



Tourism Release No.8



TOURISM STATISTICAL RELEASE AUGUST 2025

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TOURISM STATISTICS

Zanzibar recorded **105,506** international visitors in August 2025, an increase of **45.9** percent compared with **72,296** visitors in August 2024 and an increase of **7.3** percent compared with **98,370** visitors recorded in the preceding month (July 2025).

European tourists dominated the market by accounting for **61.5** percent of the total visitors in August 2025. Country-wise, Italy dominated the tourism market by accounting for **15.6** percent of all visitors entered in August 2025, followed by the British (**7.7** percent), while New Zealand recorded less than one percent (**0.2 percent**), the least. Other performances are as shown in **Table 1**.

The data shows that in August 2025, **95,295** visitors, equivalent to **90.0** percent of the total visitors, entered through the Airport. **68,331** visitors entered by international flights and **26,964** by domestic flights. The remaining **10,211** 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 August 2025, **104,683** visitors, equivalent to **99.2** percent came for holidays, **0.5** percent for visiting friends and relatives and **0.3** percent for other purposes.

Table 4 and Figure 2 show that **59,397** visitors (**56.3** percent) were male and **46,109** (**43.7** percent) were female. The number of males and female increase by **11.7** and **2.0** percent respectively compared with July 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 **9,606** visitors (**9.1** percent) were aged less than 15 years, **91,102** visitors (**86.3** percent) were aged 15 to 64 years, and **4,798** visitors (**4.5** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The number of visitors from emerging markets in August 2025 (Poland, India, Russia, Israel, China, and Ukraine) increased by **5.6** percent compared with the number of visitors recorded in July 2025. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that a higher percentage of visitors (**24.6** percent) stayed in the country for **7** days in August 2025. Visitors' average intended length of stay in August 2025 was **8**.

A total of **809,186** bed spaces were available in August 2025. Estimates of **913,911** beds were sold during August 2025, representing a bed occupancy rate of **88.5** percent (**Table 7**).

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

Nationality	August 2024			July 2025			August 2025			% Change August 2025 and July 2025	% Change, August 2025 and August 2024
	Number	%Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	1,348	1.9	12	3,459	3.5	9	1,295	1.2	15	-62.6	-3.9
British	4,671	6.5	4	6,307	6.4	3	8,082	7.7	2	28.1	73.0
German	5,131	7.1	3	5,620	5.7	4	6,689	6.3	4	19.0	30.4
Italian	12,367	17.1	1	10,403	10.6	1	16,507	15.6	1	58.7	33.5
French	6,228	8.6	2	7,583	7.7	2	7,836	7.4	3	3.3	25.8
Dutch	1,858	2.6	10	3,933	4.0	8	3,282	3.1	9	-16.6	76.6
Belgium	816	1.1	15	2,054	2.1	13	1,221	1.2	16	-40.6	49.6
Russian	730	1	17	1,313	1.3	17	903	0.9	17	-31.2	23.7
Turkish	461	0.6	19	935	1.0	20	719	0.7	20	-23.1	56.0
Polish	3,389	4.7	5	4,997	5.1	5	4,237	4.0	8	-15.2	25.0
Ukrainian	130	0.2	24	516	0.5	22	632	0.6	21	22.5	386.2
Czech Republic	413	0.6	20	1,540	1.6	16	868	0.8	18	-43.6	110.2
Spanish	3,274	4.5	6	3,274	3.3	10	4,308	4.1	7	31.6	31.6
Other European	8,063	11.2		11,424	11.6		8,282	7.8		-27.5	2.7
Subtotal	48,879	67.6		63,358	64.4		64,861	61.5		2	33
ASIA											
Japanese	217	0.3	22	206	0.2	24	604	0.6	22	193.2	178.3
Chinese	1,817	2.5	11	2,197	2.2	12	3,260	3.1	10	48.4	79.4
Indian	1,160	1.6	13	1,647	1.7	14	2,167	2.1	12	31.6	86.8
Israeli	1,013	1.4	14	1,546	1.6	15	1,696	1.6	13	9.7	67.4
Other Asian	3,493	4.8		6,516	6.6		4,510	4.3		-30.8	29.1
Subtotal	7,700	10.7		12,112	12.3		12,237	11.6		1.0	58.9
AFRICA											
Kenyan	2,972	4.1	8	2,524	2.6	11	4,515	4.3	6	78.9	51.9
South African	1,968	2.7	9	4,357	4.4	7	2,802	2.7	11	-35.7	42.4
Egyptian	330	0.5	21	673	0.7	21	518	0.5	23	-23.0	57.0
Other African	5,051	7		6,624	6.7		11,419	10.8		72.4	126.1
Subtotal	10,321	14.3		14,178	14.4		19,254	18.2		35.8	86.6
AMERICA											
American	3,245	4.5	7	4,859	4.9	6	5,374	5.1	5	10.6	65.6
Canadian	744	1	16	1,080	1.1	19	1,347	1.3	14	24.7	81.0
Other American	597	0.8		1,388	1.4		1,386	1.3		-0.1	132.2
Subtotal	4,586	6.3		7,327	7.4		8,107	7.7		10.6	76.8
OCEANIA											
Australian	599	0.8	18	1,102	1.1	18	787	0.7	19	-28.6	31.4
New Zealand	189	0.3	23	284	0.3	23	248	0.24	24	-12.7	31.2
Subtotal	788	1.1		1,386	1.4		1,035	1.0		-25.3	31.3
Not stated	22	0		9	0.0		12	0.0			
TOTAL	72,296	100		98,370	100.0		105,506	100.0		7.3	45.9

Figure 1: International Visitors by Entry Points, August 2025

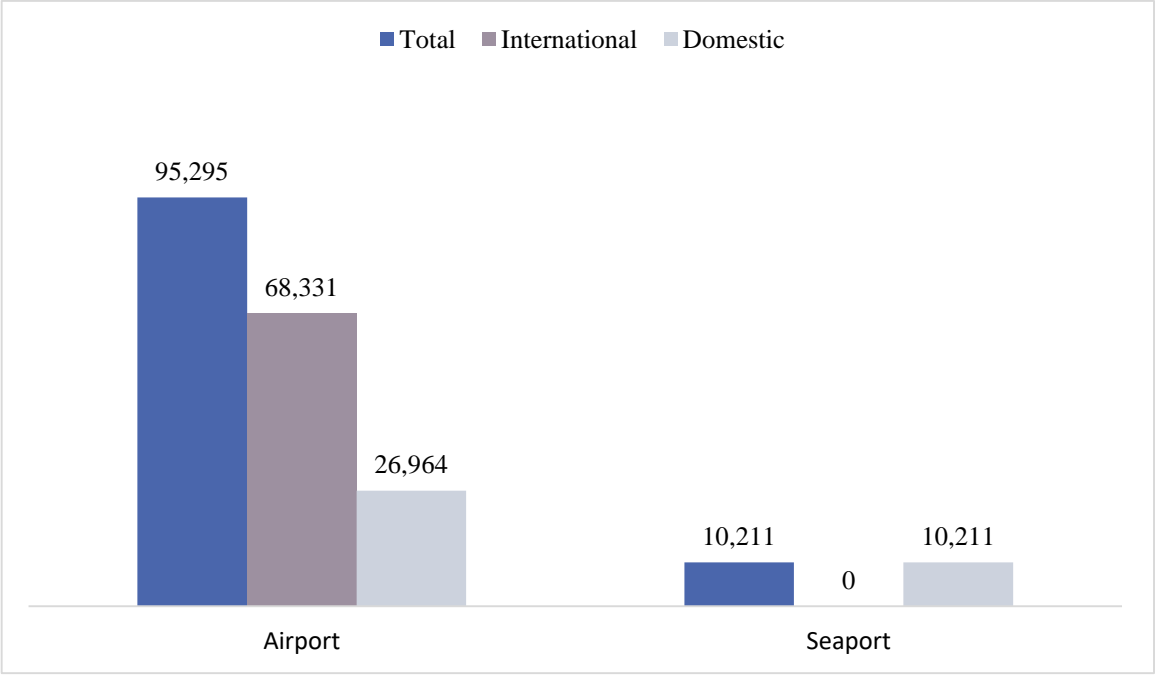


Table 2: International Visitors by Nationality through Entry Points, August 2025

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	875	277	1,152	0	143	143
British	4,869	2,357	7,226	0	856	856
German	5,268	970	6,238	0	451	451
Italian	13,555	2,495	16,050	0	457	457
French	5,975	1,317	7,292	0	544	544
Dutch	2,227	693	2,920	0	362	362
Belgium	635	485	1,120	0	101	101
Russian	849	0	849	0	54	54
Turkish	532	139	671	0	48	48
Polish	3,964	208	4,172	0	65	65
Ukrainian	204	416	620	0	12	12
Czech Republic	856	0	856	0	12	12
Spanish	3,125	1,040	4,165	0	143	143
Other Europeans	6,513	1,386	7,899	0	383	383
Subtotal	49,447	11,783	61,230	0	3,631	3,631
ASIA						
Japanese	131	416	547	0	57	57
Chinese	1,055	1,664	2,719	0	541	541
Indian	718	1,040	1,758	0	409	409
Israeli	1,603	69	1,672	0	24	24
Other Asians	3,600	485	4,085	0	425	425
Subtotal	7,107	3,674	10,781	0	1,456	1,456
AFRICA						
Kenyan	1,698	1,941	3,639	0	876	876
South African	2,052	555	2,607	0	195	195
Egyptian	391	69	460	0	58	58
Other Africans	3,726	4,921	8,647	0	2772	2,772
Subtotal	7,867	7,486	15,353	0	3,901	3,901
AMERICA						
American	2,345	2,357	4,702	0	672	672
Canadian	468	624	1,092	0	255	255
Other Americans	670	624	1,294	0	92	92
Subtotal	3,483	3,605	7,088	0	1,019	1,019
OCEANIA						
Australian	334	277	611	0	176	176
New Zealand	85	139	224	0	24	24
Subtotal	419	416	835	0	200	200
Not stated	8	0	8	0	4	4
TOTAL	68,331	26,964	95,295	0	10,211	10,211

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

Nationality	Holidays	Visiting Friends and Relatives	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE								
Scandinavian	1,290	5	0	0	0	0	0	1,295
British	8,028	35	3	0	0	0	16	8,082
German	6,663	16	2	0	0	2	6	6,689
Italian	16,419	67	5	0	0	2	14	16,507
French	7,779	35	0	0	0	0	22	7,836
Dutch	3,273	9	0	0	0	0	0	3,282
Belgium	1,199	15	0	0	0	0	7	1,221
Russian	899	4	0	0	0	0	0	903
Turkish	712	0	0	0	4	3	0	719
Polish	4,205	23	5	0	2	2	0	4,237
Ukrainian	625	7	0	0	0	0	0	632
Czech Republic	866	0	2	0	0	0	0	868
Spanish	4,290	18	0	0	0	0	0	4,308
Other Europeans	8,234	40	0	0	0	0	8	8,282
Subtotal	64,482	274	17	0	6	9	73	64,861
ASIA								
Japanese	599	5	0	0	0	0	0	604
Chinese	3,227	21	0	0	8	0	4	3,260
Indian	2,167	0	0	0	0	0	0	2,167
Israeli	1,688	4	0	0	0	4	0	1,696
Other Asians	4,432	50	0	0	0	0	28	4,510
Subtotal	12,113	80	0	0	8	4	32	12,237
AFRICA								
Kenyan	4,437	62	0	0	0	0	16	4,515
South African	2,784	10	0	0	5	0	3	2,802
Egyptian	514	4	0	0	0	0	0	518
Other Africans	11,304	73	1	0	7	0	34	11,419
Subtotal	19,039	149	1	0	12	0	53	19,254
AMERICA								
American	5,321	37	0	4	0	0	12	5,374
Canadian	1,334	10	0	0	0	0	3	1,347
Other Americans	1,350	5	0	0	0	30	1	1,386
Subtotal	8,005	52	0	4	0	30	16	8,107
OCEANIA								
Australian	784	3	0	0	0	0	0	787
New Zealand	248	0	0	0	0	0	0	248
Subtotal	1,032	3	0	0	0	0	0	1,035
Not stated	12	0	0	0	0	0	0	12
TOTAL	104,683	558	18	4	26	43	174	105,506
TOTAL PERCENT	99.2	0.5	0.0	0.0	0.0	0.0	0.3	100

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	670	625	1,295
British	4,844	3,238	8,082
German	3,800	2,889	6,689
Italian	9,323	7,184	16,507
French	4,487	3,349	7,836
Dutch	1,811	1,471	3,282
Belgium	715	506	1,221
Russian	416	487	903
Turkish	546	173	719
Polish	2,197	2,040	4,237
Ukrainian	267	365	632
Czech Republic	424	444	868
Spanish	2,440	1,868	4,308
Other European Countries	4,438	3,844	8,282
Subtotal	36,378	28,483	64,861
ASIA			
Japanese	389	215	604
Chinese	2,080	1,180	3,260
Indian	1,500	667	2,167
Israeli	943	753	1,696
Other Asian	2,818	1,692	4,510
Subtotal	7,730	4,507	12,237
AFRICA			
Kenyan	2,249	2,266	4,515
South African	1,233	1,569	2,802
Egyptian	354	164	518
Other African	6,241	5,178	11,419
Subtotal	10,077	9,177	19,254
AMERICA			
American	3,090	2,284	5,374
Canadian	777	570	1,347
Other American	772	614	1,386
Subtotal	4,639	3,468	8,107
OCEANIA			
Australian	411	376	787
New Zealand	157	91	248
Subtotal	568	467	1,035
Not stated	5	7	12
TOTAL AUGUST 2025	59,397	46,109	105,506
TOTAL JULY 2025	53,154	45,216	98,370
TOTAL PERCENT	56.3	43.7	100
% CHANGE, AUGUST 2025 AND JULY 2025	11.7	2.0	7.3

Figure 2: International Visitors by Sex, August 2025

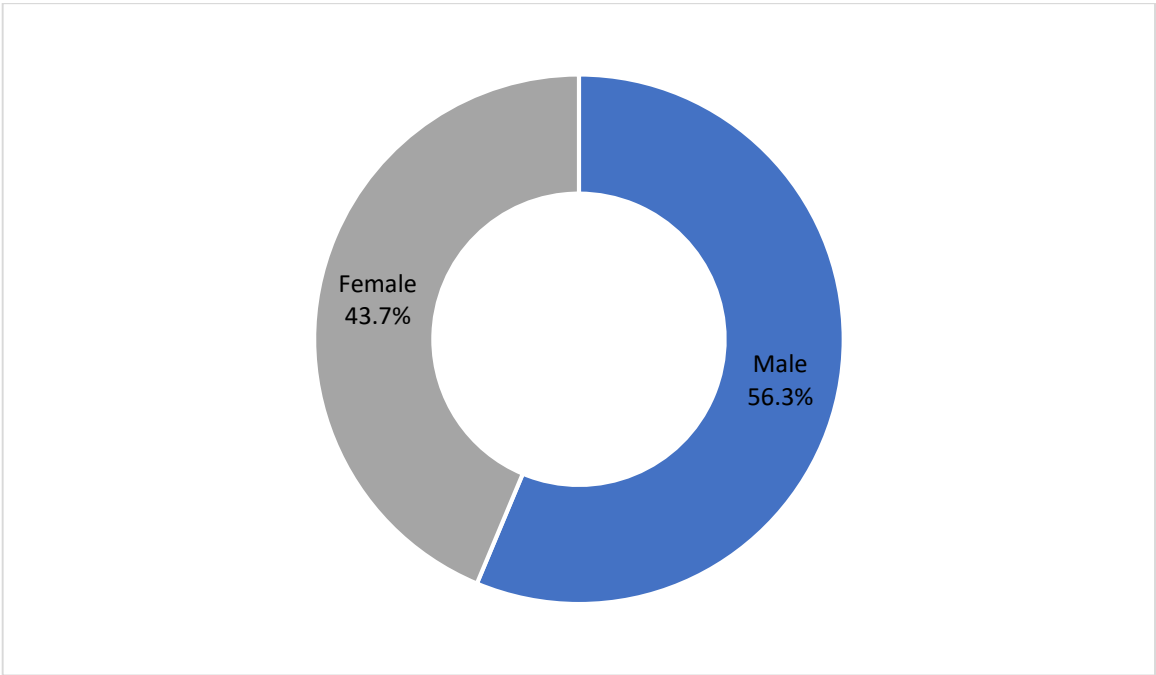


Figure 3: International Visitors by Categorized Age, August 2025

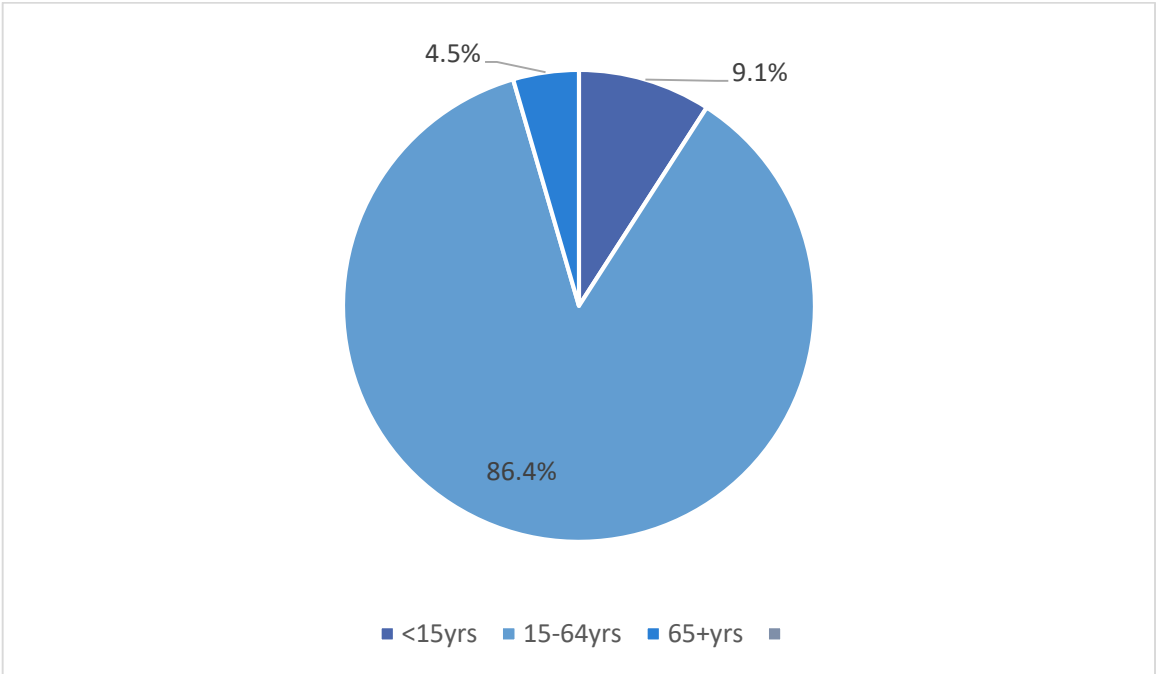


Table 5: International Visitors by Nationality and Categorized Age, August 2025

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	77	1,158	60	1,295
British	954	6,671	457	8,082
German	566	5,814	309	6,689
Italian	1,165	14,837	505	16,507
French	855	6,797	184	7,836
Dutch	286	2,868	128	3,282
Belgium	93	1,073	55	1,221
Russian	60	809	34	903
Turkish	46	662	11	719
Polish	366	3,757	114	4,237
Ukrainian	79	541	12	632
Czech Republic	73	773	22	868
Spanish	235	3,952	121	4,308
Other European	618	7,366	298	8,282
Subtotal	5,473	57,078	2,310	64,861
ASIA				
Japanese	29	531	44	604
Chinese	373	2,782	105	3,260
Indian	198	1,832	137	2,167
Israeli	309	1,244	143	1,696
Other Asian	426	3,774	310	4,510
Subtotal	1,335	10,163	739	12,237
AFRICA				
Kenyan	509	3,864	142	4,515
South African	222	2,375	205	2,802
Egyptian	53	457	8	518
Other African	1,414	9,779	226	11,419
Subtotal	2,198	16,475	581	19,254
AMERICA				
American	383	4,290	701	5,374
Canadian	139	1,052	156	1,347
Other American	51	1,264	71	1,386
Subtotal	573	6,606	928	8,107
OCEANIA				
Australian	27	601	159	787
New Zealand	0	171	77	248
Subtotal	27	772	236	1,035
Not stated	0	8	4	12
TOTAL	9,606	91,102	4,798	105,506
TOTAL (%)	9.1	86.4	4.5	100

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

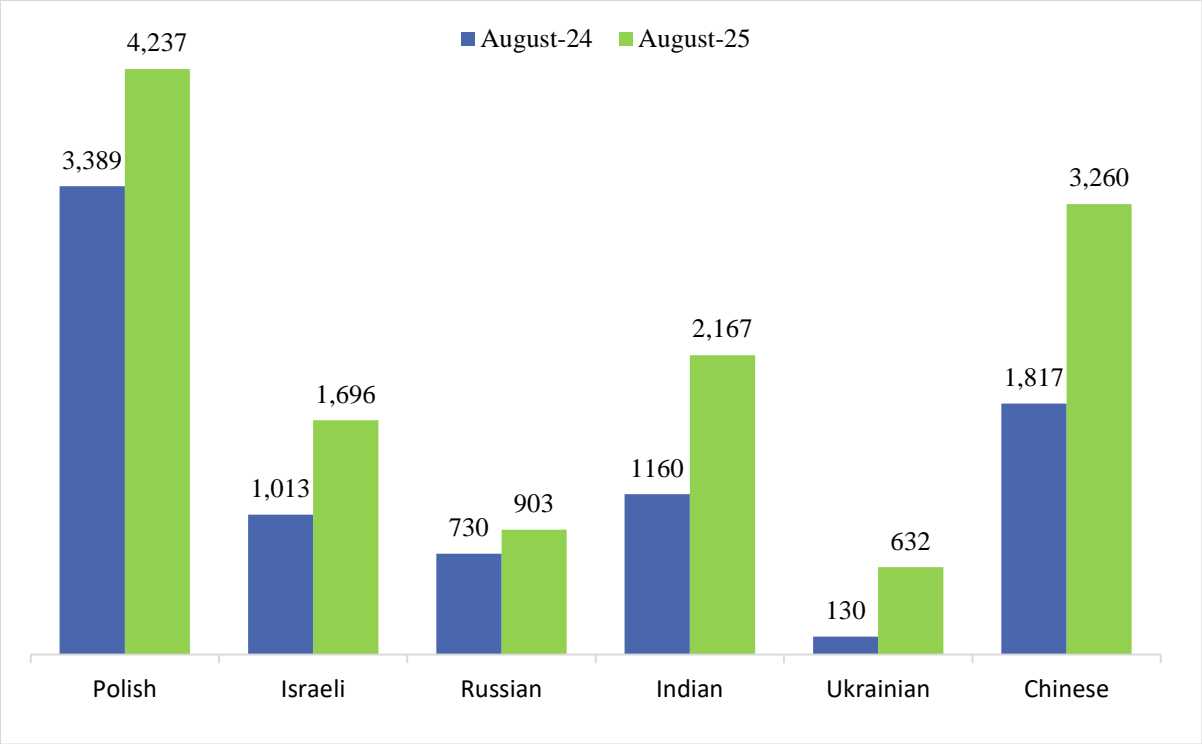


Table 6: Intended Length of Stay and Sex of International Visitors, August 2025

	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	471	289	760	0.7	471	289	760
2	870	694	1,564	1.5	1,740	1,388	3,128
3	1,220	1,221	2,441	2.3	3,660	3,663	7,323
4	1,611	1,875	3,486	3.3	6,444	7,500	13,944
5	12,335	6,677	19,012	18.0	61,675	33,385	95,060
6	6,307	2,688	8,995	8.5	37,842	16,128	53,970
7	14,303	11,640	25,943	24.6	100,121	81,480	181,601
8	11,733	10,552	22,285	21.1	93,864	84,416	178,280
9	1,716	1,665	3,381	3.2	15,444	14,985	30,429
10	2,481	2,270	4,751	4.5	24,810	22,700	47,510
11	626	619	1,245	1.2	6,886	6,809	13,695
12	829	933	1,762	1.7	9,948	11,196	21,144
13	471	498	969	0.9	6,123	6,474	12,597
14	1,704	1,715	3,419	3.2	23,856	24,010	47,866
15	1,169	1,235	2,404	2.3	17,535	18,525	36,060
16	350	347	697	0.7	5,600	5,552	11,152
17	190	201	391	0.4	3,230	3,417	6,647
18	72	94	166	0.2	1,296	1,692	2,988
19	61	89	150	0.1	1,159	1,691	2,850
20	138	102	240	0.2	2,760	2,040	4,800
21	187	224	411	0.4	3,927	4,704	8,631
22	38	62	100	0.1	836	1,364	2,200
23	26	31	57	0.1	598	713	1,311
24	23	11	34	0.0	552	264	816
25	17	41	58	0.1	425	1,025	1,450
26	45	28	73	0.1	1,170	728	1,898
27	11	3	14	0.0	297	81	378
28	50	57	107	0.1	1,400	1,596	2,996
29	11	24	35	0.0	319	696	1,015
30	332	217	549	0.5	9,960	6,510	16,470
31+	-	7	7	0.0	-	217	217
Total	59,397	46,109	105,506	100.0	443,948	365,238	809,186
Intended Average Length of Stay ¹					7.5	7.9	7.7

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, August 2025

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	760	0.7	760
2	1,564	1.5	3,128
3	2,441	2.3	7,323
4	3,486	3.3	13,944
5	19,012	18.0	95,060
6	8,995	8.5	53,970
7	25,943	24.6	181,601
8	22,285	21.1	178,280
9	3,381	3.2	30,429
10	4,751	4.5	47,510
11	1,245	1.2	13,695
12	1,762	1.7	21,144
13	969	0.9	12,597
14	3,419	3.2	47,866
15	2,404	2.3	36,060
16	697	0.7	11,152
17	391	0.4	6,647
18	166	0.2	2,988
19	150	0.1	2,850
20	240	0.2	4,800
21	411	0.4	8,631
22	100	0.1	2,200
23	57	0.1	1,311
24	34	0.0	816
25	58	0.1	1,450
26	73	0.1	1,898
27	14	0.0	378
28	107	0.1	2,996
29	35	0.0	1,015
30	549	0.5	16,470
31+	7	0.0	217
Total	105,506	100.0	809,186
Number of beds available in August 2025			913,911
Bed Occupancy Rate			88.5

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

Nationality	August 2024	July 2025	August 2025	% Change August 2025 and August 2024	% Change August 2025 and July 2025
Russian	730	1,313	903	23.7	-31.2
Polish	3,389	4,997	4,237	25.0	-15.2
Ukrainian	130	516	632	386.2	22.5
Chinese	1,817	2197	3,260	79.4	48.4
Indian	1160	1647	2,167	86.8	31.6
Israeli	1,013	1,546	1,696	67.4	9.7
Total	8,239	12,216	12,895	56.5	5.6

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	14.7
February	61,752	51,574	46,995	65,430	71,095	82,750	14.4
March	33,801	43,821	38,762	45,915	51,873	60,345	10.5
April	334	13,839	20,540	27,666	28,995	37,137	6.5
May	197	9,280	20,450	26,620	29,995	37,038	6.5
June	353	20,416	34,013	47,595	51,559	67,496	11.8
July	3,079	29,714	58,157	58,711	68,223	98,370	17.2
August	4,366	34,425	61,388	61,466	72,296	105,506	18.4
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
Total	260,644	394,185	548,503	638,498	736,755	572,711	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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