



## **Tourism Release No.93**



**TOURISM STATISTICAL RELEASE OCTOBER – 2024**

**Issued date – 22.11.2024**

## TOURISM STATISTICS

Zanzibar recorded **69,860** international visitors in October 2024, an increase of **27.1** percent compared with **54,961** visitors recorded in October 2023 and **15.0** percent compared with **60,731** visitors recorded in the preceding month (September 2024).

European tourists dominated the market by accounting for **70.5** percent of the total visitors in October 2024. Country-wise, the French dominated the Tourism market by accounting for **14.4** percent of all visitors entered in October 2024, followed by Germany (**12.0** percent) while New Zealand recorded less than one percent (**0.3%**), the least. Other performances are as shown in (**Table 1**).

The data shows that in October 2024, **59,443** visitors, equivalent to **85.1** percent of the total visitors, entered through the Airport. **50,509** visitors entered by international flights and **8,934** by domestic flights. The remaining **10,417** visitors entered through the seaport, of whom **112** entered by cruise ship and **10,305** 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 October 2024, **68,996** visitors equivalent to **98.8** percent, came for holidays, **0.7** percent for visiting friends and relatives, and **0.5** percent for other purposes.

**Table 4 & Figure 2** shows that **33,706** visitors (**48.2** percent) were male and **36,154** (**51.8** percent) were female. Male and Female were increased by **15.7** and **14.4** percent respectively compared with the preceding month, September 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 **4,583** visitors (**6.6** percent) visitors were aged less than 15 years, **60,178** visitors (**86.1** percent) were aged 15 to 64 years, and **5,099** visitors (**7.3** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The number of visitors from emerging markets in October 2024 (Poland, India, Russia, Israel, China, and Ukraine) increased by **4.8** percent compared with the number of visitors recorded in October 2023. Other performances are shown in (**Figure 4 & Annex I**).

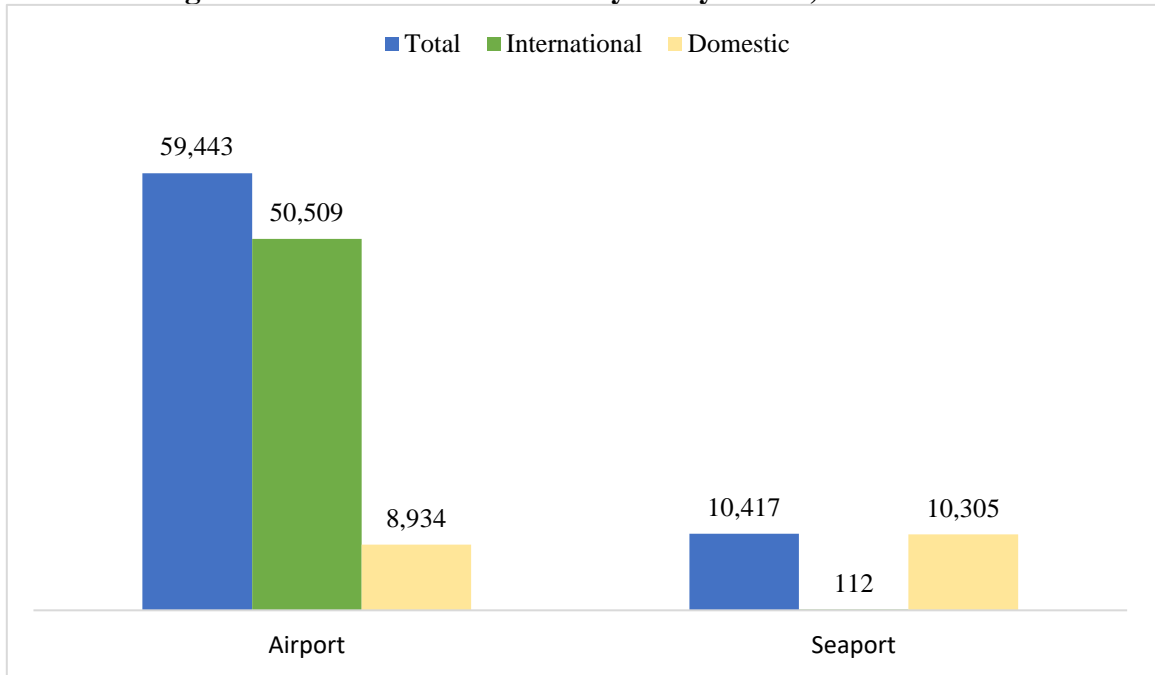
**Table 6** shows that a higher percentage of visitors (**20.7** percent) stayed in the country for seven days in October 2024. Visitors' average intended length of stay in October 2024 was eight (**8**) days.

A total of **779,216** bed spaces were available in October 2024. Out of these bed spaces, estimates of **533,450** beds were sold during October 2024 representing a bed occupancy rate of **68.5** percent (**Table 7**).

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

Nationality	October 2023			September 2024			October 2024			% Change October 2024 and September 2024	% Change, October 2024 and October 2023
	Number	%Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
<b>EUROPE</b>											
Scandinavian	2,578	4.7	6	1,820	3.0	9	2,619	3.7	8	43.9	1.6
British	3,673	6.7	5	4,361	7.2	5	4,274	6.1	4	-2.0	16.4
German	5,883	10.7	2	6,728	11.1	2	8,362	12.0	2	24.3	42.1
Italian	5,015	9.1	3	7,511	12.4	1	6,370	9.1	3	-15.2	27.0
French	6,345	11.5	1	5,262	8.7	3	10,093	14.4	1	91.8	59.1
Dutch	1,373	2.5	10	1,911	3.1	8	2,441	3.5	9	27.7	77.8
Belgium	906	1.6	13	864	1.4	13	868	1.2	15	0.5	-4.2
Russian	663	1.2	15	573	0.9	17	479	0.7	20	-16.4	-27.8
Turkish	393	0.7	19	412	0.7	19	384	0.5	21	-6.8	-2.3
Polish	4,071	7.4	4	4,508	7.4	4	3,530	5.1	6	-21.7	-13.3
Ukrainian	200	0.4	22	179	0.3	23	301	0.4	22	68.2	50.5
Czech Republic	1,207	2.2	11	404	0.7	20	987	1.4	13	144.3	-18.2
Spanish	1,043	1.9	12	1,547	2.5	11	1,882	2.7	11	21.7	80.4
Other European	7,149	13		6,509	10.7		6,667	9.5		2.4	-6.7
<b>Subtotal</b>	<b>40,499</b>	<b>73.7</b>		<b>42,589</b>	<b>70.1</b>		<b>49,257</b>	<b>70.5</b>		<b>16</b>	<b>22</b>
<b>ASIA</b>											
Japanese	60	0.1	24	201	0.3	22	511	0.7	19	154.2	751.7
Chinese	555	1	17	1277	2.1	12	1,450	2.1	12	13.5	161.3
Indian	730	1.3	14	790	1.3	14	631	0.9	17	-20.1	-13.6
Israeli	416	0.8	18	764	1.3	16	561	0.8	18	-26.6	34.9
Other Asian	1,391	2.5		1,871	3.1		1,425	2.0		-23.8	2.4
<b>Subtotal</b>	<b>3,152</b>	<b>5.7</b>		<b>4,903</b>	<b>8.1</b>		<b>4,578</b>	<b>6.6</b>		<b>-6.6</b>	<b>45.2</b>
<b>AFRICA</b>											
Kenyan	1,566	2.8	9	1,610	2.7	10	2,966	4.2	7	84.2	89.4
South African	2,441	4.4	7	2,782	4.6	7	2,387	3.4	10	-14.2	-2.2
Egyptian	270	0.5	21	279	0.5	21	196	0.3	23	-29.7	-27.4
Other African	3,635	6.6		3,681	6.1		4,330	6.2		17.6	19.1
<b>Subtotal</b>	<b>7,912</b>	<b>14.4</b>		<b>8,352</b>	<b>13.8</b>		<b>9,879</b>	<b>14.1</b>		<b>18.3</b>	<b>24.9</b>
<b>AMERICA</b>											
American	1,875	3.4	8	2,801	4.6	6	3,577	5.1	5	27.7	90.8
Canadian	601	1.1	16	776	1.3	15	901	1.3	14	16.1	49.9
Other American	493	0.9		629	1.0		732	1.0		16.4	48.5
<b>Subtotal</b>	<b>2,969</b>	<b>5.4</b>		<b>4,206</b>	<b>6.9</b>		<b>5,210</b>	<b>7.5</b>		<b>23.9</b>	<b>75.5</b>
<b>OCEANIA</b>											
Australian	334	0.6	20	549	0.9	18	746	1.1	16	35.9	123.4
New Zealand	89	0.2	23	132	0.2	24	190	0.3	24	43.9	113.5
<b>Subtotal</b>	<b>423</b>	<b>0.8</b>		<b>681</b>	<b>1.1</b>		<b>936</b>	<b>1.3</b>		<b>37.4</b>	<b>121.3</b>
Not stated	6	0		0	0.0		0	0.0			
<b>TOTAL</b>	<b>54,961</b>	<b>100</b>		<b>60,731</b>	<b>100.0</b>		<b>69,860</b>	<b>100.0</b>		<b>15.0</b>	<b>27.1</b>

**Figure 1: International Visitors by Entry Points, October 2024**



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

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
<b>EUROPE</b>						
Scandinavian	1,793	350	2,143	2	474	476
British	2,932	690	3,622	9	643	652
German	6,921	749	7,670	8	684	692
Italian	5,994	220	6,214	5	151	156
French	8,619	769	9,388	4	701	705
Dutch	1,964	200	2,164	2	275	277
Belgium	548	160	708	2	158	160
Russian	325	50	375	31	73	104
Turkish	287	0	287	0	97	97
Polish	3,392	70	3,462	2	66	68
Ukrainian	259	30	289	1	11	12
Czech Republic	932	0	932	0	55	55
Spanish	1,377	360	1,737	0	145	145
Other Europeans	5,176	940	6,116	7	544	551
<b>Subtotal</b>	<b>40,519</b>	<b>4,588</b>	<b>45,107</b>	<b>73</b>	<b>4,077</b>	<b>4,150</b>
<b>ASIA</b>						
Japanese	81	380	461	0	50	50
Chinese	358	550	908	0	542	542
Indian	253	10	263	1	367	368
Israeli	463	70	533	0	28	28
Other Asians	690	200	890	1	534	535
<b>Subtotal</b>	<b>1,845</b>	<b>1,210</b>	<b>3,055</b>	<b>2</b>	<b>1,521</b>	<b>1,523</b>
<b>AFRICA</b>						
Kenyan	1,531	350	1,881	1	1084	1,085
South African	1,941	190	2,131	1	255	256
Egyptian	81	10	91	0	105	105
Other Africans	2,127	290	2,417	2	1911	1,913
<b>Subtotal</b>	<b>5,680</b>	<b>840</b>	<b>6,520</b>	<b>4</b>	<b>3,355</b>	<b>3,359</b>
<b>AMERICA</b>						
American	1,650	1,266	2,916	28	633	661
Canadian	249	390	639	3	259	262
Other Americans	267	330	597	1	134	135
<b>Subtotal</b>	<b>2,166</b>	<b>1,986</b>	<b>4,152</b>	<b>32</b>	<b>1,026</b>	<b>1,058</b>
<b>OCEANIA</b>						
Australian	259	250	509	1	236	237
New Zealand	40	60	100	0	90	90
<b>Subtotal</b>	<b>299</b>	<b>310</b>	<b>609</b>	<b>1</b>	<b>326</b>	<b>327</b>
Not stated	0	0	0	0	0	0
<b>TOTAL</b>	<b>50,509</b>	<b>8,934</b>	<b>59,443</b>	<b>112</b>	<b>10,305</b>	<b>10,417</b>

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

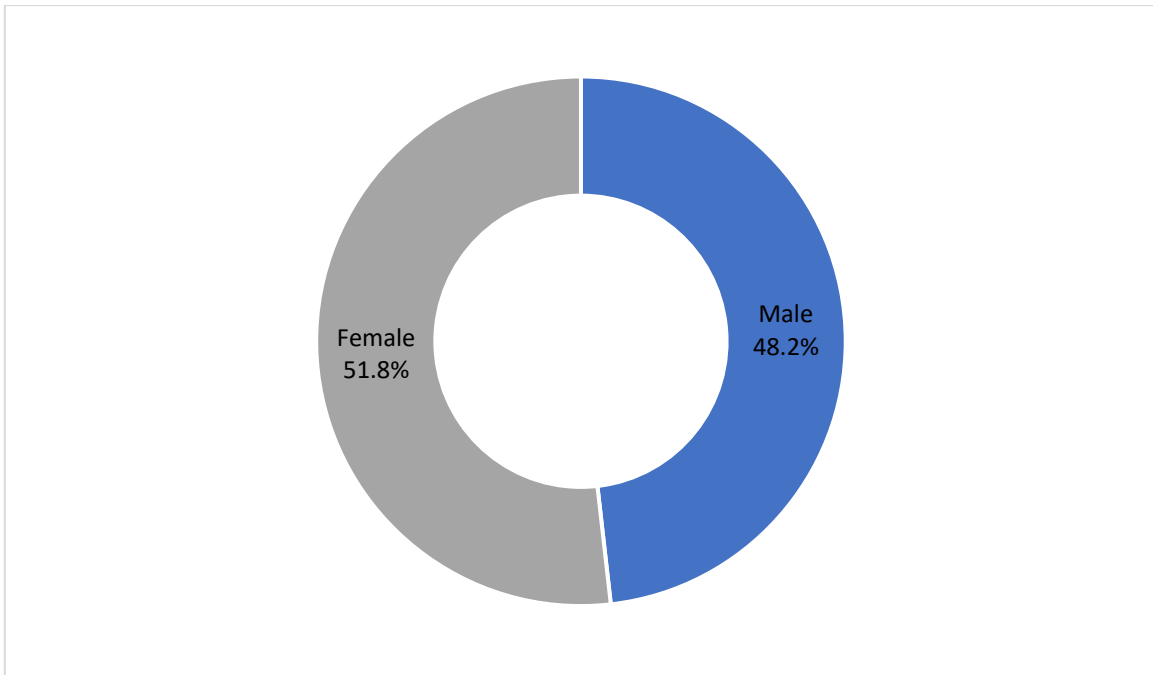
Nationality	Holidays	Visiting Friends and Relative	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
<b>EUROPE</b>								
Scandinavian	2,594	18	0	1	0	0	6	2,619
British	4,222	22	0	0	0	0	30	4,274
German	8,276	58	0	0	0	0	28	8,362
Italian	6,310	47	1	1	0	0	11	6,370
French	10,019	62	0	0	3	0	9	10,093
Dutch	2,418	13	2	0	0	0	8	2,441
Belgium	866	2	0	0	0	0	0	868
Russian	403	5	0	0	0	0	71	479
Turkish	384	0	0	0	0	0	0	384
Polish	3,505	25	0	0	0	0	0	3,530
Ukrainian	299	0	0	0	0	0	2	301
Czech Republic	980	6	0	0	0	0	1	987
Spanish	1,867	12	0	0	0	0	3	1,882
Other Europeans	6,563	61	2	0	3	0	38	6,667
<b>Subtotal</b>	<b>48,706</b>	<b>331</b>	<b>5</b>	<b>2</b>	<b>6</b>	<b>0</b>	<b>207</b>	<b>49,257</b>
<b>ASIA</b>								
Japanese	507	4	0	0	0	0	0	511
Chinese	1,427	8	2	0	3	0	10	1,450
Indian	624	1	2	2	0	0	2	631
Israeli	554	7	0	0	0	0	0	561
Other Asians	1,414	10	0	0	0	0	1	1,425
<b>Subtotal</b>	<b>4,526</b>	<b>30</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>0</b>	<b>13</b>	<b>4,578</b>
<b>AFRICA</b>								
Kenyan	2,942	19	0	0	1	2	2	2,966
South African	2,362	21	1	1	0	0	2	2,387
Egyptian	196	0	0	0	0	0	0	196
Other Africans	4,294	32	2	0	2	0	0	4,330
<b>Subtotal</b>	<b>9,794</b>	<b>72</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>4</b>	<b>9,879</b>
<b>AMERICA</b>								
American	3,433	35	0	0	0	0	109	3,577
Canadian	880	13	0	0	0	0	8	901
Other Americans	728	2	0	0	0	0	2	732
<b>Subtotal</b>	<b>5,041</b>	<b>50</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>119</b>	<b>5,210</b>
<b>OCEANIA</b>								
Australian	739	2	0	0	0	0	5	746
New Zealand	190	0	0	0	0	0	0	190
<b>Subtotal</b>	<b>929</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>5</b>	<b>936</b>
Not stated	0	0	0	0	0	0	0	0
<b>TOTAL</b>	<b>68,996</b>	<b>485</b>	<b>12</b>	<b>5</b>	<b>12</b>	<b>2</b>	<b>348</b>	<b>69,860</b>
<b>TOTAL PERCENT</b>	<b>98.8</b>	<b>0.7</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.5</b>	<b>100</b>

**Table 4: International Visitors by Nationality and Sex, October 2024**

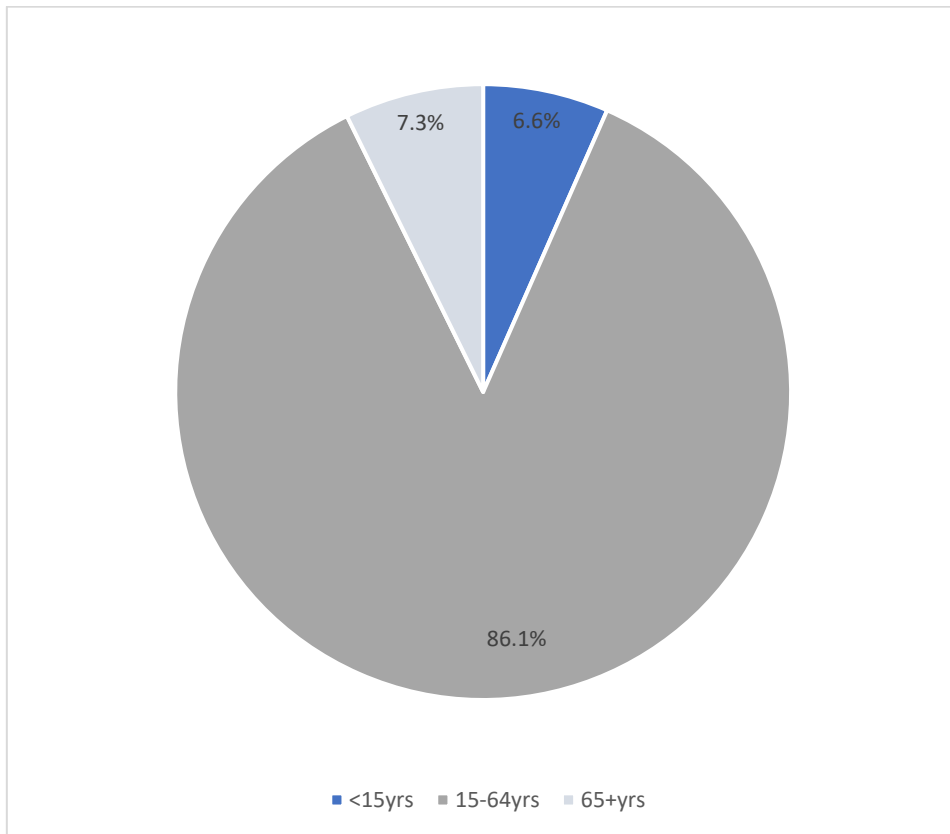
Nationality	Male	Female	Total
<b>EUROPE</b>			
Scandinavian	1,187	1,432	2,619
British	2,144	2,130	4,274
German	3,886	4,476	8,362
Italian	2,937	3,433	6,370
French	4,898	5,195	10,093
Dutch	1,231	1,210	2,441
Belgium	392	476	868
Russian	203	276	479
Turkish	253	131	384
Polish	1,568	1,962	3,530
Ukrainian	118	183	301
Czech Republic	447	540	987
Spanish	949	933	1,882
Other European Country	3,198	3,469	6,667
<b>Subtotal</b>	<b>23,411</b>	<b>25,846</b>	<b>49,257</b>
<b>ASIA</b>			
Japanese	289	222	511
Chinese	834	616	1,450
Indian	424	207	631
Israeli	274	287	561
Other Asian	836	589	1,425
<b>Subtotal</b>	<b>2,657</b>	<b>1,921</b>	<b>4,578</b>
<b>AFRICA</b>			
Kenyan	1,498	1,468	2,966
South African	972	1,415	2,387
Egyptian	121	75	196
Other African	2,252	2,078	4,330
<b>Subtotal</b>	<b>4,843</b>	<b>5,036</b>	<b>9,879</b>
<b>AMERICA</b>			
American	1,525	2,052	3,577
Canadian	468	433	901
Other American	338	394	732
<b>Subtotal</b>	<b>2,331</b>	<b>2,879</b>	<b>5,210</b>
<b>OCEANIA</b>			
Australian	377	369	746
New Zealand	87	103	190
<b>Subtotal</b>	<b>464</b>	<b>472</b>	<b>936</b>
Not stated	0	0	0
<b>TOTAL OCTOBER 2024</b>	<b>33,706</b>	<b>36,154</b>	<b>69,860</b>
<b>TOTAL SEPTEMBER 2024</b>	<b>29,129</b>	<b>31,602</b>	<b>60,731</b>
<b>TOTAL PERCENT</b>	<b>48.2</b>	<b>51.8</b>	<b>100</b>
<b>% CHANGE, OCTOBER 2024 AND SEPTEMBER 2024</b>	<b>15.7</b>	<b>14.4</b>	<b>15.0</b>



**Figure 2: International Visitors by Sex, October 2024**



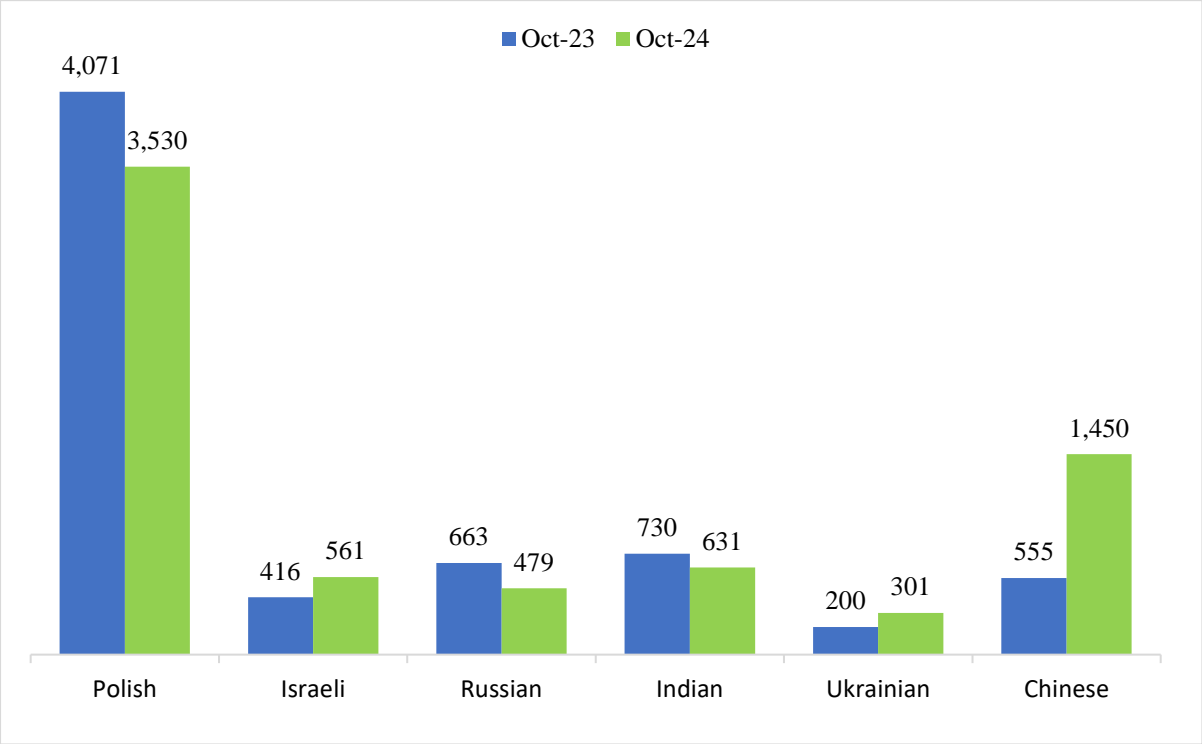
**Figure 3: International Visitors by Categorized Age, October 2024**



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

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
<b>EUROPE</b>				
Scandinavian	257	2,140	222	2,619
British	296	3,554	424	4,274
German	475	7,307	580	8,362
Italian	311	5,529	530	6,370
French	1,158	8,274	661	10,093
Dutch	157	2,082	202	2,441
Belgium	44	769	55	868
Russian	12	435	32	479
Turkish	13	361	10	384
Polish	130	3,264	136	3,530
Ukrainian	23	270	8	301
Czech Republic	108	809	70	987
Spanish	47	1,751	84	1,882
Other European	531	5,739	397	6,667
<b>Subtotal</b>	<b>3,562</b>	<b>42,284</b>	<b>3,411</b>	<b>49,257</b>
<b>ASIA</b>				
Japanese	27	377	107	511
Chinese	68	1,347	35	1,450
Indian	52	542	37	631
Israeli	48	478	35	561
Other Asian	73	1,269	83	1,425
<b>Subtotal</b>	<b>268</b>	<b>4,013</b>	<b>297</b>	<b>4,578</b>
<b>AFRICA</b>				
Kenyan	146	2,680	140	2,966
South African	118	2,070	199	2,387
Egyptian	8	186	2	196
Other African	234	4,000	96	4,330
<b>Subtotal</b>	<b>506</b>	<b>8,936</b>	<b>437</b>	<b>9,879</b>
<b>AMERICA</b>				
American	165	2,753	659	3,577
Canadian	19	773	109	901
Other American	42	630	60	732
<b>Subtotal</b>	<b>226</b>	<b>4,156</b>	<b>828</b>	<b>5,210</b>
<b>OCEANIA</b>				
Australian	14	629	103	746
New Zealand	7	160	23	190
<b>Subtotal</b>	<b>21</b>	<b>789</b>	<b>126</b>	<b>936</b>
<b>Not stated</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>TOTAL</b>	<b>4,583</b>	<b>60,178</b>	<b>5,099</b>	<b>69,860</b>
<b>TOTAL (%)</b>	<b>6.6</b>	<b>86.1</b>	<b>7.3</b>	<b>100</b>

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



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

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	804	539	1,343	1.9	804	539	1,343
2	677	637	1,314	1.9	1,354	1,274	2,628
3	963	934	1,897	2.7	2,889	2,802	5,691
4	1,229	1,351	2,580	3.7	4,916	5,404	10,320
5	7,680	2,900	10,580	15.1	38,400	14,500	52,900
6	1,367	5,810	7,177	10.3	8,202	34,860	43,062
7	6,612	7,866	14,478	20.7	46,284	55,062	101,346
8	5,656	6,903	12,559	18.0	45,248	55,224	100,472
9	2,826	2,028	4,854	6.9	25,434	18,252	43,686
10	1,937	2,565	4,502	6.4	19,370	25,650	45,020
11	484	637	1,121	1.6	5,324	7,007	12,331
12	736	855	1,591	2.3	8,832	10,260	19,092
13	306	378	684	1.0	3,978	4,914	8,892
14	968	1,228	2,196	3.1	13,552	17,192	30,744
15	611	627	1,238	1.8	9,165	9,405	18,570
16	189	210	399	0.6	3,024	3,360	6,384
17	93	74	167	0.2	1,581	1,258	2,839
18	75	90	165	0.2	1,350	1,620	2,970
19	37	47	84	0.1	703	893	1,596
20	69	74	143	0.2	1,380	1,480	2,860
21	95	103	198	0.3	1,995	2,163	4,158
22	27	23	50	0.1	594	506	1,100
23	13	26	39	0.1	299	598	897
24	8	10	18	0.0	192	240	432
25	12	18	30	0.0	300	450	750
26	10	21	31	0.0	260	546	806
27	4	2	6	0.0	108	54	162
28	20	18	38	0.1	560	504	1,064
29	6	13	19	0.0	174	377	551
30	188	157	345	0.5	5,640	4,710	10,350
31+	4	10	14	0.0	124	310	434
<b>Total</b>	<b>33,706</b>	<b>36,154</b>	<b>69,860</b>	<b>100.0</b>	<b>252,036</b>	<b>281,414</b>	<b>533,450</b>
			Intended Average Length of Stay <sup>1</sup>		<b>7.5</b>	<b>7.8</b>	<b>7.6</b>

<sup>1</sup> 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, October 2024**

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	1,343	1.9	1,343
2	1,314	1.9	2,628
3	1,897	2.7	5,691
4	2,580	3.7	10,320
5	10,580	15.1	52,900
6	7,177	10.3	43,062
7	14,478	20.7	101,346
8	12,559	18.0	100,472
9	4,854	6.9	43,686
10	4,502	6.4	45,020
11	1,121	1.6	12,331
12	1,591	2.3	19,092
13	684	1.0	8,892
14	2,196	3.1	30,744
15	1,238	1.8	18,570
16	399	0.6	6,384
17	167	0.2	2,839
18	165	0.2	2,970
19	84	0.1	1,596
20	143	0.2	2,860
21	198	0.3	4,158
22	50	0.1	1,100
23	39	0.1	897
24	18	0.0	432
25	30	0.0	750
26	31	0.0	806
27	6	0.0	162
28	38	0.1	1,064
29	19	0.0	551
30	345	0.5	10,350
31+	14	0.0	434
<b>Total</b>	<b>69,860</b>	<b>100.0</b>	<b>533,450</b>
<b>Number of beds available in October 2024</b>			<b>779,216</b>
<b>Bed Occupancy Rate</b>			<b>68.5</b>

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

Nationality	October 2023	September2024	October2024	% Change October 2024 and October 2023	% Change October 2024 and September 2024
Russian	663	573	479	-27.8	-16.4
Polish	4,071	4,508	3,530	-13.3	-21.7
Ukrainian	200	179	301	50.5	68.2
Chinese	555	1277	1,450	161.3	13.5
Indian	730	790	631	-13.6	-20.1
Israeli	416	764	561	34.9	-26.6
<b>Total</b>	<b>6,635</b>	<b>8,091</b>	<b>6,952</b>	<b>4.8</b>	<b>-14.1</b>

### 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	
December	48,594	48,167	66,720	70,186	
<b>Total</b>	<b>260,644</b>	<b>394,185</b>	<b>548,503</b>	<b>638,498</b>	<b>578,095</b>

## 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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