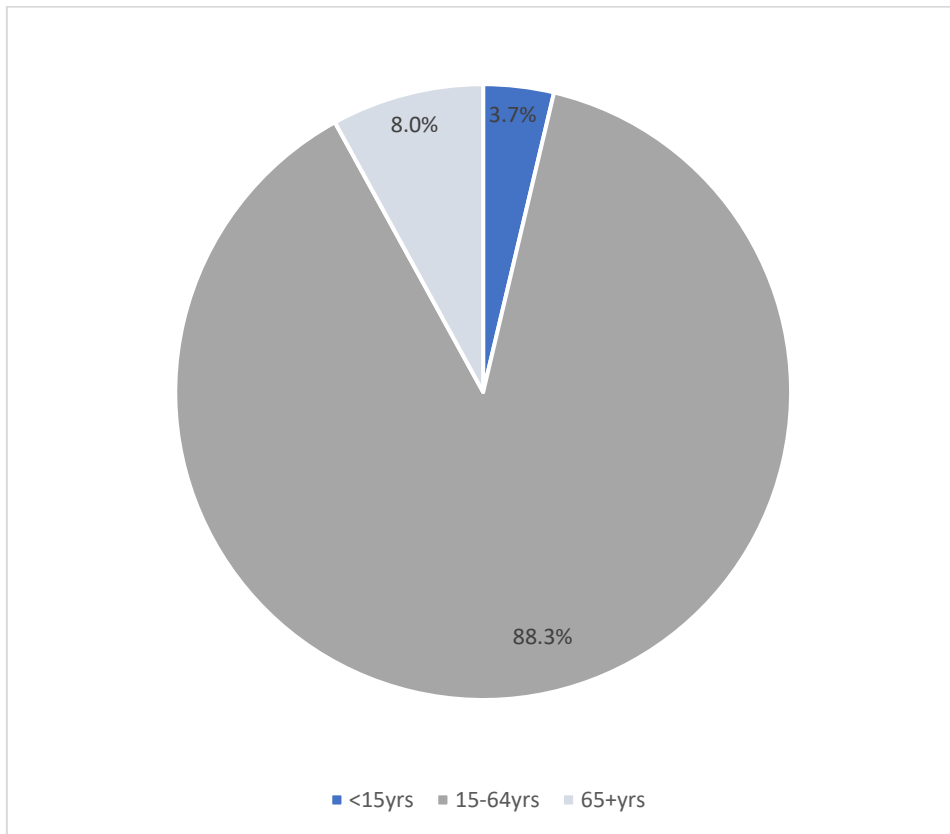


Table 5: International Visitors by Nationality and Categorized Age, November 2024

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	118	2,563	289	2,970
British	89	2,662	455	3,206
German	89	4,782	514	5,385
Italian	364	6,476	679	7,519
French	192	5,532	575	6,299
Dutch	56	2,151	252	2,459
Belgium	20	792	58	870
Russian	40	830	58	928
Turkish	48	483	33	564
Polish	250	5,013	295	5,558
Ukrainian	66	650	17	733
Czech Republic	124	2,012	210	2,346
Spanish	20	1,116	49	1,185
Other European	287	7,868	742	8,897
Subtotal	1,763	42,930	4,226	48,919
ASIA				
Japanese	4	116	4	124
Chinese	22	887	18	927
Indian	42	775	52	869
Israeli	26	260	7	293
Other Asian	53	1,681	149	1,883
Subtotal	147	3,719	230	4,096
AFRICA				
Kenyan	212	2,179	85	2,476
South African	159	2,695	205	3,059
Egyptian	7	299	16	322
Other African	85	3,718	90	3,893
Subtotal	463	8,891	396	9,750
AMERICA				
American	92	2,140	272	2,504
Canadian	12	579	131	722
Other American	7	509	38	554
Subtotal	111	3,228	441	3,780
OCEANIA				
Australian	5	346	31	382
New Zealand	5	102	15	122
Subtotal	10	448	46	504
Not stated	-	0	-	0
TOTAL	2,494	59,216	5,339	67,049
TOTAL (%)	3.7	88.3	8.0	100

Figure 4: Visitors Arrival from Emerging Markets, November 2024 and November 2023

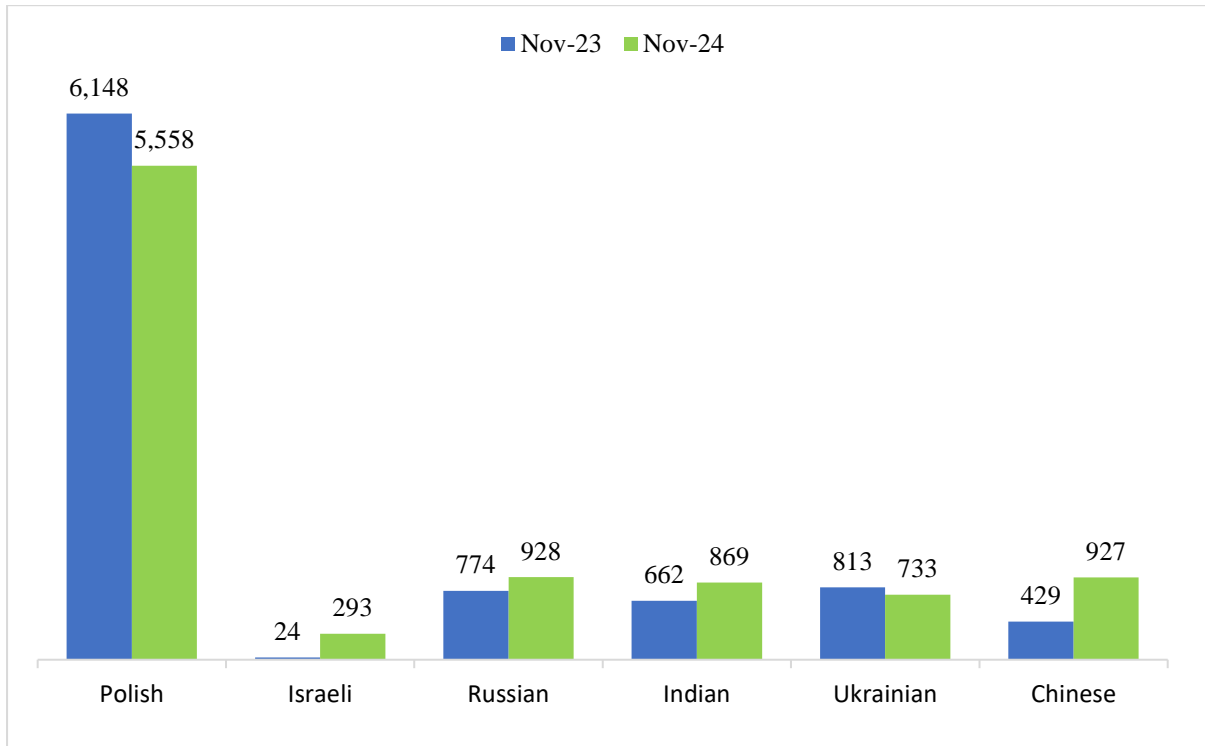


Table 6: Intended Length of Stay and Sex of International Visitors, November 2024

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights			
	Male	Female	Total		Male	Female	Total	
1	599	366	965	1.4	599	366	965	
2	602	480	1,082	1.6	1,204	960	2,164	
3	800	744	1,544	2.3	2,400	2,232	4,632	
4	993	1,045	2,038	3.0	3,972	4,180	8,152	
5	7,012	4,086	11,098	16.6	35,060	20,430	55,490	
6	825	2,122	2,947	4.4	4,950	12,732	17,682	
7	7,508	8,060	15,568	23.2	52,556	56,420	108,976	
8	6,077	7,467	13,544	20.2	48,616	59,736	108,352	
9	2,385	2,055	4,440	6.6	21,465	18,495	39,960	
10	1,783	2,315	4,098	6.1	17,830	23,150	40,980	
11	941	1,124	2,065	3.1	10,351	12,364	22,715	
12	921	1,040	1,961	2.9	11,052	12,480	23,532	
13	261	298	559	0.8	3,393	3,874	7,267	
14	877	985	1,862	2.8	12,278	13,790	26,068	
15	563	608	1,171	1.7	8,445	9,120	17,565	
16	163	204	367	0.5	2,608	3,264	5,872	
17	63	89	152	0.2	1,071	1,513	2,584	
18	88	84	172	0.3	1,584	1,512	3,096	
19	48	47	95	0.1	912	893	1,805	
20	101	110	211	0.3	2,020	2,200	4,220	
21	127	141	268	0.4	2,667	2,961	5,628	
22	31	50	81	0.1	682	1,100	1,782	
23	25	15	40	0.1	575	345	920	
24	16	19	35	0.1	384	456	840	
25	45	33	78	0.1	1,125	825	1,950	
26	7	15	22	0.0	182	390	572	
27	9	13	22	0.0	243	351	594	
28	26	41	67	0.1	728	1,148	1,876	
29	11	7	18	0.0	319	203	522	
30	246	205	451	0.7	7,380	6,150	13,530	
31+	12	16	28	0.0	372	496	868	
Total	33,165	33,884	67,049	100.0	257,023	274,136	531,159	
					Intended Average Length of Stay¹	7.7	8.1	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, November 2024

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	965	1.4	965
2	1,082	1.6	2,164
3	1,544	2.3	4,632
4	2,038	3.0	8,152
5	11,098	16.6	55,490
6	2,947	4.4	17,682
7	15,568	23.2	108,976
8	13,544	20.2	108,352
9	4,440	6.6	39,960
10	4,098	6.1	40,980
11	2,065	3.1	22,715
12	1,961	2.9	23,532
13	559	0.8	7,267
14	1,862	2.8	26,068
15	1,171	1.7	17,565
16	367	0.5	5,872
17	152	0.2	2,584
18	172	0.3	3,096
19	95	0.1	1,805
20	211	0.3	4,220
21	268	0.4	5,628
22	81	0.1	1,782
23	40	0.1	920
24	35	0.1	840
25	78	0.1	1,950
26	22	0.0	572
27	22	0.0	594
28	67	0.1	1,876
29	18	0.0	522
30	451	0.7	13,530
31+	28	0.0	868
Total	67,049	100.0	531,159
Number of beds available in November 2024			754,080
Bed Occupancy Rate			70.4

Annex I: Visitors Arrival from Emerging Markets, November 2023 and November & October 2024

Nationality	November 2023	October 2024	November 2024	% Change November 2024 and November 2023	% Change November 2024 and October 2024
Russian	774	479	928	19.9	93.7
Polish	6,148	3,530	5,558	-9.6	57.5
Ukrainian	813	301	733	-9.8	143.5
Chinese	429	1450	927	116.1	-36.1
Indian	662	631	869	31.3	37.7
Israeli	24	561	293	1120.8	-47.8
Total	8,850	6,952	9,308	5.2	33.9

Annex II: International Visitors by Month, 2020 - 2024

Month	2020	2021	2022	2023	2024
January	61,461	49,868	42,443	68,813	73,468
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	
Total	260,644	394,185	548,503	638,498	645,144

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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