



Tourism Release No.92



TOURISM STATISTICAL RELEASE SEPTEMBER – 2024

Issued date – 25.10.2024

TOURISM STATISTICS

Zanzibar recorded **60,731** international visitors in September 2024 which is an increase of **12.8** percent compared with **53,839** visitors recorded in September 2023 and decrease of **16.0** percent compared with **72,296** visitors recorded in the preceding month (August 2024).

European tourists dominated the market by accounting **70.1** percent of the total visitors in September 2024. Country-wise, Italy dominated the Tourism market by accounting for **12.4** percent of all visitors entered in September 2024, followed by German (**11.1** percent) while New Zealand recorded less than one percent (**0.2%**) which is the least. Other performances are as shown in (**Table 1**).

The data shows that in September 2024, **54,343** visitors equivalent to **89.4** percent of the total visitors entered through the Airport, where **49,771** visitors entered by international flights and **4,572** by domestic flights. The remaining **6,388** visitors entered through seaport of whom **29** entered by cruise ship and **6,359** by sea Ferries from Tanzania Mainland as shown in **Figure 1 & Table 2**.

Information on the purpose of visit (**Table 3**) shows that in September 2024, a total of **59,981** visitors equivalent to **98.8** percent, came for holidays, **0.4** percent for visiting friends and relatives, and **0.8** percent for other purposes.

Table 4 & Figure 2 shows that **29,129** visitors (**48.0** percent) were Male and **31,602** (**52.0** percent) were Female. Male and Female were decreased by **16.8** and **15.2** percent respectively compared with the preceding month, August 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 **1,768** visitors (**2.9** percent) visitors were aged less than 15 years, **55,108** visitors (**90.7** percent) were aged 15 to 64 years and **3,855** visitors (**6.4** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The visitors from emerging markets in September 2024 (Poland, India, Russia, Israel, China, and Ukraine) slightly increased by **5.9** percent compared with the visitors recorded in September 2023. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that higher percentage of visitors (**18.4** percent) stayed in the country for seven days in September 2024. The overall average intended length of stay for visitors in September 2024 was eight nights (**8**).

A total of **779,216** bed spaces were available in September 2024. Out of these bed spaces, estimates of **318,390** beds were sold during September 2024 representing a bed occupancy rate of **40.9** percent (**Table 7**).

Table1: International Visitors by Nationality September 2024, August 2024 and September 2023

Nationality	September 2023			August 2024			September 2024			% Change September 2024 and August2024	%Change, September2024 and September 2023
	Number	%Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	1,220	2.3	12	1,348	1.9	12	1,820	3.0	9	35.0	49.2
British	4,124	7.7	4	4,671	6.5	4	4,361	7.2	5	-6.6	5.7
German	5,988	11.1	1	5,131	7.1	3	6,728	11.1	2	31.1	12.4
Italian	5,617	10.4	2	12,367	17.1	1	7,511	12.4	1	-39.3	33.7
French	5,386	10	3	6,228	8.6	2	5,262	8.7	3	-15.5	-2.3
Dutch	1,255	2.3	11	1,858	2.6	10	1,911	3.1	8	2.9	52.3
Belgium	807	1.5	15	816	1.1	15	864	1.4	13	5.9	7.1
Russian	583	1.1	17	730	1.0	17	573	0.9	17	-21.5	-1.7
Turkish	387	0.7	19	461	0.6	19	412	0.7	19	-10.6	6.5
Polish	3,700	6.9	5	3,389	4.7	5	4,508	7.4	4	33.0	21.8
Ukrainian	150	0.3	22	130	0.2	24	179	0.3	23	37.7	19.3
Czech Republic	670	1.2	16	413	0.6	20	404	0.7	20	-2.2	-39.7
Spanish	1,334	2.5	10	3,274	4.5	6	1,547	2.5	11	-52.7	16.0
Other European	5,601	10.4		8,063	11.2		6,509	10.7		-19.3	16.2
Subtotal	36,822	68.4		48,879	67.6		42,589	70.1		-13	16
ASIA											
Japanese	125	0.2	23	217	0.3	22	201	0.3	22	-7.4	60.8
Chinese	915	1.7	13	1817	2.5	11	1,277	2.1	12	-29.7	39.6
Indian	869	1.6	14	1160	1.6	13	790	1.3	14	-31.9	-9.1
Israeli	1,424	2.6	9	1013	1.4	14	764	1.3	16	-24.6	-46.3
Other Asian	1,838	3.4		3,493	4.8		1,871	3.1		-46.4	1.8
Subtotal	5,171	9.6		7,700	10.7		4,903	8.1		-36.3	-5.2
AFRICA											
Kenyan	1,546	2.9	8	2,972	4.1	8	1,610	2.7	10	-45.8	4.1
South African	2,107	3.9	7	1,968	2.7	9	2,782	4.6	7	41.4	32.0
Egyptian	265	0.5	21	330	0.5	21	279	0.5	21	-15.5	5.3
Other African	4,130	7.7		5,051	7.0		3,681	6.1		-27.1	-10.9
Subtotal	8,048	14.9		10,321	14.3		8,352	13.8		-19.1	3.8
AMERICA											
American	2,296	4.3	6	3,245	4.5	7	2,801	4.6	6	-13.7	22.0
Canadian	498	0.9	18	744	1.0	16	776	1.3	15	4.3	55.8
Other American	558	1		597	0.8		629	1.0		5.4	12.7
Subtotal	3,352	6.2		4,586	6.3		4,206	6.9		-8.3	25.5
OCEANIA											
Australian	357	0.7	20	599	0.8	18	549	0.9	18	-8.3	53.8
New Zealand	79	0.1	24	189	0.3	23	132	0.2	24	-30.2	67.1
Subtotal	436	0.8		788	1.1		681	1.1		-13.6	56.2
Not stated	10	0		22	0.0		0	0.0			
TOTAL	53,839	100		72,296	100.0		60,731	100.0		-16.0	12.8

Figure 1: International Visitors by Entry Points, September 2024

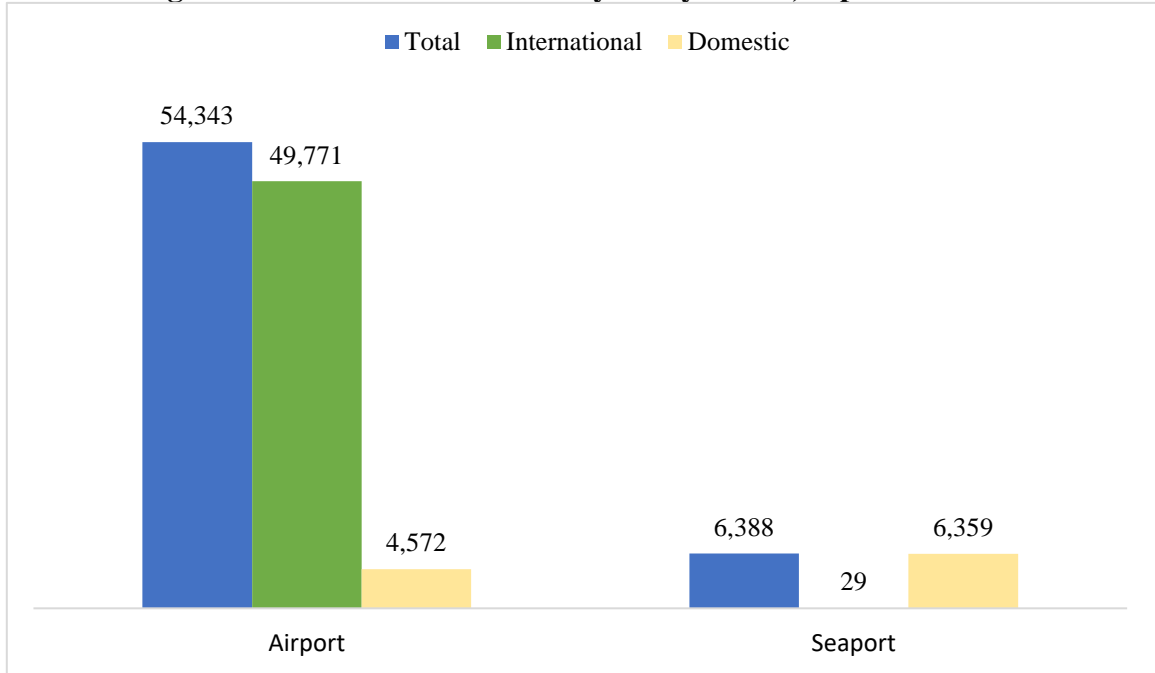


Table 2: International Visitors by Nationality through Entry Points, September 2024

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	1,196	491	1,687	1	132	133
British	3,667	329	3,996	3	362	365
German	5,961	288	6,249	1	478	479
Italian	7,168	186	7,354	3	154	157
French	4,624	354	4,978	3	281	284
Dutch	1,494	230	1,724	1	186	187
Belgium	629	146	775	1	88	89
Russian	516	19	535	1	37	38
Turkish	361	17	378	1	33	34
Polish	4,459	0	4,459	0	49	49
Ukrainian	146	17	163	0	16	16
Czech Republic	318	79	397	0	7	7
Spanish	1,061	383	1,444	1	102	103
Other Europeans	5,221	813	6,034	0	475	475
Subtotal	36,821	3,352	40,173	16	2,400	2,416
ASIA						
Japanese	101	20	121	1	79	80
Chinese	983	9	992	0	285	285
Indian	442	56	498	0	292	292
Israeli	719	36	755	0	9	9
Other Asians	1,536	54	1,590	1	280	281
Subtotal	3,781	175	3,956	2	945	947
AFRICA						
Kenyan	977	60	1,037	4	569	573
South African	2,579	85	2,664	0	118	118
Egyptian	193	11	204	2	73	75
Other Africans	2,214	110	2,324	5	1352	1,357
Subtotal	5,963	266	6,229	11	2,112	2,123
AMERICA						
American	1,932	442	2,374	0	427	427
Canadian	459	134	593	0	183	183
Other Americans	477	63	540	0	89	89
Subtotal	2,868	639	3,507	0	699	699
OCEANIA						
Australian	292	83	375	0	174	174
New Zealand	46	57	103	0	29	29
Subtotal	338	140	478	0	203	203
Not stated	0	0	0	-	0	-
TOTAL	49,771	4,572	54,343	29	6,359	6,388

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

Nationality	Holidays	Visiting Friends and Relative	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE								
Scandinavian	1,793	16	0	0	0	0	11	1,820
British	4,336	9	0	0	0	0	16	4,361
German	6,673	32	1	0	0	0	22	6,728
Italian	7,465	26	3	0	1	0	16	7,511
French	5,233	14	0	0	2	0	13	5,262
Dutch	1,905	5	0	0	0	0	1	1,911
Belgium	862	0	0	0	0	0	2	864
Russian	567	2	0	0	0	0	4	573
Turkish	410	2	0	0	0	0	0	412
Polish	4,486	13	0	1	0	0	8	4,508
Ukrainian	177	2	0	0	0	0	0	179
Czech Republic	400	2	0	0	0	0	2	404
Spanish	1,541	2	0	0	0	0	4	1,547
Other Europeans	6,179	22	1	3	0	0	304	6,509
Subtotal	42,027	147	5	4	3	0	403	42,589
ASIA								
Japanese	189	1	0	0	0	0	11	201
Chinese	1,264	12	0	0	0	0	1	1,277
Indian	785	3	0	0	0	0	2	790
Israeli	754	6	2	0	0	0	2	764
Other Asians	1,858	8	0	0	2	0	3	1,871
Subtotal	4,850	30	2	0	2	0	19	4,903
AFRICA								
Kenyan	1,595	4	0	1	0	0	10	1,610
South African	2,761	18	0	0	0	0	3	2,782
Egyptian	279	0	0	0	0	0	0	279
Other Africans	3,644	13	0	0	2	0	22	3,681
Subtotal	8,279	35	0	1	2	0	33	8,352
AMERICA								
American	2,769	22	0	0	0	0	10	2,801
Canadian	767	7	0	0	0	0	2	776
Other Americans	621	2	0	0	2	0	4	629
Subtotal	4,157	31	0	0	2	0	16	4,206
OCEANIA								
Australian	542	3	0	0	0	0	4	549
New Zealand	126	0	0	0	0	0	6	132
Subtotal	668	3	0	0	0	0	10	681
Not stated	0	0	0	0	0	0	0	0
TOTAL	59,981	246	7	5	9	0	483	60,731
TOTAL PERCENT	98.8	0.4	0.0	0.0	0.0	0.0	0.8	100

Table 4: International Visitors by Nationality and Sex, September 2024

Nationality	Male	Female	Total
EUROPE			
Scandinavian	838	982	1,820
British	2,035	2,326	4,361
German	3,264	3,464	6,728
Italian	3,514	3,997	7,511
French	2,524	2,738	5,262
Dutch	904	1,007	1,911
Belgium	331	533	864
Russian	245	328	573
Turkish	256	156	412
Polish	2,214	2,294	4,508
Ukrainian	83	96	179
Czech Republic	157	247	404
Spanish	666	881	1,547
Other European Country	3,021	3,488	6,509
Subtotal	20,052	22,537	42,589
ASIA			
Japanese	118	83	201
Chinese	734	543	1,277
Indian	460	330	790
Israeli	375	389	764
Other Asian	1,092	779	1,871
Subtotal	2,779	2,124	4,903
AFRICA			
Kenyan	785	825	1,610
South African	1,218	1,564	2,782
Egyptian	176	103	279
Other African	1,950	1,731	3,681
Subtotal	4,129	4,223	8,352
AMERICA			
American	1,181	1,620	2,801
Canadian	343	433	776
Other American	292	337	629
Subtotal	1,816	2,390	4,206
OCEANIA			
Australian	269	280	549
New Zealand	84	48	132
Subtotal	353	328	681
Not stated	0	0	0
TOTAL SEPTEMBER 2024	29,129	31,602	60,731
TOTAL AUGUST 2024	35,031	37,265	72,296
TOTAL PERCENT % CHANGE, SEPTEMBER 2024 AND AUGUST 2024	48.0	52.0	100
	-16.8	-15.2	-16.0

Figure 2: International Visitors by Sex, September 2024

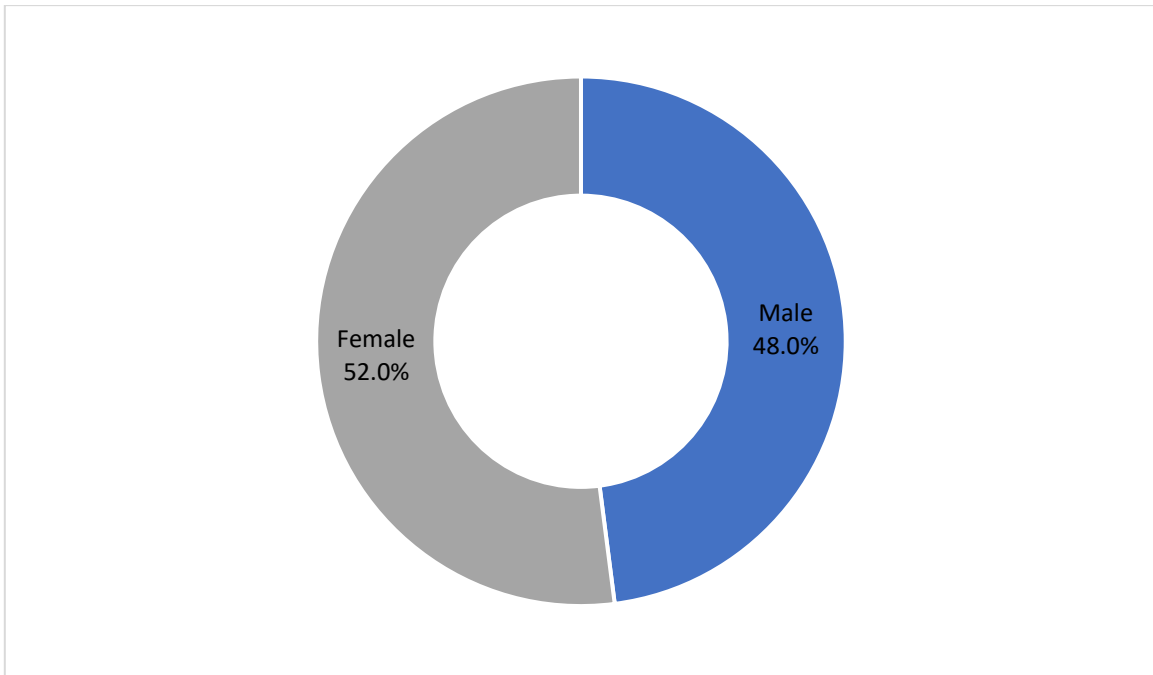


Figure 3: International Visitors by Categorized Age, September 2024

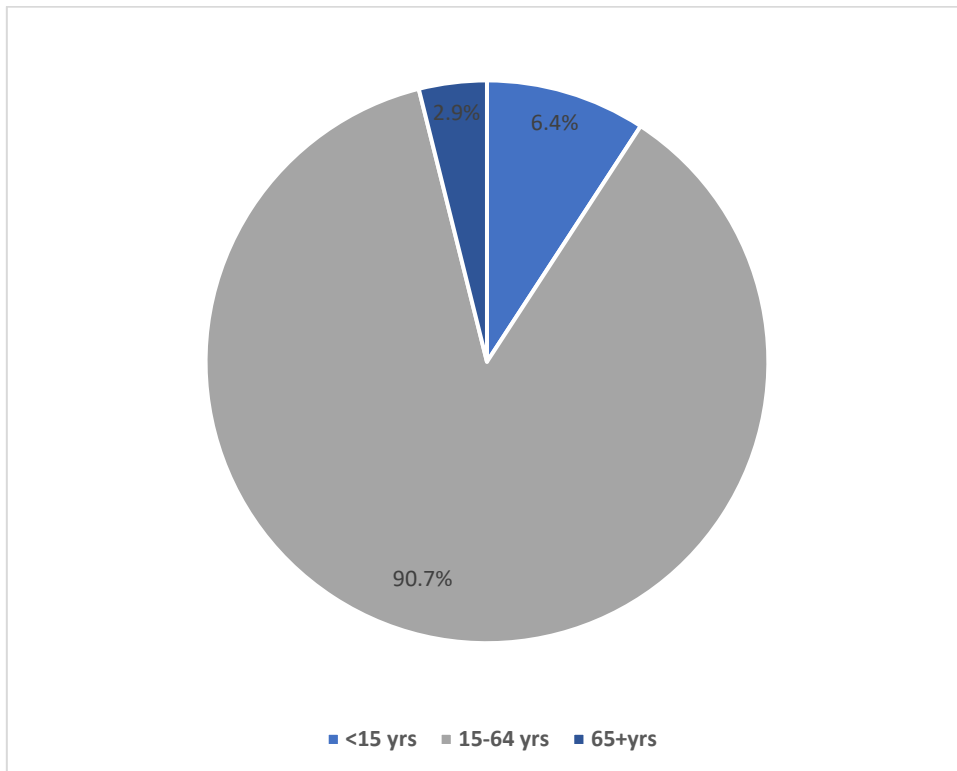


Table 5: International Visitors by Nationality and Categorized Age, September 2024

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	114	1,537	169	1,820
British	66	3,795	500	4,361
German	109	6,172	447	6,728
Italian	247	6,877	387	7,511
French	86	4,777	399	5,262
Dutch	20	1,744	147	1,911
Belgium	29	797	38	864
Russian	24	538	11	573
Turkish	8	386	18	412
Polish	107	4,202	199	4,508
Ukrainian	5	168	6	179
Czech Republic	16	361	27	404
Spanish	18	1,468	61	1,547
Other European	250	5,977	282	6,509
Subtotal	1,099	38,799	2,691	42,589
ASIA				
Japanese	2	181	18	201
Chinese	27	1,224	26	1,277
Indian	31	739	20	790
Israeli	29	683	52	764
Other Asian	40	1,718	113	1,871
Subtotal	129	4,545	229	4,903
AFRICA				
Kenyan	34	1,535	41	1,610
South African	207	2,411	164	2,782
Egyptian	12	258	9	279
Other African	123	3,479	79	3,681
Subtotal	376	7,683	293	8,352
AMERICA				
American	88	2,328	385	2,801
Canadian	25	617	134	776
Other American	13	590	26	629
Subtotal	126	3,535	545	4,206
OCEANIA				
Australian	36	431	82	549
New Zealand	2	115	15	132
Subtotal	38	546	97	681
Not stated	0	0	0	0
TOTAL	1,768	55,108	3,855	60,731
TOTAL (%)	2.9	90.7	6.4	100

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

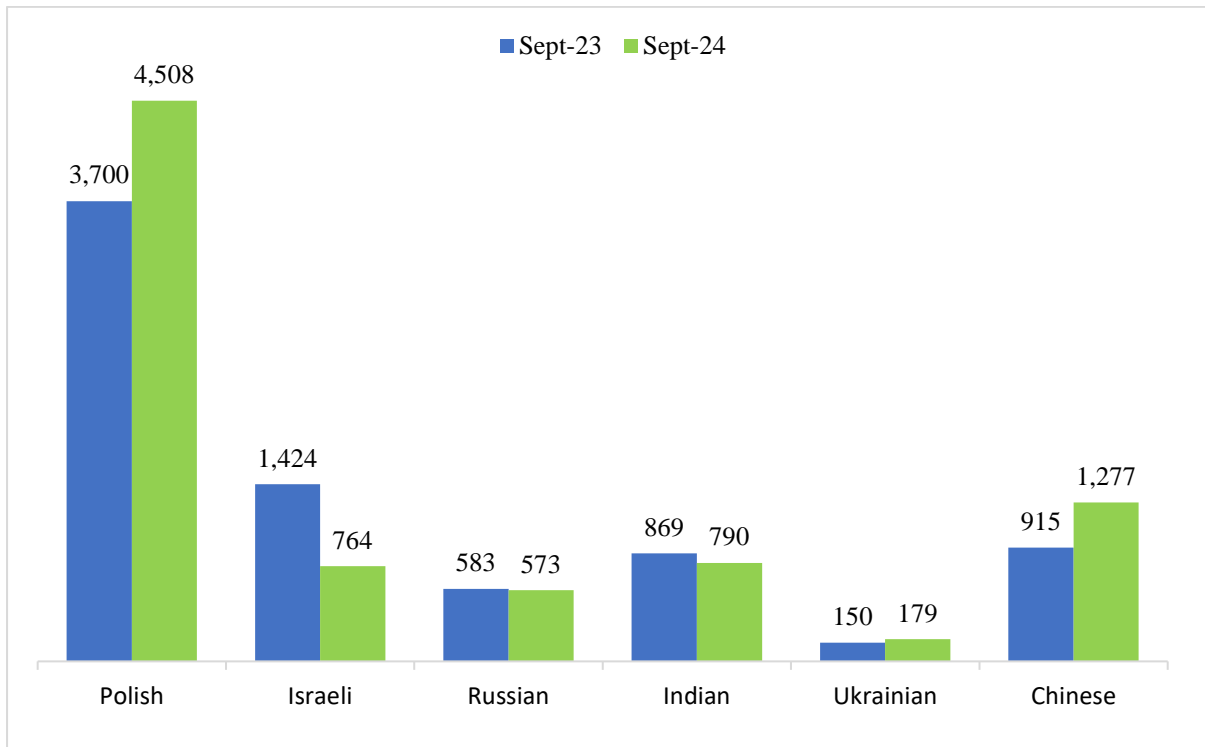


Table 6: Intended Length of Stay and Sex of International Visitors, September 2024

Intended Length of Stay	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	462	290	752	1.2	462	290	752
2	474	342	816	1.3	948	684	1,632
3	706	675	1,381	2.3	2,118	2,025	4,143
4	810	903	1,713	2.8	3,240	3,612	6,852
5	7,611	2,358	9,969	16.4	38,055	11,790	49,845
6	1,447	6,522	7,969	13.1	8,682	39,132	47,814
7	5,343	6,270	11,613	19.1	37,401	43,890	81,291
8	4,164	5,176	9,340	15.4	33,312	41,408	74,720
9	2,069	2,088	4,157	6.8	18,621	18,792	37,413
10	1,632	2,113	3,745	6.2	16,320	21,130	37,450
11	437	521	958	1.6	4,807	5,731	10,538
12	640	773	1,413	2.3	7,680	9,276	16,956
13	339	413	752	1.2	4,407	5,369	9,776
14	1,020	1,153	2,173	3.6	14,280	16,142	30,422
15	569	661	1,230	2.0	8,535	9,915	18,450
16	220	278	498	0.8	3,520	4,448	7,968
17	86	98	184	0.3	1,462	1,666	3,128
18	67	59	126	0.2	1,206	1,062	2,268
19	43	63	106	0.2	817	1,197	2,014
20	118	82	200	0.3	2,360	1,640	4,000
21	115	129	244	0.4	2,415	2,709	5,124
22	18	19	37	0.1	396	418	814
23	17	17	34	0.1	391	391	782
24	18	7	25	0.0	432	168	600
25	21	31	52	0.1	525	775	1,300
26	8	11	19	0.0	208	286	494
27	8	8	16	0.0	216	216	432
28	15	26	41	0.1	420	728	1,148
29	8	10	18	0.0	232	290	522
30	235	156	391	0.6	7,050	4,680	11,730
31+	409	350	759	1.2	12,679	10,850	23,529
Total	29,129	31,602	60,731	100.0	233,197	260,710	493,907
					8.0	8.2	8.1

Intended Average Length of Stay¹

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, September 2024

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	718	1.8	718
2	728	1.8	1,456
3	1,113	2.8	3,339
4	1,266	3.2	5,064
5	6,310	15.9	31,550
6	5,008	12.6	30,048
7	7,298	18.4	51,086
8	5,791	14.6	46,328
9	3,209	8.1	28,881
10	2,362	6.0	23,620
11	597	1.5	6,567
12	881	2.2	10,572
13	469	1.2	6,097
14	1,374	3.5	19,236
15	768	1.9	11,520
16	310	0.8	4,960
17	116	0.3	1,972
18	80	0.2	1,440
19	66	0.2	1,254
20	128	0.3	2,560
21	155	0.4	3,255
22	23	0.1	506
23	22	0.1	506
24	15	0.0	360
25	34	0.1	850
26	12	0.0	312
27	10	0.0	270
28	25	0.1	700
29	12	0.0	348
30	266	0.7	7,980
31+	485	1.2	15,035
Total	39,651	100.0	318,390
Number of beds available in September 2024			779,216
Bed Occupancy Rate			40.9

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

Nationality	September 2023	August 2024	September 2024	% Change September 2024 and September 2023	% Change September 2024 and August 2024
Russian	583	730	573	-1.7	-21.5
Polish	3,700	3,389	4,508	21.8	33.0
Ukrainian	150	130	179	19.3	37.7
Chinese	915	1817	1,277	39.6	-29.7
Indian	869	1160	790	-9.1	-31.9
Israeli	1,424	1,013	764	-46.3	-24.6
Total	7,641	8,239	8,091	5.9	-1.8

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	
November	29,128	35,438	55,150	57,296	
December	48,594	48,167	66,720	70,186	
Total	260,644	394,185	548,503	638,498	508,235

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:

Office of the Chief Government Statistician

P.O. BOX 2321

Email: zanstat@ocgs.go.tz

Zanzibar Commission for Tourism

P.O.BOX 1410

*Email:
marketing@zanzibartourism.go.tz*