



Tourism Release No.5



TOURISM STATISTICAL RELEASE MAY 2025

Issued date – 10th June, 2025

TOURISM STATISTICS

Zanzibar recorded **37,038** international visitors in May 2025, an increase of **23.5** percent compared with **29,995** visitors in May 2024 and a decrease of **0.3** percent compared with **37,137** visitors recorded in the preceding month (April 2025).

European tourists dominated the market by accounting for **53.9** percent of the total visitors in May 2025. Country-wise, Germany dominated the tourism market by accounting for **10.8** percent of all visitors entered in May 2025, followed by South Africa (**6.3** percent), while New Zealand recorded less than one percent (**0.3** percent), the least. Other performances are as shown in **Table 1**.

The data shows that in May 2025, **32,634** visitors, equivalent to **88.1** percent of the total visitors, entered through the Airport. **25,122** visitors entered by international flights and **7,512** by domestic flights. The remaining **4,404** visitors entered through the seaport, of whom **38** were entered by cruise ship and **4,366** were by sea ferry from the Tanzania Mainland, as shown in **Figure 1** and **Table 2**.

Information on the purpose of visit (**Table 3**) shows that in May 2025, **36,733** visitors, equivalent to **99.2** percent, came for holidays, **0.7** percent for visiting friends and relatives, and **0.1** percent for other purposes.

Table 4 and **Figure 2** show that **20,825** visitors (**56.2** percent) were male and **16,213** (**43.8** percent) were female. The number of males increase by **5.3** and females decreased by **6.6** percent, respectively, compared with April 2025.

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 **1,336** visitors (**3.6** percent) were aged less than 15 years, **33,350** visitors (**90.0** percent) were aged 15 to 64 years, and **2,774** visitors (**6.4** percent) were aged 65 years and older (**Figure 3** & **Table 5**).

The number of visitors from emerging markets in May 2025 (Poland, India, Russia, Israel, China, and Ukraine) increased by **60.8** percent compared with the number of visitors recorded in May 2024. Other performances are shown in (**Figure 4** & **Annex I**).

Table 6 shows that a higher percentage of visitors (**25.8** percent) stayed in the country for 7 days in May 2025. Visitors' average intended length of stay in May 2025 was **seven**.

A total of **913,911** bed spaces were available in May 2025. Estimates of **258,684** beds were sold during May 2025, representing a bed occupancy rate of **28.3** percent (**Table 7**).

Table 1: International Visitors by Nationality May 2025, April 2025, and May 2024.

Nationality	May 2024			April 2025			May 2025			% Change May 2025 and April 2025	% Change, May 2025 and May 2024
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	873	2.9	8	1397	3.8	10	1,253	3.4	8	-10.3	43.5
British	1,708	5.7	5	1893	5.1	6	2,213	6.0	4	16.9	29.6
German	5,261	17.5	1	3778	10.2	1	3,988	10.8	1	5.6	-24.2
Italian	485	1.6	13	2168	5.8	4	554	1.5	15	-74.4	14.2
French	3,099	10.3	2	2061	5.5	5	2,266	6.1	3	9.9	-26.9
Dutch	932	3.1	7	1468	4.0	9	1,472	4.0	7	0.3	57.9
Belgium	349	1.2	17	515	1.4	16	543	1.5	17	5.4	55.6
Russian	295	1.0	18	223	0.6	19	616	1.7	13	176.2	108.8
Turkish	374	1.2	16	552	1.5	15	728	2.0	12	31.9	94.7
Polish	554	1.8	11	560	1.5	14	615	1.7	14	9.8	11.0
Ukrainian	114	0.4	21	145	0.4	21	364	1.0	18	151.0	219.3
Czech Republic	172	0.6	20	105	0.3	23	329	0.9	19	213.3	91.3
Spanish	515	1.7	12	697	1.9	13	802	2.2	11	15.1	55.7
Other European	2,566	8.6		2989	8.0		4,235	11.4		41.7	65.0
Subtotal	17,297	57.7		18,551	50.0		19,978	53.9		8	15
ASIA											
Japanese	111	0.4	22	121	0.3	22	121	0.3	23	0.0	9.0
Chinese	724	2.4	10	1,070	2.9	11	1,114	3.0	9	4.1	53.9
Indian	761	2.5	9	1,053	2.8	12	1,046	2.8	10	-0.7	37.5
Israeli	86	0.3	23	1,481	4.0	8	320	0.9	21	-78.4	272.1
Other Asian	1,356	4.5		1,990	5.4		2,299	6.2		15.5	69.5
Subtotal	3,038	10.1		5,715	15.4		4,900	13.2		-14.3	61.3
AFRICA											
Kenyan	1,091	3.6	6	2,788	7.5	3	1,728	4.7	6	-38.0	58.4
South African	1,819	6.1	4	2,810	7.6	2	2,344	6.3	2	-16.6	28.9
Egyptian	212	0.7	19	247	0.7	18	323	0.9	20	30.8	52.4
Other African	2,806	9.4		4,496	12.1		4,176	11.3		-7.1	48.8
Subtotal	5,928	19.8		10,341	27.8		8,571	23.1		-17.1	44.6
AMERICA											
American	2,373	7.9	3	1,521	4.1	7	1,915	5.2	5	25.9	-19.3
Canadian	482	1.6	14	430	1.2	17	544	1.5	16	26.5	12.9
Other American	378	1.3		333	0.9		705	1.9		111.7	86.5
Subtotal	3,233	10.8		2,284	6.2		3,164	8.5		38.5	-2.1
OCEANIA											
Australian	420	1.4	15	214	0.6	20	305	0.8	22	42.5	-27.4
New Zealand	73	0.2	24	25	0.067	24	116	0.313	24	364.0	58.9
Subtotal	493	1.6		239	0.6		421	1.1		76.2	-14.6
Not stated	6	0.0		7	0.0		4	0.0			
TOTAL	29,995	100.0		37,137	100.0		37,038	100.0		-0.3	23.5

Figure 1: International Visitors by Entry Points, May 2025

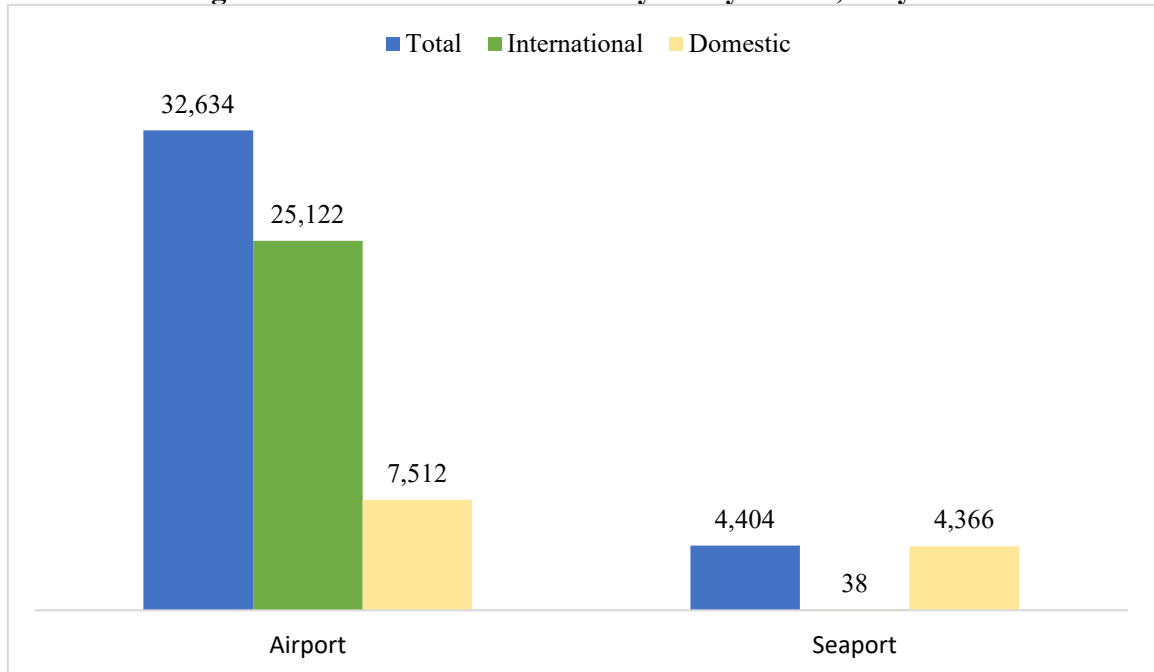


Table 2: International Visitors by Nationality through Entry Points, May 2025

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	584	567	1,151	0	102	102
British	1,738	183	1,921	0	292	292
German	3,667	157	3,824	0	164	164
Italian	395	100	495	0	59	59
French	1,992	119	2,111	0	155	155
Dutch	977	391	1,368	0	104	104
Belgium	331	180	511	0	32	32
Russian	496	105	601	0	15	15
Turkish	511	154	665	0	63	63
Polish	585	0	585	0	30	30
Ukrainian	188	166	354	0	10	10
Czech Republic	128	193	321	0	8	8
Spanish	468	314	782	0	20	20
Other Europeans	2,275	1,842	4,117	0	118	118
Subtotal	14,335	4,471	18,806	0	1,172	1,172
ASIA						
Japanese	40	58	98	0	23	23
Chinese	625	181	806	17	291	308
Indian	576	196	772	0	274	274
Israeli	195	118	313	0	7	7
Other Asians	1,900	173	2,073	0	226	226
Subtotal	3,336	726	4,062	17	821	838
AFRICA						
Kenyan	991	252	1,243	0	485	485
South African	2,054	189	2,243	13	88	101
Egyptian	221	67	288	0	35	35
Other Africans	2,198	836	3,034	8	1134	1,142
Subtotal	5,464	1,344	6,808	21	1,742	1,763
AMERICA						
American	1,207	282	1,489	0	426	426
Canadian	251	179	430	0	114	114
Other Americans	359	306	665	0	40	40
Subtotal	1,817	767	2,584	0	580	580
OCEANIA						
Australian	137	129	266	0	39	39
New Zealand	29	75	104	0	12	12
Subtotal	166	204	370	0	51	51
Not stated	4	0		0	0	0
TOTAL	25,122	7,512	32,634	38	4,366	4,404

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

Nationality	Holidays	Visiting Friends and Relatives	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE								
Scandinavian	1,246	7	0	0	0	0	0	1,253
British	2,198	12	0	0	0	0	3	2,213
German	3,961	24	0	0	0	0	3	3,988
Italian	552	2	0	0	0	0	0	554
French	2,257	9	0	0	0	0	0	2,266
Dutch	1,457	9	3	0	0	0	3	1,472
Belgium	543	0	0	0	0	0	0	543
Russian	606	5	0	0	5	0	0	616
Turkish	720	8	0	0	0	0	0	728
Polish	609	6	0	0	0	0	0	615
Ukrainian	364	0	0	0	0	0	0	364
Czech Republic	320	5	0	0	0	0	4	329
Spanish	792	10	0	0	0	0	0	802
Other Europeans	4,214	11	0	0	0	0	10	4,235
Subtotal	19,839	108	3	0	5	0	23	19,978
ASIA								
Japanese	114	7	0	0	0	0	0	121
Chinese	1,104	10	0	0	0	0	0	1,114
Indian	1,032	12	0	0	0	0	2	1,046
Israeli	320	0	0	0	0	0	0	320
Other Asians	2,293	5	0	0	0	0	1	2,299
Subtotal	4,863	34	0	0	0	0	3	4,900
AFRICA								
Kenyan	1,707	18	0	2	0	0	1	1,728
South African	2,320	21	0	0	1	0	2	2,344
Egyptian	313	10	0	0	0	0	0	323
Other Africans	4,136	34	2	0	0	0	4	4,176
Subtotal	8,476	83	2	2	1	0	7	8,571
AMERICA								
American	1,889	13	5	0	0	3	5	1,915
Canadian	541	0	0	3	0	0	0	544
Other Americans	700	5	0	0	0	0	0	705
Subtotal	3,130	18	5	3	0	3	5	3,164
OCEANIA								
Australian	305	0	0	0	0	0	0	305
New Zealand	116	0	0	0	0	0	0	116
Subtotal	421	0	0	0	0	0	0	421
Not stated	4	0	0	0	0	0	0	4
TOTAL	36,733	243	10	5	6	3	38	37,038
TOTAL PERCENT	99.2	0.7	0.0	0.0	0.0	0.0	0.1	100

Table 4: International Visitors by Nationality and Sex, May 2025

Nationality	Male	Female	Total
EUROPE			
Scandinavian	634	619	1,253
British	1,227	986	2,213
German	2,168	1,820	3,988
Italian	309	245	554
French	1,258	1,008	2,266
Dutch	823	649	1,472
Belgium	293	250	543
Russian	307	309	616
Turkish	545	183	728
Polish	280	335	615
Ukrainian	149	215	364
Czech Republic	206	123	329
Spanish	465	337	802
Other European Countries	2,244	1,991	4,235
Subtotal	10,908	9,070	19,978
ASIA			
Japanese	86	35	121
Chinese	761	353	1,114
Indian	688	358	1,046
Israeli	159	161	320
Other Asian	1,610	689	2,299
Subtotal	3,304	1,596	4,900
AFRICA			
Kenyan	937	791	1,728
South African	1,097	1,247	2,344
Egyptian	239	84	323
Other African	2,391	1,785	4,176
Subtotal	4,664	3,907	8,571
AMERICA			
American	1,035	880	1,915
Canadian	267	277	544
Other American	368	337	705
Subtotal	1,670	1,494	3,164
OCEANIA			
Australian	164	141	305
New Zealand	111	5	116
Subtotal	275	146	421
Not stated	4	0	4
TOTAL MAY 2025	20,825	16,213	37,038
TOTAL APRIL 2025	19,770	17,367	37,137
TOTAL PERCENT	56.2	43.8	100
% CHANGE, MAY 2025 AND APRIL 2025	5.3	-6.6	-0.3

Figure 2: International Visitors by Sex, May 2025

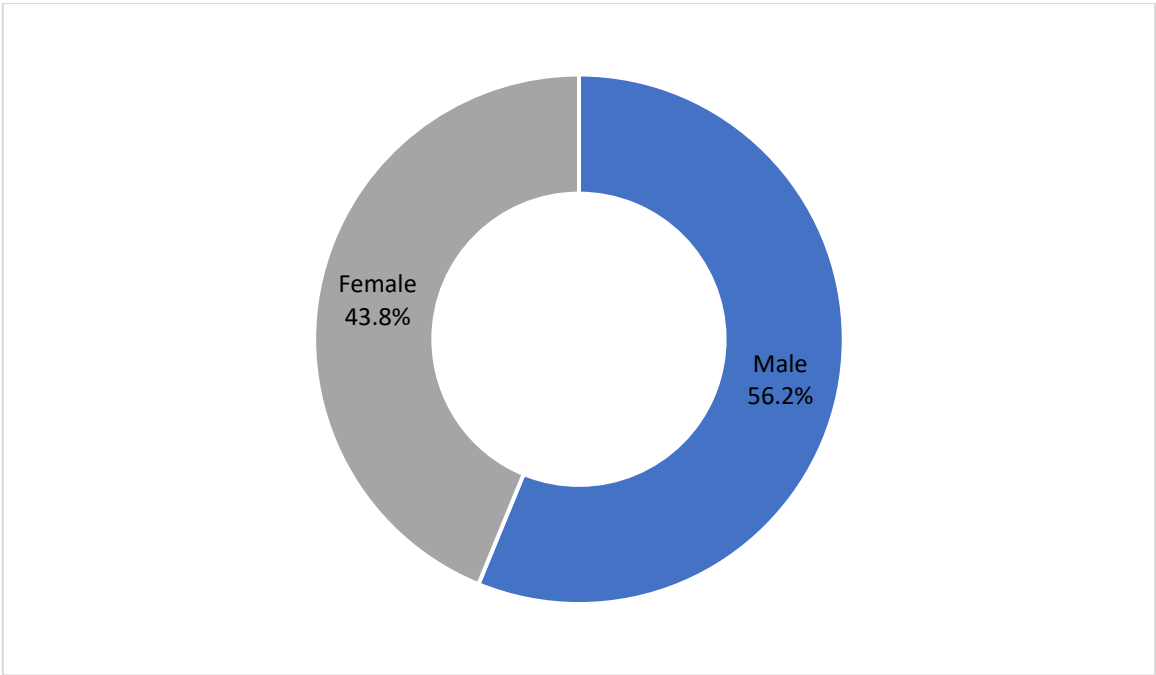


Figure 3: International Visitors by Categorized Age, May 2025

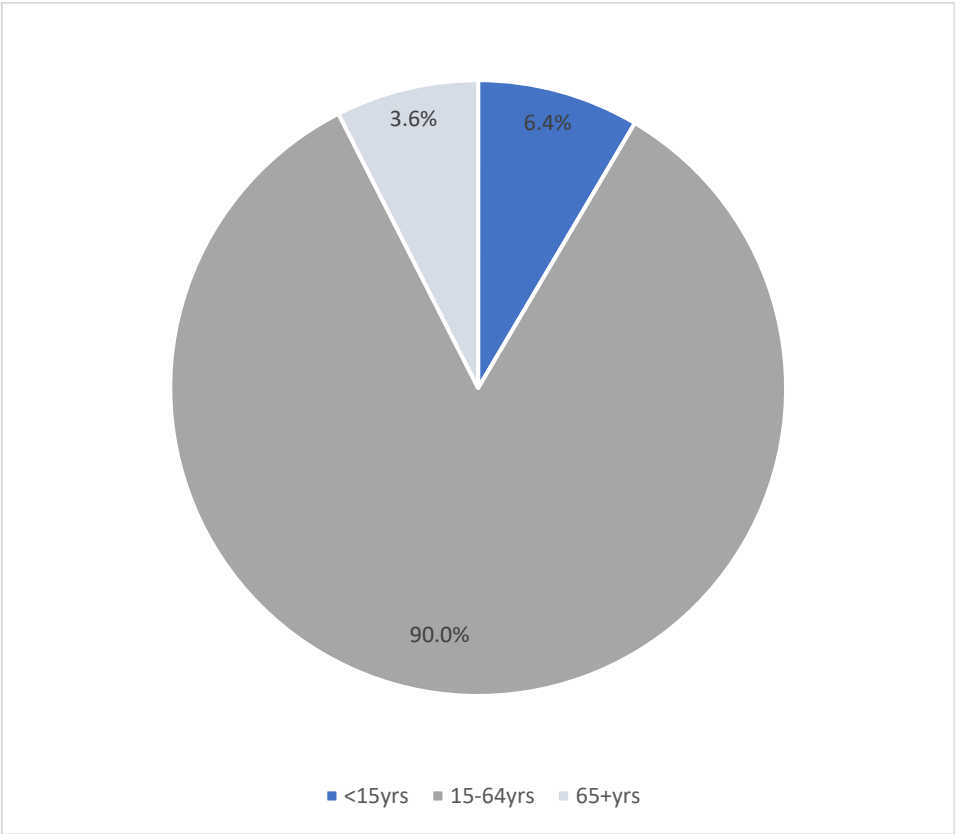


Table 5: International Visitors by Nationality and Categorized Age, May 2025

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	39	1,128	86	1,253
British	124	1,870	219	2,213
German	80	3,623	285	3,988
Italian	9	471	74	554
French	74	1,991	201	2,266
Dutch	45	1,323	104	1,472
Belgium	19	491	33	543
Russian	44	572	0	616
Turkish	8	708	12	728
Polish	38	548	29	615
Ukrainian	5	339	20	364
Czech Republic	27	288	14	329
Spanish	15	772	15	802
Other European	96	3,877	262	4,235
Subtotal	623	18,001	1,354	19,978
ASIA				
Japanese	0	118	3	121
Chinese	40	1,040	34	1,114
Indian	102	892	52	1,046
Israeli	9	280	31	320
Other Asian	100	1,995	204	2,299
Subtotal	251	4,325	324	4,900
AFRICA				
Kenyan	68	1,587	73	1,728
South African	120	2,062	162	2,344
Egyptian	10	313	0	323
Other African	139	3,913	124	4,176
Subtotal	337	7,875	359	8,571
AMERICA				
American	91	1,642	182	1,915
Canadian	19	467	58	544
Other American	6	685	14	705
Subtotal	116	2,794	254	3,164
OCEANIA				
Australian	4	259	42	305
New Zealand	5	92	19	116
Subtotal	9	351	61	421
Not stated	0	4	0	4
TOTAL	1,336	33,350	2,352	37,038
TOTAL (%)	3.6	90.0	6.4	100

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

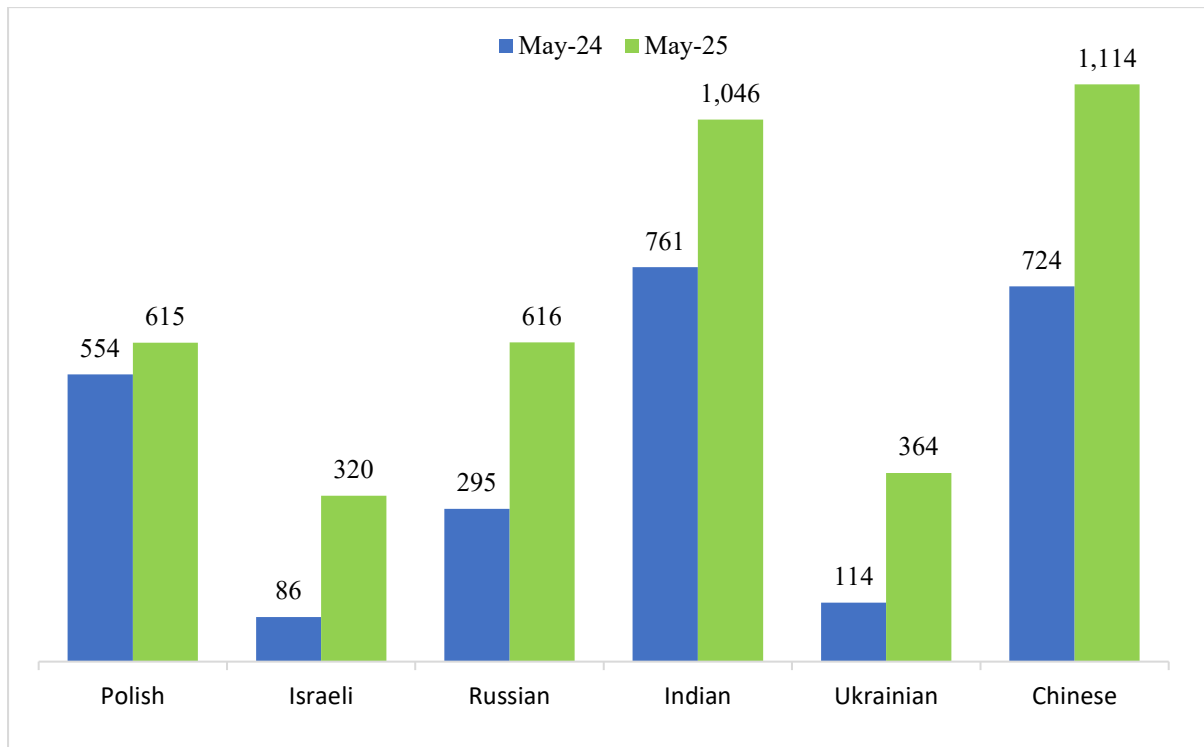


Table 6: Intended Length of Stay and Sex of International Visitors, May 2025

	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	440	313	753	2.0	440	313	753
2	700	514	1,214	3.3	1,400	1,028	2,428
3	850	749	1,599	4.3	2,550	2,247	4,797
4	1,001	987	1,988	5.4	4,004	3,948	7,952
5	4,958	2,456	7,414	20.0	24,790	12,280	37,070
6	1,755	1,551	3,306	8.9	10,530	9,306	19,836
7	5,106	4,432	9,538	25.8	35,742	31,024	66,766
8	2,805	2,403	5,208	14.1	22,440	19,224	41,664
9	774	620	1,394	3.8	6,966	5,580	12,546
10	732	652	1,384	3.7	7,320	6,520	13,840
11	247	214	461	1.2	2,717	2,354	5,071
12	241	238	479	1.3	2,892	2,856	5,748
13	189	185	374	1.0	2,457	2,405	4,862
14	427	393	820	2.2	5,978	5,502	11,480
15	142	111	253	0.7	2,130	1,665	3,795
16	47	49	96	0.3	752	784	1,536
17	42	39	81	0.2	714	663	1,377
18	26	31	57	0.2	468	558	1,026
19	7	27	34	0.1	133	513	646
20	47	22	69	0.2	940	440	1,380
21	40	55	95	0.3	840	1,155	1,995
22	6	7	13	0.0	132	154	286
23	3	6	9	0.0	69	138	207
24	4	0	4	0.0	96	0	96
25	23	24	47	0.1	575	600	1,175
26	3	0	3	0.0	78	0	78
27	3	6	9	0.0	81	162	243
28	14	13	27	0.1	392	364	756
29	4	0	4	0.0	116	0	116
30	183	113	296	0.8	5,490	3,390	8,880
31+	6	3	9	0.0	186	93	279
Total	20,825	16,213	37,038	100.0	143,418	115,266	258,684
Intended Average Length of Stay ¹					6.9	7.1	7.0

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, May 2025

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	753	2.0	753
2	1,214	3.3	2,428
3	1,599	4.3	4,797
4	1,988	5.4	7,952
5	7,414	20.0	37,070
6	3,306	8.9	19,836
7	9,538	25.8	66,766
8	5,208	14.1	41,664
9	1,394	3.8	12,546
10	1,384	3.7	13,840
11	461	1.2	5,071
12	479	1.3	5,748
13	374	1.0	4,862
14	820	2.2	11,480
15	253	0.7	3,795
16	96	0.3	1,536
17	81	0.2	1,377
18	57	0.2	1,026
19	34	0.1	646
20	69	0.2	1,380
21	95	0.3	1,995
22	13	0.0	286
23	9	0.0	207
24	4	0.0	96
25	47	0.1	1,175
26	3	0.0	78
27	9	0.0	243
28	27	0.1	756
29	4	0.0	116
30	296	0.8	8,880
31+	9	0.0	279
Total	37,038	100.0	258,684
Number of beds available in May 2025			913,911
Bed Occupancy Rate			28.3

Annex I: Visitors Arrival from Emerging Markets, May 2024, May 2025 & April 2025

Nationality	May 2024	April 2025	May 2025	% Change May 2025 and May 2024	% Change May 2025 and April 2025
Russian	295	223	616	108.8	176.2
Polish	554	560	615	11.0	9.8
Ukrainian	114	145	364	219.3	151.0
Chinese	724	1070	1,114	53.9	4.1
Indian	761	1053	1,046	37.5	-0.7
Israeli	86	1,481	320	272.1	-78.4
Total	2,534	4,532	4,075	60.8	-10.1

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	82,750
March	33,801	43,821	38,762	45,915	51,873	60,345
April	334	13,839	20,540	27,666	28,995	37,137
May	197	9,280	20,450	26,620	29,995	37,038
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	301,339

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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