Tourism Release No.10



TOURISM STATISTICAL RELEASE OCTOBER 2026

Issued date – 10th NOVEMBER, 2026

TOURISM STATISTICS

Zanzibar recorded **86,244** international visitors in October 2026, decrease of **0.6** percent compared with **86,740** visitors in October 2025 and decrease of **10.2** percent compared with **96,073** visitors recorded in the preceding month (September 2026).

European tourists dominated the market by accounting for **69.4** percent of the total visitors in October 2026. Country-wise,Italy dominated the tourism market by accounting for **9.1** percent of all visitors entered in October 2026, followed by Germany (**8.9** percent), while New Japan less than one percent (**0.2 percent**) the least. Other performances are shown in **Table 1**.

The data shows that in October 2026, **82,371** visitors, equivalent to **96.0** percent of the total visitors entered through the Airport. **62,230** visitors entered by international flights and **20,141** by domestic flights. The remaining **3,873** visitors entered through the seaport, **36** visitors entered through a cruise ship and **3,837** entered through ferries from the Tanzania Mainland, as shown in **Figure 1** and **Table 2.**

Information on the purpose of visit (**Table 3**) shows that in October 2026, **85,928** visitors, equivalent to **99.6** percent, came for holidays, **0.2** percent for visiting friends and relatives and **0.1** percent for other purposes.

Table 4 and Figure 2 show that **44,582** visitors **(51.7** percent**)** were male and **41,662 (48.3** percent**)** were female**.** The number of males and Females in October 2026 decreased by **12.6** percent and **7.5** percent respectively compared with September 2026.

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 the working age population, and those 65 years and older who are considered retirees. The overall results show that **4,316** visitors **(5.0** percent) were aged less than 15 years, **75,500** visitors (**87.5** percent) were aged 15 to 64 years and **6,428** visitors (**7.5** percent) were aged 65 years and older **(Figure 3 &Table 5**).

The number of visitors from emerging markets in October 2026 (Poland, India, Russia, Israel, China, and Ukraine) increased by **31.0** percent compared with the number of visitors recorded in October 2025. Other performances are shown in (**Figure 4 & Annex I)**.

Table 6 shows that a higher percentage of visitors (**25.2** percent) stayed in the country for 5 days in October 2026. Visitors' average intended length of stay in October 2026 was **8** nights.

A total of **1,021,853** bed spaces were available in October 2026. Estimates of **641,735** beds were sold during October 2026, representing a bed occupancy rate of **62.8** percent (**Table7**)

Table 1: International Visitors by Nationality October 2026, September 2026, and October 2025.

Nationality	October 2025			September 2026			October 2026			% Change October 2026 and September 2026	% Change, October 2026 and October 2025
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	3,804	4.4	7	2,957	3.1	9	3,345	3.9	8	13.1	-12.1
British	5,084	5.9	4	5,657	5.9	4	5,744	6.7	4	1.5	13.0
German	7,512	8.7	2	7,708	8.0	2	7,718	8.9	2	0.1	2.7
Italian	8,894	10.3	1	9,518	9.9	1	7,823	9.1	1	-17.8	-12.0
French	7,241	8.3	3	6,622	6.9	3	7,286	8.4	3	10.0	0.6
Dutch	3,139	3.6	9	2,728	2.8	12	2,792	3.2	9	2.3	-11.1
Belgium	1,351	1.6	15	1,318	1.4	16	1,168	1.4	15	-11.4	-13.5
Russian	1,338	1.5	16	3,833	4.0	7	4,835	5.6	5	26.1	261.4
Turkish	975	1.1	19	1,205	1.3	17	979	1.1	18	-18.8	0.4
Polish	4,249	4.9	6	5,347	5.6	6	4,673	5.4	6	-12.6	10.0
Ukrainian	735	0.8	20	810	0.8	20	761	0.9	20	-6.0	3.5
Czech Republic	1,626	1.9	12	625	0.7	23	1,058	1.2	17	69.3	-34.9
Spanish	2,008	2.3	11	2,637	2.7	13	1,762	2.0	12	-33.2	-12.3
Other European	10,376	12		9,605	10.0		9,873	11.4		2.8	-4.8
Subtotal	**58,332**	**67.2**		**60,570**	**63.0**		**59,817**	**69.4**		**-1**	**3**
ASIA											
Japanese	208	0.2	24	247	0.3	24	197	0.2	24	-20.2	-5.3
Chinese	1,433	1.7	14	1,695	1.8	14	1,187	1.4	14	-30.0	-17.2
Indian	1,306	1.5	17	1,410	1.5	15	1,092	1.3	16	-22.6	-16.4
Israeli	1,574	1.8	13	2,742	2.9	10	1,388	1.6	13	-49.4	-11.8
Other Asian	2,910	3.4		3,411	3.6		2,504	2.9		-26.6	-14.0
Subtotal	**7,431**	**8.6**		**9,505**	**9.9**		**6,368**	**7.4**		**-33.0**	**-14.3**
AFRICA											
Kenyan	2,741	3.2	10	2,731	2.8	11	2,162	2.5	11	-20.8	-21.1
South African	4,294	5	5	5,425	5.6	5	4,626	5.4	7	-14.7	7.7
Egyptian	481	0.6	22	680	0.7	21	460	0.5	22	-32.4	-4.4
Other African	7,084	8.2		10,535	11.0		7,305	8.5		-30.7	3.1
Subtotal	**14,600**	**16.8**		**19,371**	**20.2**		**14,553**	**16.9**		**-24.9**	**-0.3**
AMERICA											
American	3,156	3.6	8	3,116	3.2	8	2,593	3.0	10	-16.8	-17.8
Canadian	1,058	1.2	18	926	1.0	18	863	1.0	19	-6.8	-18.4
Other American	969	1.1		1,065	1.1		948	1.1		-11.0	-2.2
Subtotal	**5,183**	**6**		**5,107**	**5.3**		**4,404**	**5.1**		**-13.8**	**-15.0**
OCEANIA											
Australian	730	0.8	21	870	0.9	19	667	0.8	21	-23.3	-8.6
New Zealand	456	0.526	23	644	0.7	22	423	0.490	23	-34.3	-7.2
Subtotal	**1,186**	**1.4**		**1,514**	**1.6**		**1,090**	**1.3**		**-28.0**	**-8.1**
Not stated	8	0		6	0.0		12	0.0			
TOTAL	**86,740**	**100**		**96,073**	**100.0**		**86,244**	**100.0**		**-10.2**	**-0.6**

Figure 1: International Visitors by Entry Points, October 2026

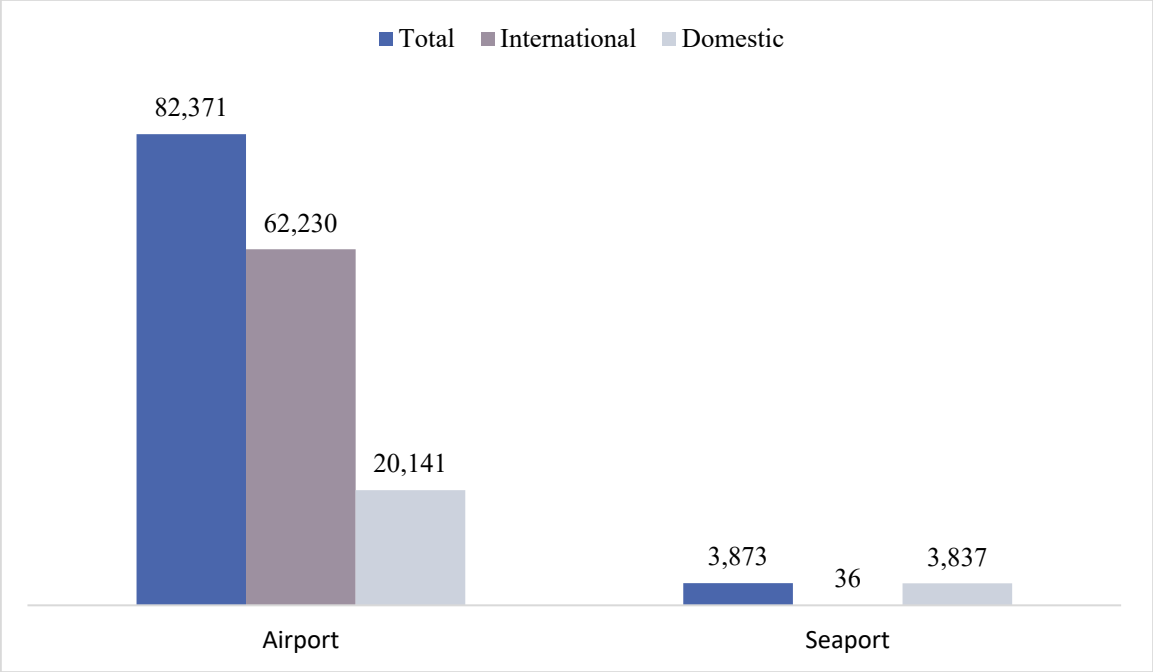


Table 2: International Visitors by Nationality through Entry Points, October 2026

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	2,065	1,112	3,177	0	168	168
British	5,069	494	5,563	0	181	181
German	6,580	938	7,518	0	200	200
Italian	6,912	848	7,760	0	63	63
French	6,205	937	7,142	0	144	144
Dutch	1,982	694	2,676	0	116	116
Belgium	946	165	1,111	1	56	57
Russian	4,615	200	4,815	0	20	20
Turkish	524	412	936	0	43	43
Polish	4,183	469	4,652	0	21	21
Ukrainian	378	379	757	0	4	4
Czech Republic	813	240	1,053	0	5	5
Spanish	1,006	727	1,733	0	29	29
Other Europeans	5,958	3,731	9,689	10	174	184
Subtotal	**47,236**	**11,346**	**58,582**	**11**	**1,224**	**1,235**
ASIA						
Japanese	83	88	171	0	26	26
Chinese	533	371	904	0	283	283
Indian	564	289	853	7	232	239
Israeli	1,064	323	1,387	0	1	1
Other Asians	1,149	1,196	2,345	10	149	159
Subtotal	**3,393**	**2,267**	**5,660**	**17**	**691**	**708**
AFRICA						
Kenyan	1,013	707	1,720	0	442	442
South African	3,395	1,156	4,551	0	75	75
Egyptian	296	140	436	0	24	24
Other Africans	3,803	2,510	6,313	0	992	992
Subtotal	**8,507**	**4,513**	**13,020**	**0**	**1,533**	**1,533**
AMERICA						
American	1,734	656	2,390	0	203	203
Canadian	449	361	810	0	53	53
Other Americans	569	290	859	8	81	89
Subtotal	**2,752**	**1,307**	**4,059**	**8**	**337**	**345**
OCEANIA						
Australian	293	325	618	0	49	49
New Zealand	37	383	420	0	3	3
Subtotal	**330**	**708**	**1,038**	**0**	**52**	**52**
Not stated	12	0	12	0	0	0
TOTAL	**62,230**	**20,141**	**82,371**	**36**	**3,837**	**3,873**

Table 3: International Visitors by Nationality and Purpose of Visit, October 2026

Nationality	Holidays	Visiting Friends and Relatives	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE								
Scandinavian	3,329	6	0	0	0	0	10	3,345
British	5,734	10	0	0	0	0	0	5,744
German	7,718	0	0	0	0	0	0	7,718
Italian	7,813	0	0	0	10	0	0	7,823
French	7,276	10	0	0	0	0	0	7,286
Dutch	2,792	0	0	0	0	0	0	2,792
Belgium	1,167	0	0	0	0	1	0	1,168
Russian	4,835	0	0	0	0	0	0	4,835
Turkish	970	0	0	0	0	0	9	979
Polish	4,636	19	9	0	0	0	9	4,673
Ukrainian	761	0	0	0	0	0	0	761
Czech Republic	1,058	0	0	0	0	0	0	1,058
Spanish	1,762	0	0	0	0	0	0	1,762
Other Europeans	9,775	88	0	0	0	10	0	9,873
Subtotal	**59,626**	**133**	**9**	**0**	**10**	**11**	**28**	**59,817**
ASIA								
Japanese	197	0	0	0	0	0	0	197
Chinese	1,180	7	0	0	0	0	0	1,187
Indian	1,085	0	0	0	0	7	0	1,092
Israeli	1,388	0	0	0	0	0	0	1,388
Other Asians	2,491	3	0	0	0	10	0	2,504
Subtotal	**6,341**	**10**	**0**	**0**	**0**	**17**	**0**	**6,368**
AFRICA								
Kenyan	2,162	0	0	0	0	0	0	2,162
South African	4,622	4	0	0	0	0	0	4,626
Egyptian	460	0	0	0	0	0	0	460
Other Africans	7,234	11	0	0	0	0	60	7,305
Subtotal	**14,478**	**15**	**0**	**0**	**0**	**0**	**60**	**14,553**
AMERICA								
American	2,578	15	0	0	0	0	0	2,593
Canadian	863	0	0	0	0	0	0	863
Other Americans	940	0	0	0	0	8	0	948
Subtotal	**4,381**	**15**	**0**	**0**	**0**	**8**	**0**	**4,404**
OCEANIA								
Australian	667	0	0	0	0	0	0	667
New Zealand	423	0	0	0	0	0	0	423
Subtotal	**1,090**	**0**	**0**	**0**	**0**	**0**	**0**	**1,090**
Not stated	12	0	0	0	0	0	0	12
TOTAL	**85,928**	**173**	**9**	**0**	**10**	**36**	**88**	**86,244**
TOTAL PERCENT	**99.6**	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**100.0**

Table 4: International Visitors by Nationality and Sex, October 2026

Nationality	Male	Female	Total
EUROPE			
Scandinavian	1,817	1,528	3,345
British	3,419	2,325	5,744
German	4,033	3,685	7,718
Italian	4,266	3,557	7,823
French	4,053	3,233	7,286
Dutch	1,508	1,284	2,792
Belgium	606	562	1,168
Russian	2,400	2,435	4,835
Turkish	784	195	979
Polish	2,446	2,227	4,673
Ukrainian	313	448	761
Czech Republic	540	518	1,058
Spanish	1,309	453	1,762
Other European Countries	4,184	5,689	9,873
Subtotal	**31,678**	**28,139**	**59,817**
ASIA			
Japanese	32	165	197
Chinese	817	370	1,187
Indian	605	487	1,092
Israeli	842	546	1,388
Other Asian	1,016	1,488	2,504
Subtotal	**3,312**	**3,056**	**6,368**
AFRICA			
Kenyan	901	1,261	2,162
South African	1,964	2,662	4,626
Egyptian	164	296	460
Other African	3,690	3,615	7,305
Subtotal	**6,719**	**7,834**	**14,553**
AMERICA			
American	1,568	1,025	2,593
Canadian	431	432	863
Other American	321	627	948
Subtotal	**2,320**	**2,084**	**4,404**
OCEANIA			
Australian	271	396	667
New Zealand	282	141	423
Subtotal	**553**	**537**	**1,090**
Not stated	0	12	12
TOTAL OCTOBER 2026	**44,582**	**41,662**	**86,244**
TOTAL SEPTEMBER 2026	**51,018**	**45,055**	**96,073**
TOTAL PERCENT	**51.7**	**48.3**	**100**
% CHANGE OCT 2026 AND SEPT 2026	**-12.6**	**-7.5**	**-10.2**

Figure 2: International Visitors by Sex, October 2026

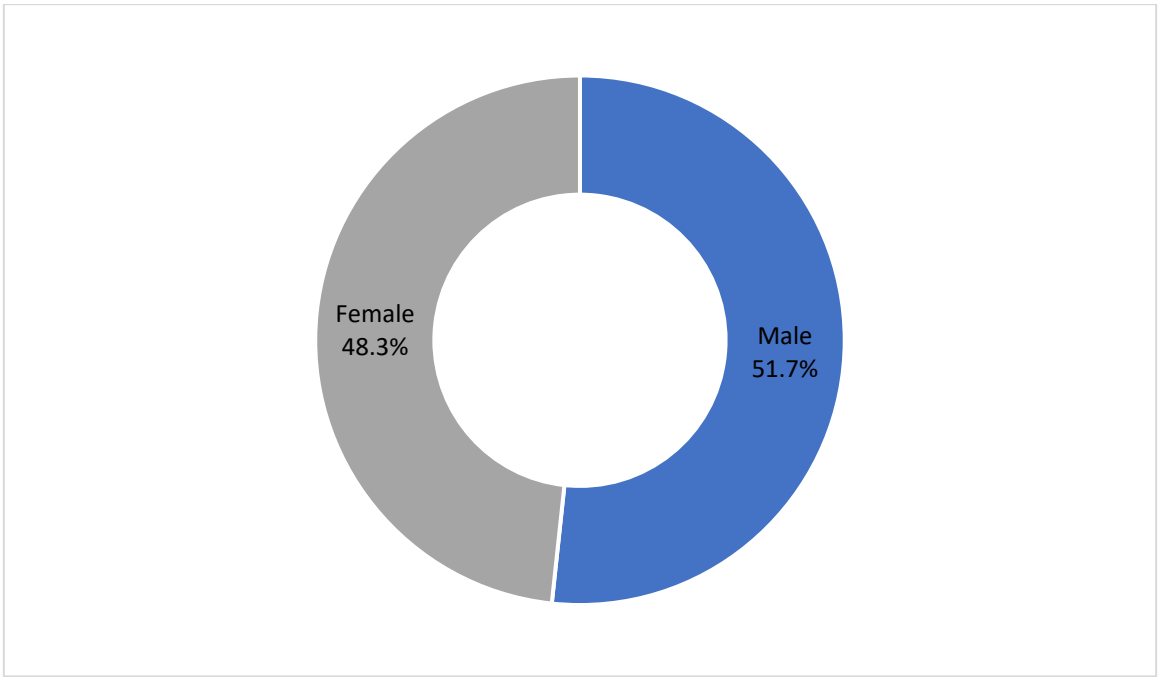


Figure 3: International Visitors by Categorized Age, October 2026

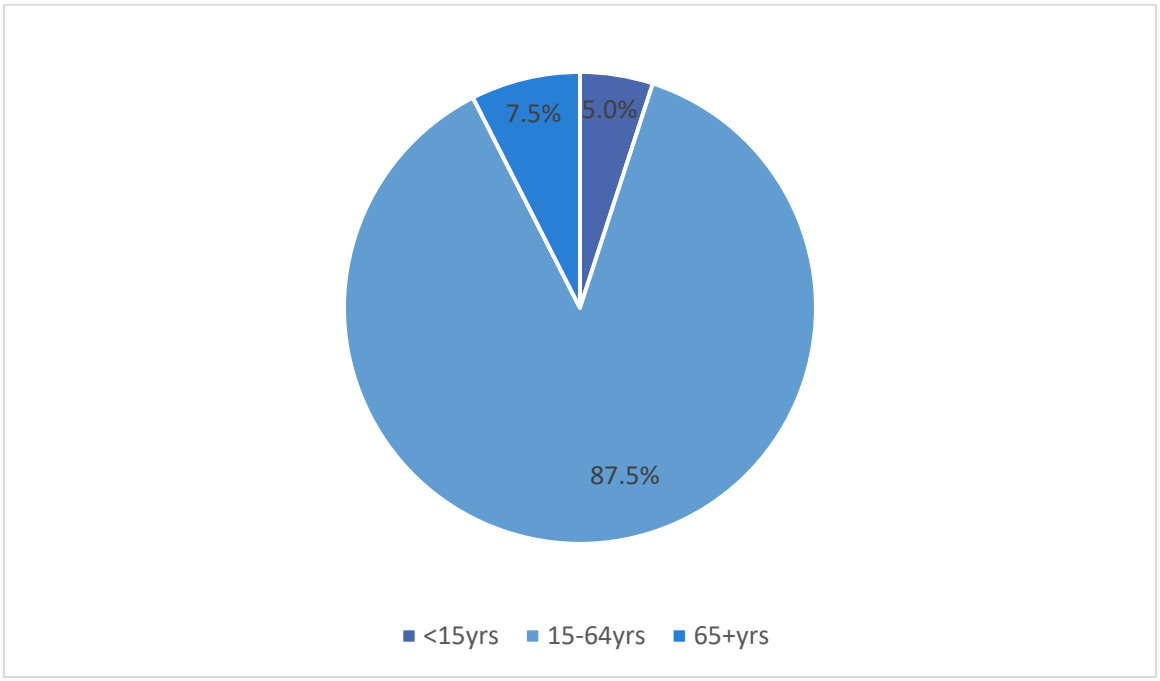


Table 5: International Visitors by Nationality and Categorized Age, September 2026

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	266	2,708	371	3,345
British	318	4,729	697	5,744
German	441	6,662	615	7,718
Italian	271	6,922	630	7,823
French	651	6,184	451	7,286
Dutch	96	2,358	338	2,792
Belgium	95	1,014	59	1,168
Russian	320	4,387	128	4,835
Turkish	27	925	27	979
Polish	157	4,173	343	4,673
Ukrainian	80	661	20	761
Czech Republic	53	940	65	1,058
Spanish	13	1,655	94	1,762
Other European	516	8,810	547	9,873
Subtotal	**3,304**	**52,128**	**4,385**	**59,817**
ASIA				
Japanese	0	161	36	197
Chinese	16	1,158	13	1,187
Indian	32	1,007	53	1,092
Israeli	41	1,264	83	1,388
Other Asian	57	2,160	287	2,504
Subtotal	**146**	**5,750**	**472**	**6,368**
AFRICA				
Kenyan	112	2,016	34	2,162
South African	284	3,979	363	4,626
Egyptian	0	444	16	460
Other African	218	6,850	237	7,305
Subtotal	**614**	**13,289**	**650**	**14,553**
AMERICA				
American	105	2,070	418	2,593
Canadian	67	564	232	863
Other American	2	807	139	948
Subtotal	**174**	**3,441**	**789**	**4,404**
OCEANIA				
Australian	7	528	132	667
New Zealand	71	352	0	423
Subtotal	**78**	**880**	**132**	**1,090**
Not stated	0	12	0	12
TOTAL	**4,316**	**75,500**	**6,428**	**86,244**
TOTAL (%)	**5.0**	**87.5**	**7.5**	**100**

Figure 4: Visitors Arrival from Emerging Markets, October 2026 and October 2025

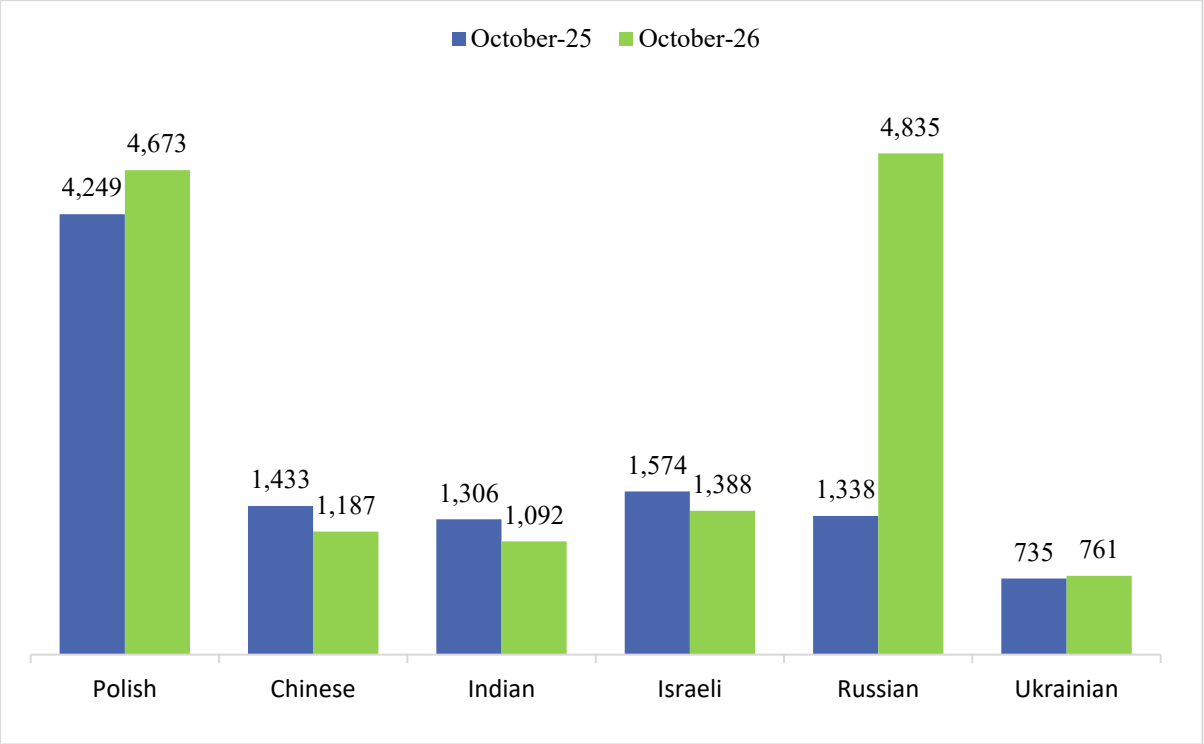


Table 6: Intended Length of Stay and Sex of International Visitors, October 2026

	Number of Arrivals			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	294	155	449	0.5	294	155	449
2	622	389	1,011	1.2	1,244	778	2,022
3	861	742	1,603	1.9	2,583	2,226	4,809
4	1,332	1,645	2,977	3.5	5,328	6,580	11,908
5	11,507	10,246	21,753	25.2	57,535	51,230	108,765
6	5,330	2,887	8,217	9.5	31,980	17,322	49,302
7	8,718	9,241	17,959	20.8	61,026	64,687	125,713
8	6,892	6,854	13,746	15.9	55,136	54,832	109,968
9	1,997	1,594	3,591	4.2	17,973	14,346	32,319
10	2,208	2,431	4,639	5.4	22,080	24,310	46,390
11	627	702	1,329	1.5	6,897	7,722	14,619
12	1,073	1,130	2,203	2.6	12,876	13,560	26,436
13	496	420	916	1.1	6,448	5,460	11,908
14	1,225	1,461	2,686	3.1	17,150	20,454	37,604
15	559	729	1,288	1.5	8,385	10,935	19,320
16	186	131	317	0.4	2,976	2,096	5,072
17	119	128	247	0.3	2,023	2,176	4,199
18	75	98	173	0.2	1,350	1,764	3,114
19	22	42	64	0.1	418	798	1,216
20	101	112	213	0.2	2,020	2,240	4,260
21	92	142	234	0.3	1,932	2,982	4,914
22	21	64	85	0.1	462	1,408	1,870
23	2	13	15	0.0	46	299	345
24	21	11	32	0.0	504	264	768
25	33	21	54	0.1	825	525	1,350
26	1	1	2	0.0	26	26	52
27	11	21	32	0.0	297	567	864
28	1	34	35	0.0	28	952	980
29	-	42	42	0.0	-	1,218	1,218
30	156	155	311	0.4	4,680	4,650	9,330
31+	-	21	21	0.0	-	651	651
Total	**44,582**	**41,662**	**86,244**	**100.0**	**324,522**	**317,213**	**641,735**
			Intended Average Length of Stay[1]		**7.5**	**7.7**	**7.6**

[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 RateOctober 2026

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	449	0.5	449
2	1,011	1.2	2,022
3	1,603	1.9	4,809
4	2,977	3.5	11,908
5	21,753	25.2	108,765
6	8,217	9.5	49,302
7	17,959	20.8	125,713
8	13,746	15.9	109,968
9	3,591	4.2	32,319
10	4,639	5.4	46,390
11	1,329	1.5	14,619
12	2,203	2.6	26,436
13	916	1.1	11,908
14	2,686	3.1	37,604
15	1,288	1.5	19,320
16	317	0.4	5,072
17	247	0.3	4,199
18	173	0.2	3,114
19	64	0.1	1,216
20	213	0.2	4,260
21	234	0.3	4,914
22	85	0.1	1,870
23	15	0	345
24	32	0	768
25	54	0.1	1,350
26	2	0	52
27	32	0	864
28	35	0	980
29	42	0	1,218
30	311	0.4	9,330
31+	21	0	651
Total	**86,244**	**100.0**	**641,735**
	Number of beds available in October 2026		**1,021,853**
		Bed Occupancy Rate	**62.8**

Annex I: Visitors Arrival from Emerging Markets, October 2026, September2026 & October 2025

Nationality	October 2025	September 2026	October 2026	% Change October 2026 and October 2025	% Change October 2026 and September 2026
Russian	1,338	3,833	4,835	261.4	26.1
Polish	4,249	5,347	4,673	10.0	-12.6
Ukrainian	735	810	761	3.5	-6.0
Chinese	1,433	1695	1,187	-17.2	-30.0
Indian	1306	1410	1,092	-16.4	-22.6
Israeli	1,574	2,742	1,388	-11.8	-49.4
Total	**10,635**	**15,837**	**13,936**	**31.0**	**-12.0**

Annex II: International Visitors by Month, 2020 – 2026

Quarter/ Month	2020	2021	2022	2023	2024	2025	2026	% Change
Total	**260,644**	**394,185**	**548,503**	**638,498**	**736,755**	**917,167**	**815,545**	**-11.1**
Q1	157,014	145,263	128,200	180,158	196,436	227,164	252,636	11.2
Q2	884	43,535	75,003	101,881	110,549	141,671	148,310	4.7
Q3	12,867	89,956	165,883	174,016	201,250	288,030	328,355	14.0
Q4	89,879	115,431	179,417	182,443	228,520	260,302	86,244	-66.9
January	61,461	49,868	42,443	68,813	73,468	84,069	100,216	19.2
February	61,752	51,574	46,995	65,430	71,095	82,750	86,839	4.9
March	33,801	43,821	38,762	45,915	51,873	60,345	65,581	8.7
April	334	13,839	20,540	27,666	28,995	37,137	38,554	3.8
May	197	9,280	20,450	26,620	29,995	37,038	40,151	8.4
June	353	20,416	34,013	47,595	51,559	67,496	69,605	3.1
July	3,079	29,714	58,157	58,711	68,223	98,370	107,801	9.6
August	4,366	34,425	61,388	61,466	72,296	105,506	124,481	18
September	5,422	25,817	46,338	53,839	60,731	84,154	96,073	14.2
October	12,157	31,826	57,547	54,961	69,860	86,740	86,244	-0.6
November	29,128	35,438	55,150	57,296	67,049	72,833		
December	48,594	48,167	66,720	70,186	91,611	100,729		

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