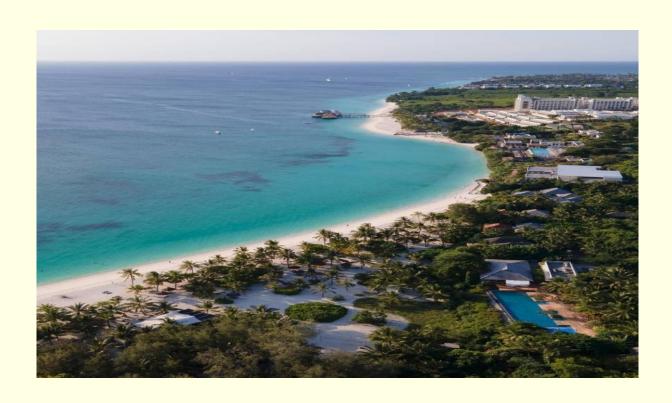




# **Tourism Release No.7**



TOURISM STATISTICAL RELEASE JULY 2025
Issued date – 07<sup>th</sup> August, 2025

#### TOURISM STATISTICS

Zanzibar recorded **98,370** international visitors in July 2025, an increase of **44.2** percent compared with **68,223** visitors in July 2024 and an increase of **45.7** percent compared with **67,496** visitors recorded in the preceding month (June 2025).

European tourists dominated the market by accounting for **64.4** percent of the total visitors in July 2025. Country-wise, Italy dominated the tourism market by accounting for **10.6** percent of all visitors entered in July 2025, followed by the French (**7.7** percent), while the Japanese recorded less than one percent (**0.2** percent), the least. Other performances are as shown in **Table 1**.

The data shows that in July 2025, **89,325** visitors, equivalent to **91.0** percent of the total visitors, entered through the Airport. **71,696** visitors entered by international flights and **17,629** by domestic flights. The remaining **9,045** visitors entered through the seaport from the Tanzania Mainland, as shown in **Figure 1** and **Table 2**.

Information on the purpose of visit (**Table 3**) shows that in July 2025, **97,794** visitors, equivalent to **99.4** percent came for holidays, **0.5** percent for visiting friends and relatives and **0.1** percent for other purposes.

**Table 4 and Figure 2** show that **53,154** visitors **(54.0** percent) were male and **45,216 (46.0** percent) were female. The number of males and female increase by **50.6** and **40.4** percent respectively compared with June 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 9,389 visitors (9.5 percent) were aged less than 15 years, 84,575 visitors (86.0 percent) were aged 15 to 64 years, and 4,406 visitors (4.5 percent) were aged 65 years and older (Figure 3 & Table 5).

The number of visitors from emerging markets in July 2025 (Poland, India, Russia, Israel, China, and Ukraine) increased by **42.2** percent compared with the number of visitors recorded in June 2025. Other performances are shown in (**Figure 4 & Annex I**).

**Table 6** shows that a higher percentage of visitors (**29.0** percent) stayed in the country for 7 days in July 2025. Visitors' average intended length of stay in July 2025 was 7.

A total of <b>913,911</b> bed spaces were available in July 2025. Estimates of <b>741,023</b> beds were sold during July 2025, representing a bed occupancy rate of <b>81.1</b> percent ( <b>Table 7</b> ).							

Table 1: International Visitors by Nationality July 2025, June 2025 and July 2024.

Nationality		July 2024			June 2025			July 2025		% Change July 2025 and	% Change, July 2025 and July
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank	June 2025	2024
EUROPE											
Scandinavian	2,320	3.4	9	2,382	3.5	9	3,459	3.5	9	45.2	49.1
British	5,090	7.5	3	5,189	7.7	2	6,307	6.4	3	21.5	23.9
German	4,587	6.7	4	6,360	9.4	1	5,620	5.7	4	-11.6	22.5
Italian	7,705	11.3	1	2,660	3.9	7	10,403	10.6	1	291.1	35.0
French	5,442	8	2	5,090	7.5	3	7,583	7.7	2	49.0	39.3
Dutch	2,152	3.2	10	2,549	3.8	8	3,933	4.0	8	54.3	82.8
Belgium	1,170	1.7	14	1,109	1.6	14	2,054	2.1	13	85.2	75.6
Russian	817	1.2	17	900	1.3	16	1,313	1.3	17	45.9	60.7
Turkish	577	0.8	19	1,156	1.7	13	935	1.0	20	-19.1	62.0
Polish	4,519	6.6	5	4,129	6.1	5	4,997	5.1	5	21.0	10.6
Ukrainian	177	0.3	22	475	0.7	20	516	0.5	22	8.6	191.5
Czech Republic	675	1	18	441	0.7	21	1,540	1.6	16	249.2	128.1
Spanish	2,340	3.4	8	2,112	3.1	10	3,274	3.3	10	55.0	39.9
Other European	7,722	11.3		7,320	10.8		11,424	11.6		56.1	47.9
Subtotal	45,293	66.4		41,872	62.0		63,358	64.4		51	40
ASIA											
Japanese	146	0.2	24	139	0.2	24	206	0.2	24	48.2	41.1
Chinese	1,766	2.6	12	1,069	1.6	15	2,197	2.2	12	105.5	24.4
Indian	1,242	1.8	13	1,661	2.5	12	1,647	1.7	14	-0.8	32.6
Israeli	1,107	1.6	15	357	0.5	22	1,546	1.6	15	333.1	39.7
Other Asian	3,761	5.5		4,762	7.1		6,516	6.6		36.8	73.3
Subtotal	8,022	11.8	_	7,988	11.8		12,112	12.3		51.6	51.0
AFRICA											
Kenyan	2,113	3.1	11	1,882	2.8	11	2,524	2.6	11	34.1	19.5
South African	2,363	3.5	7	3,476	5.1	6	4,357	4.4	7	25.3	84.4
Egyptian	334	0.5	21	601	0.9	19	673	0.7	21	12.0	101.5
Other African	3,828	5.6		4,711	7.0		6,624	6.7		40.6	73.0
Subtotal	8,638	12.7	-	10,670	15.8		14,178	14.4		32.9	64.1
AMERICA											
American	3,992	5.9	6	4,356	6.5	4	4,859	4.9	6	11.5	21.7
Canadian	914	1.3	16	774	1.1	17	1,080	1.1	19	39.5	18.2
Other American	633	0.9		968	1.4		1,388	1.4		43.4	119.3
Subtotal	5,539	8.1		6,098	9.0		7,327	7.4		20.2	32.3
OCEANIA											
Australian	567	0.8	20	685	1.0	18	1,102	1.1	18	60.9	94.4
New Zealand	164	0.2	23	183	0.3	23	284	0.289	23	55.2	73.2
Subtotal	731	1.1		868	1.3		1,386	1.4		59.7	89.6
Not stated	0	0		0	0.0		9	0.0			
TOTAL	68,223	100		67,496	100.0		98,370	100.0		45.7	44.2

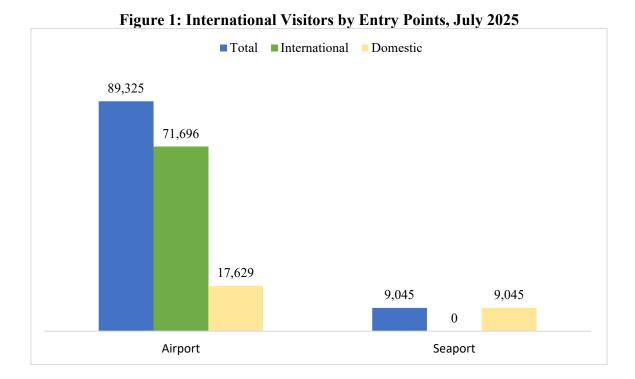


Table 2: International Visitors by Nationality through Entry Points, July 2025

1 able 2: Interna	tional visitors	Airport	tin ough E	Seaport			
Nationality	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total	
EUROPE							
Scandinavian	1,990	1,112	3,102	0	357	357	
British	4,820	697	5,517	0	790	790	
German	4,779	440	5,219	0	401	401	
Italian	9,478	724	10,202	0	201	201	
French	6,100	973	7,073	0	510	510	
Dutch	2,766	857	3,623	0	310	310	
Belgium	1,357	514	1,871	0	183	183	
Russian	1,222	40	1,262	0	51	51	
Turkish	579	245	824	0	111	111	
Polish	4,414	533	4,947	0	50	50	
Ukrainian	265	236	501	0	15	15	
Czech Republic	1,334	178	1,512	0	28	28	
Spanish	2,463	729	3,192	0	82	82	
Other Europeans	6,927	4,060	10,987	0	437	437	
Subtotal	48,494	11,338	59,832	0	3,526	3,526	
ASIA							
Japanese	92	66	158	0	48	48	
Chinese	1,525	185	1,710	0	487	487	
Indian	986	251	1,237	0	410	410	
Israeli	1,420	113	1,533	0	13	13	
Other Asians	5,232	733	5,965	0	551	551	
Subtotal	9,255	1,348	10,603	0	1,509	1,509	
AFRICA							
Kenyan	1,420	562	1,982	0	542	542	
South African	3,260	944	4,204	0	153	153	
Egyptian	449	131	580	0	93	93	
Other Africans	3,587	1,569	5,156	0	1468	1,468	
Subtotal	8,716	3,206	11,922	0	2,256	2,256	
AMERICA							
American	3,302	484	3,786	0	1073	1,073	
Canadian	537	258	795	0	285	285	
Other Americans	805	391	1,196	0	192	192	
Subtotal	4,644	1,133	5,777	0	1,550	1,550	
OCEANIA							
Australian	478	462	940	0	162	162	
New Zealand	100	142	242	0	42	42	
Subtotal	578	604	1,182	0	204	204	
Not stated	9	0		0	0	0	
TOTAL	71,696	17,629	89,325	0	9,045	9,045	

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

		Visiting Friends and	Seeking	Temporary	Business and	In		
Nationality	Holidays	Relatives	Employment	Employment	Conference	Transit	Others	Total
EUROPE								
Scandinavian	3,444	15	0	0	0	0	0	3,459
British	6,263	38	3	0	0	0	3	6,307
German	5,608	8	0	0	0	0	4	5,620
Italian	10,350	41	2	0	2	0	8	10,403
French	7,552	22	0	0	0	3	6	7,583
Dutch	3,910	15	4	0	0	0	4	3,933
Belgium	2,043	11	0	0	0	0	0	2,054
Russian	1,308	4	0	0	0	1	0	1,313
Turkish	930	0	0	0	0	5	0	935
Polish	4,969	20	8	0	0	0	0	4,997
Ukrainian	503	0	0	0	0	13	0	516
Czech Republic	1,533	3	0	0	0	0	4	1,540
Spanish	3,270	4	0	0	0	0	0	3,274
Other Europeans	11,345	70	0	0	0	4	5	11,424
Subtotal	63,028	251	17	0	2	26	34	63,358
ASIA								
Japanese	206	0	0	0	0	0	0	206
Chinese	2,188	0	0	0	1	8	0	2,197
Indian	1,640	0	0	0	0	7	0	1,647
Israeli	1,542	4	0	0	0	0	0	1,546
Other Asians	6,485	20	1	0	0	10	0	6,516
Subtotal	12,061	24	1	0	1	25	0	12,112
AFRICA								
Kenyan	2,513	7	0	2	0	0	2	2,524
South African	4,326	25	0	0	0	0	6	4,357
Egyptian	673	0	0	0	0	0	0	673
Other Africans	6,534	81	0	0	8	1	0	6,624
Subtotal	14,046	113	0	2	8	1	8	14,178
AMERICA								
American	4,812	43	0	0	0	0	4	4,859
Canadian	1,075	5	0	0	0	0	0	1,080
Other Americans	1,377	8	0	3	0	0	0	1,388
Subtotal	7,264	56	0	3	0	0	4	7,327
OCEANIA								
Australian	1,102	0	0	0	0	0	0	1,102
New Zealand	284	0	0	0	0	0	0	284
Subtotal	1,386	0	0	0	0	0	0	1,386
Not stated	9	0	0	0	0	0	0	9
TOTAL	97,794	444	18	5	11	52	46	98,370
TOTAL PERCENT	99.4	0.5	0.0	0.0	0.0	0.1	0.0	100

**Table 4: International Visitors by Nationality and Sex, July 2025** 

Nationality	Male	Female	Total
EUROPE			
Scandinavian	1,808	1,651	3,459
British	3,512	2,795	6,307
German	3,084	2,536	5,620
Italian	5,754	4,649	10,403
French	4,094	3,489	7,583
Dutch	2,145	1,788	3,933
Belgium	1,118	936	2,054
Russian	661	652	1,313
Turkish	655	280	935
Polish	2,705	2,292	4,997
Ukrainian	204	312	516
Czech Republic	803	737	1,540
Spanish	1,790	1,484	3,274
Other European Countries	6,075	5,349	11,424
Subtotal	34,408	28,950	63,358
ASIA			
Japanese	111	95	206
Chinese	1,297	900	2,197
Indian	1,020	627	1,647
Israeli	911	635	1,546
Other Asian	3,704	2,812	6,516
Subtotal	7,043	5,069	12,112
AFRICA			
Kenyan	1,191	1,333	2,524
South African	1,859	2,498	4,357
Egyptian	406	267	673
Other African	3,555	3,069	6,624
Subtotal	7,011	7,167	14,178
AMERICA			
American	2,665	2,194	4,859
Canadian	534	546	1,080
Other American	691	697	1,388
Subtotal	3,890	3,437	7,327
OCEANIA			
Australian	635	467	1,102
New Zealand	167	117	284
Subtotal	802	584	1,386
Not stated	0	9	9
TOTAL JULY 2025	53,154	45,216	98,370
TOTAL JUNE 2025	35,287	32,209	67,496
TOTAL PERCENT	54.0	46.0	100
% CHANGE, JULY 2025 AND JUNE 2025	50.6	40.4	45.7
70 CHARGE, OCLI 2023 ARD OURE 2023	30.0	40.4	43./

Figure 2: International Visitors by Sex, July 2025

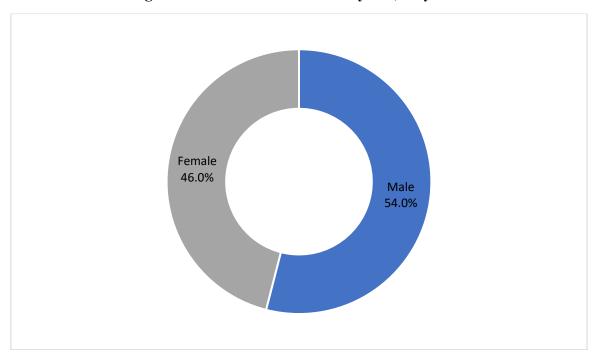


Figure 3: International Visitors by Categorized Age, July 2025

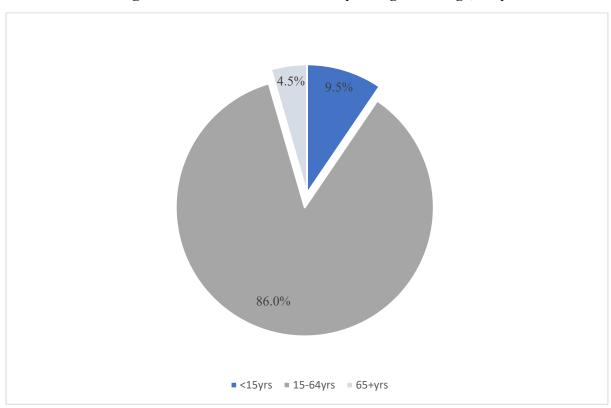


Table 5: International Visitors by Nationality and Categorized Age, July 2025

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	418	2,908	133	3,459
British	557	5,416	334	6,307
German	497	4,832	291	5,620
Italian	868	9,130	405	10,403
French	975	6,344	264	7,583
Dutch	434	3,359	140	3,933
Belgium	262	1,749	43	2,054
Russian	118	1,166	29	1,313
Turkish	41	872	22	935
Polish	534	4,365	98	4,997
Ukrainian	37	471	8	516
Czech Republic	108	1,393	39	1,540
Spanish	161	3,062	51	3,274
Other European	999	10,067	358	11,424
Subtotal	6,009	55,134	2,215	63,358
ASIA				
Japanese	4	168	34	206
Chinese	177	1,948	72	2,197
Indian	87	1,474	86	1,647
Israeli	170	1,219	157	1,546
Other Asian	856	5,232	428	6,516
Subtotal	1,294	10,041	777	12,112
AFRICA				
Kenyan	149	2,274	101	2,524
South African	478	3,679	200	4,357
Egyptian	56	613	4	673
Other African	633	5,831	160	6,624
Subtotal	1,316	12,397	465	14,178
AMERICA				
American	445	3,896	518	4,859
Canadian	134	838	108	1,080
Other American	117	1,187	84	1,388
Subtotal	696	5,921	710	7,327
OCEANIA				
Australian	64	876	162	1,102
New Zealand	10	197	77	284
Subtotal	74	1,073	239	1,386
Not stated	0	9	0	9
TOTAL	9,389	84,575	4,406	98,370
TOTAL (%)	9.5	86.0	4.5	100

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

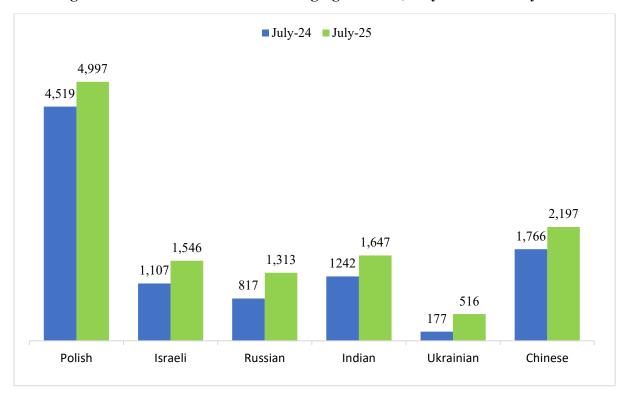


Table 6: Intended Length of Stay and Sex of International Visitors, July 2025

Number of Arrival				Percentage	Т	Total Nights	
	Male	Female	Total	Share	Male	Female	Total
1	452	305	757	0.8	452	305	757
2	811	644	1,455	1.5	1,622	1,288	2,910
3	1,440	1,518	2,958	3.0	4,320	4,554	8,874
4	1,777	2,137	3,914	4.0	7,108	8,548	15,656
5	11,902	7,164	19,066	19.4	59,510	35,820	95,330
6	4,645	2,408	7,053	7.2	27,870	14,448	42,318
7	15,019	13,523	28,542	29.0	105,133	94,661	199,794
8	7,722	7,802	15,524	15.8	61,776	62,416	124,192
9	1,710	1,507	3,217	3.3	15,390	13,563	28,953
10	2,132	2,187	4,319	4.4	21,320	21,870	43,190
11	562	552	1,114	1.1	6,182	6,072	12,254
12	660	730	1,390	1.4	7,920	8,760	16,680
13	333	406	739	0.8	4,329	5,278	9,607
14	1,644	1,702	3,346	3.4	23,016	23,828	46,844
15	937	1,083	2,020	2.1	14,055	16,245	30,300
16	212	275	487	0.5	3,392	4,400	7,792
17	156	169	325	0.3	2,652	2,873	5,525
18	150	171	321	0.3	2,700	3,078	5,778
19	34	52	86	0.1	646	988	1,634
20	139	192	331	0.3	2,780	3,840	6,620
21	171	228	399	0.4	3,591	4,788	8,379
22	56	62	118	0.1	1,232	1,364	2,596
23	32	33	65	0.1	736	759	1,495
24	27	24	51	0.1	648	576	1,224
25	25	46	71	0.1	625	1,150	1,775
26	27	24	51	0.1	702	624	1,326
27	16	16	32	0.0	432	432	864
28	49	46	95	0.1	1,372	1,288	2,660
29	20	19	39	0.0	580	551	1,131
30	288	182	470	0.5	8,640	5,460	14,100
31+	6	9	15	0.0	186	279	465
Total	53,154	45,216	98,370	100.0	390,917	350,106	741,023
Intended Average Le				ength of Stay1	7.4	7.7	7.5

<sup>&</sup>lt;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, July 2025

Length of Stay	Number of visitors	Percentage Share	Total Nights			
1	757	0.8	757			
2	1,455	1.5	2,910			
3	2,958	3.0	8,874			
4	3,914	4.0	15,656			
5	19,066	19.4	95,330			
6	7,053	7.2	42,318			
7	28,542	29.0	199,794			
8	15,524	15.8	124,192			
9	3,217	3.3	28,953			
10	4,319	4.4	43,190			
11	1,114	1.1	12,254			
12	1,390	1.4	16,680			
13	739	0.8	9,607			
14	3,346	3.4	46,844			
15	2,020	2.1	30,300			
16	487	0.5	7,792			
17	325	0.3	5,525			
18	321	0.3	5,778			
19	86	0.1	1,634			
20	331	0.3	6,620			
21	399	0.4	8,379			
22	118	0.1	2,596			
23	65	0.1	1,495			
24	51	0.1	1,224			
25	71	0.1	1,775			
26	51	0.1	1,326			
27	32	0.0	864			
28	95	0.1	2,660			
29	39	0.0	1,131			
30	470	0.5	14,100			
31+	15	0.0	465			
Total	98,370	100.0	741,023			
	Number of beds available in July 2025					
		Bed Occupancy Rate	81.1			

Annex I: Visitors Arrival from Emerging Markets, July 2024, July 2025 & June 2025

Nationality	July 2024	June 2025	July 2025	% Change July 2025 and July 2024	% Change July 2025 and June 2025
Russian	817	900	1,313	60.7	45.9
Polish	4,519	4,129	4,997	10.6	21.0
Ukrainian	177	475	516	191.5	8.6
Chinese	1,766	1069	2,197	24.4	105.5
Indian	1242	1661	1,647	32.6	-0.8
Israeli	1,107	357	1,546	39.7	333.1
Total	9,628	8,591	12,216	26.9	42.2

**Annex II: International Visitors by Month, 2020 - 2025** 

Month	2020	2021	2022	2023	2024	2025	% share
January	61,461	49,868	42,443	68,813	73,468	84,069	18.0
February	61,752	51,574	46,995	65,430	71,095	82,750	17.7
March	33,801	43,821	38,762	45,915	51,873	60,345	12.9
April	334	13,839	20,540	27,666	28,995	37,137	7.9
May	197	9,280	20,450	26,620	29,995	37,038	7.9
June	353	20,416	34,013	47,595	51,559	67,496	14.4
July	3,079	29,714	58,157	58,711	68,223	98,370	21.1
August	4,366	34,425	61,388	61,466	72,296		0.0
September	5,422	25,817	46,338	53,839	60,731		0.0
October	12,157	31,826	57,547	54,961	69,860		0.0
November	29,128	35,438	55,150	57,296	67,049		0.0
December	48,594	48,167	66,720	70,186	91,611		0.0
Total	260,644	394,185	548,503	638,498	736,755	467,205	100.0

# 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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