



Tourism Release No.4



TOURISM STATISTICAL RELEASE APRIL 2026

Issued date – 08th May, 2026

TOURISM STATISTICS

Zanzibar recorded **38,554** international visitors in April 2026, an increase of **3.8** percent compared with **37,137** visitors in April 2025 and a decrease of **41.2** percent compared with **65,581** visitors recorded in the preceding month (March 2026).

European tourists dominated the market by accounting for **52.8** percent of the total visitors in April 2026. Country-wise, Germany dominated the tourism market by accounting for **14.1** percent of all visitors entered in April 2026, followed by South Afrika (**10.4** percent), while New Zealand recorded less than one percent (**0.2 percent**) the least. Other performances are shown in **Table 1**.

The data shows that in April 2026, **32,948** visitors, equivalent to **85.5** percent of the total visitors entered through the Airport. **21,522** visitors entered by international flights and **11,426** by domestic flights. The remaining **5,606** visitors entered through the seaport, **548** visitors entered through a cruise ship and **5,058** 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 April 2026, **38,083** visitors, equivalent to **98.8** percent, came for holidays, **0.9** percent for visiting friends and relatives, **0.2** percent for business and conferences, and **0.1** percent for other purposes.

Table 4 and **Figure 2** show that **20,831** visitors (**54.0** percent) were male and **17,723** (**46.0** percent) were female. The number of males and Females in April 2026 decreased by **39.3** percent and **43.3** percent, respectively, compared with March 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 **2,200** visitors (**5.7** percent) were aged less than 15 years, **33,138** visitors (**86.0** percent) were aged 15 to 64 years, and **3,216** visitors (**8.3** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The number of visitors from emerging markets in April 2026 (Poland, India, Russia, Israel, China, and Ukraine) increased by **10.2** percent compared with the number of visitors recorded in April 2025. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that a higher percentage of visitors (**20.9** percent) stayed in the country for **5** days in April 2026. Visitors' average intended length of stay in April 2026 was **7** nights.

A total of **988,890** bed spaces were available in April 2026. Estimates of **270,833** beds were sold during April 2026, representing a bed occupancy rate of **27.4** percent (**Table 7**).

Table 1: International Visitors by Nationality April 2026, March 2026, and April 2025.

Nationality	April 2025			March 2026			April 2026			% Change April 2026 and March 2026	% Change, April 2026 and April 2025
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	1,397	3.8	10	3,604	5.5	5	1,442	3.7	9	-60.0	3.2
British	1,893	5.1	6	2,901	4.4	7	1,903	4.9	6	-34.4	0.5
German	3,778	10.2	1	6,752	10.3	2	5,433	14.1	1	-19.5	43.8
Italian	2,168	5.8	4	9,446	14.4	1	1,656	4.3	8	-82.5	-23.6
French	2,061	5.5	5	4,171	6.4	4	2,495	6.5	3	-40.2	21.1
Dutch	1,468	4	9	2,248	3.4	10	745	1.9	12	-66.9	-49.3
Belgium	515	1.4	16	760	1.2	17	702	1.8	13	-7.6	36.3
Russian	223	0.6	19	1,818	2.8	11	959	2.5	10	-47.2	330.0
Turkish	552	1.5	15	879	1.3	15	688	1.8	14	-21.7	24.6
Polish	560	1.5	14	5,048	7.7	3	587	1.5	17	-88.4	4.8
Ukrainian	145	0.4	21	721	1.1	18	410	1.1	18	-43.1	182.8
Czech Republic	105	0.3	23	2,294	3.5	9	177	0.5	21	-92.3	68.6
Spanish	697	1.9	13	1,307	2.0	13	677	1.8	15	-48.2	-2.9
Other European	2,989	8		7,421	11.3		2,497	6.5		-66.4	-16.5
Subtotal	18,551	50		49,370	75.3		20,371	52.8		-59	10
ASIA											
Japanese	121	0.3	22	127	0.2	24	121	0.3	23	-4.7	0.0
Chinese	1,070	2.9	11	854	1.3	16	1,965	5.1	5	130.1	83.6
Indian	1,053	2.8	12	632	1.0	19	936	2.4	11	48.1	-11.1
Israeli	1,481	4	8	194	0.3	22	139	0.4	22	-28.4	-90.6
Other Asian	1,990	5.4		953	1.5		1,293	3.4		35.7	-35.0
Subtotal	5,715	15.4		2,760	4.2		4,454	11.6		61.4	-22.1
AFRICA											
Kenyan	2,788	7.5	3	1,561	2.4	12	2,272	5.9	4	45.5	-18.5
South African	2,810	7.6	2	2,912	4.4	6	4,010	10.4	2	37.7	42.7
Egyptian	247	0.7	18	270	0.4	21	229	0.6	20	-15.2	-7.3
Other African	4,496	12.1		3,746	5.7		4,184	10.9		11.7	-6.9
Subtotal	10,341	27.8		8,489	12.9		10,695	27.7		26.0	3.4
AMERICA											
American	1,521	4.1	7	2,740	4.2	8	1,682	4.4	7	-38.6	10.6
Canadian	430	1.2	17	960	1.5	14	369	1.0	19	-61.6	-14.2
Other American	333	0.9		760	1.2		245	0.6		-67.8	-26.4
Subtotal	2,284	6.2		4,460	6.8		2,296	6.0		-48.5	0.5
OCEANIA											
Australian	214	0.6	20	360	0.5	20	642	1.7	16	78.3	200.0
New Zealand	25	0.1	24	138	0.2	23	86	0.2	24	-37.7	244.0
Subtotal	239	0.7		498	0.8		728	1.9		46.2	204.6
Not stated	7	0		4	0.0		10	0.0			
TOTAL	37,137	100.0		65,581	100.0		38,554	100.0		-41.2	3.8

Figure 1: International Visitors by Entry Points, April 2026

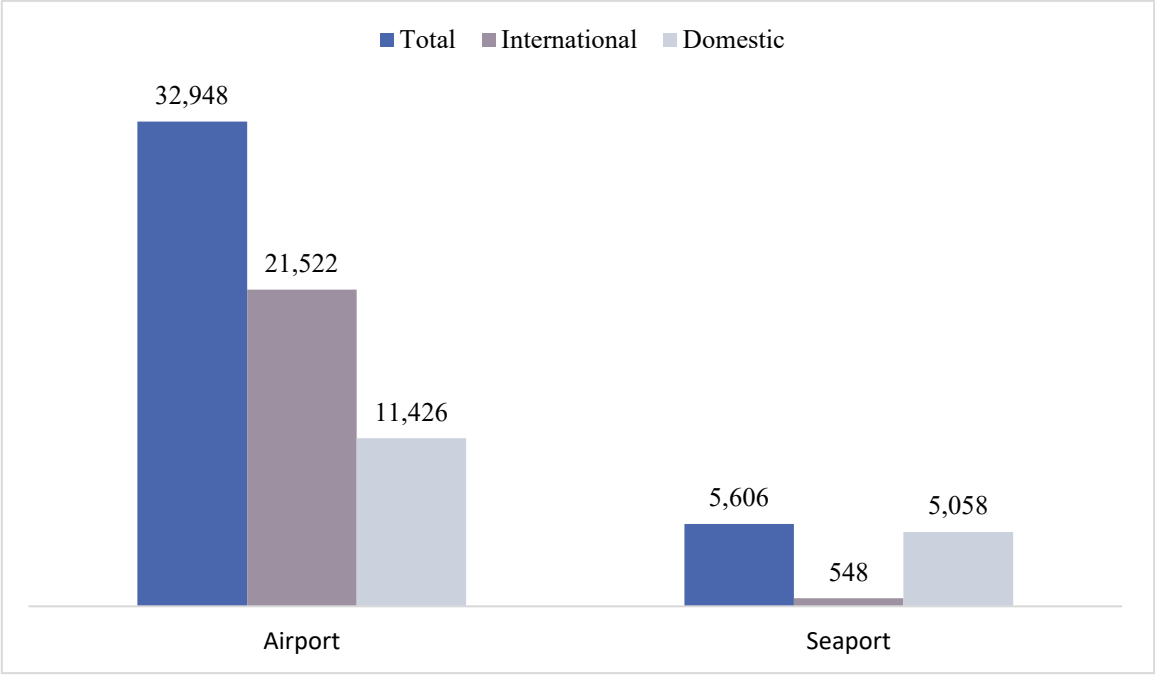


Table 2: International Visitors by Nationality through Entry Points, April 2026

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	661	573	1,234	91	117	208
British	982	724	1,706	0	197	197
German	2,659	2,502	5,161	92	180	272
Italian	1,391	211	1,602	0	54	54
French	1,529	844	2,373	0	122	122
Dutch	539	121	660	0	85	85
Belgium	195	422	617	0	85	85
Russian	749	181	930	0	29	29
Turkish	572	60	632	0	56	56
Polish	448	121	569	0	18	18
Ukrainian	161	241	402	0	8	8
Czech Republic	163	0	163	0	14	14
Spanish	305	362	667	0	10	10
Other Europeans	2,100	210	2,310	0	187	187
Subtotal	12,454	6,572	19,026	183	1,162	1,345
ASIA						
Japanese	36	60	96	0	25	25
Chinese	741	814	1,555	0	410	410
Indian	354	241	595	0	341	341
Israeli	15	121	136	0	3	3
Other Asians	659	391	1,050	0	243	243
Subtotal	1,805	1,627	3,432	0	1,022	1,022
AFRICA						
Kenyan	1,174	241	1,415	0	857	857
South African	2,646	935	3,581	274	155	429
Egyptian	143	32	175	0	54	54
Other Africans	2,247	602	2,849	0	1,335	1,335
Subtotal	6,210	1,810	8,020	274	2,401	2,675
AMERICA						
American	610	784	1,394	0	288	288
Canadian	142	121	263	0	106	106
Other Americans	188	30	218	0	27	27
Subtotal	940	935	1,875	0	421	421
OCEANIA						
Australian	87	422	509	91	42	133
New Zealand	17	60	77	0	9	9
Subtotal	104	482	586	91	51	142
Not stated	9	0	9	0	1	1
TOTAL	21,522	11,426	32,948	548	5,058	5,606

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

Nationality	Holidays	Visiting Friends and Relatives	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE								
Scandinavian	1,426	11	0	0	5	0	0	1,442
British	1,882	5	5	0	11	0	0	1,903
German	5,388	37	0	0	0	0	8	5,433
Italian	1,656	0	0	0	0	0	0	1,656
French	2,495	0	0	0	0	0	0	2,495
Dutch	731	14	0	0	0	0	0	745
Belgium	696	6	0	0	0	0	0	702
Russian	959	0	0	0	0	0	0	959
Turkish	681	7	0	0	0	0	0	688
Polish	577	5	0	0	0	0	5	587
Ukrainian	410	0	0	0	0	0	0	410
Czech Republic	177	0	0	0	0	0	0	177
Spanish	677	0	0	0	0	0	0	677
Other Europeans	2,459	27	1	0	0	0	10	2,497
Subtotal	20,214	112	6	0	16	0	23	20,371
ASIA								
Japanese	117	4	0	0	0	0	0	121
Chinese	1,952	9	0	0	0	0	4	1,965
Indian	930	6	0	0	0	0	0	936
Israeli	139	0	0	0	0	0	0	139
Other Asians	1,232	55	0	0	6	0	0	1,293
Subtotal	4,370	74	0	0	6	0	4	4,454
AFRICA								
Kenyan	2,230	23	0	0	14	0	5	2,272
South African	3,962	38	2	0	1	0	7	4,010
Egyptian	226	0	0	0	3	0	0	229
Other Africans	4,110	59	0	1	12	0	2	4,184
Subtotal	10,528	120	2	1	30	0	14	10,695
AMERICA								
American	1,655	18	0	0	5	0	4	1,682
Canadian	357	9	0	0	3	0	0	369
Other Americans	239	6	0	0	0	0	0	245
Subtotal	2,251	33	0	0	8	0	4	2,296
OCEANIA								
Australian	624	18	0	0	0	0	0	642
New Zealand	86	0	0	0	0	0	0	86
Subtotal	710	18	0	0	0	0	0	728
Not stated	10	0	0	0	0	0	0	10
TOTAL	38,083	357	8	1	60	0	45	38,554
TOTAL PERCENT	98.8	0.9	0.0	0.0	0.2	0.0	0.1	100.0

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	687	755	1,442
British	1,077	826	1,903
German	2,881	2,552	5,433
Italian	971	685	1,656
French	1,348	1,147	2,495
Dutch	381	364	745
Belgium	234	468	702
Russian	422	537	959
Turkish	538	150	688
Polish	343	244	587
Ukrainian	218	192	410
Czech Republic	76	101	177
Spanish	327	350	677
Other European Countries	1,263	1,234	2,497
Subtotal	10,766	9,605	20,371
ASIA			
Japanese	63	58	121
Chinese	1,421	544	1,965
Indian	560	376	936
Israeli	40	99	139
Other Asian	784	509	1,293
Subtotal	2,868	1,586	4,454
AFRICA			
Kenyan	1,241	1,031	2,272
South African	1,979	2,031	4,010
Egyptian	197	32	229
Other African	2,268	1,916	4,184
Subtotal	5,685	5,010	10,695
AMERICA			
American	900	782	1,682
Canadian	156	213	369
Other American	99	146	245
Subtotal	1,155	1,141	2,296
OCEANIA			
Australian	314	328	642
New Zealand	42	44	86
Subtotal	356	372	728
Not stated	1	9	10
TOTAL APRIL 2026	20,831	17,723	38,554
TOTAL MARCH 2026	34,325	31,256	65,581
TOTAL PERCENT	54.0	46.0	100
% CHANGE APRIL 2026 AND MARCH 2026	-39.3	-43.3	-41.2

Figure 2: International Visitors by Sex, April 2026

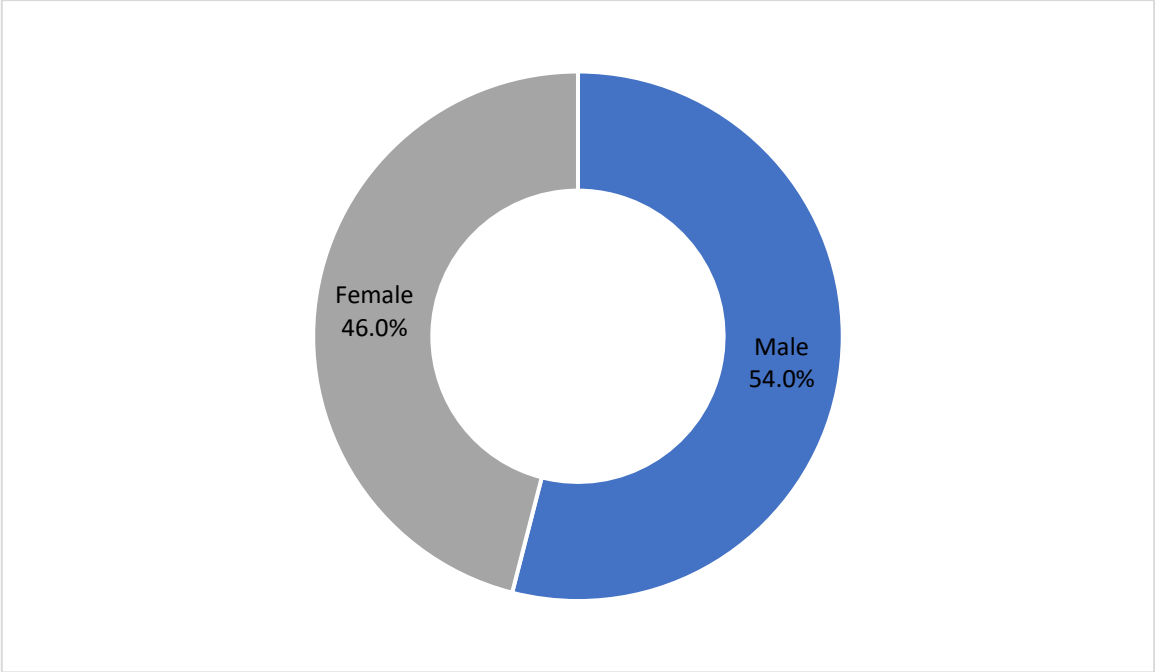


Figure 3: International Visitors by Categorized Age, April 2026

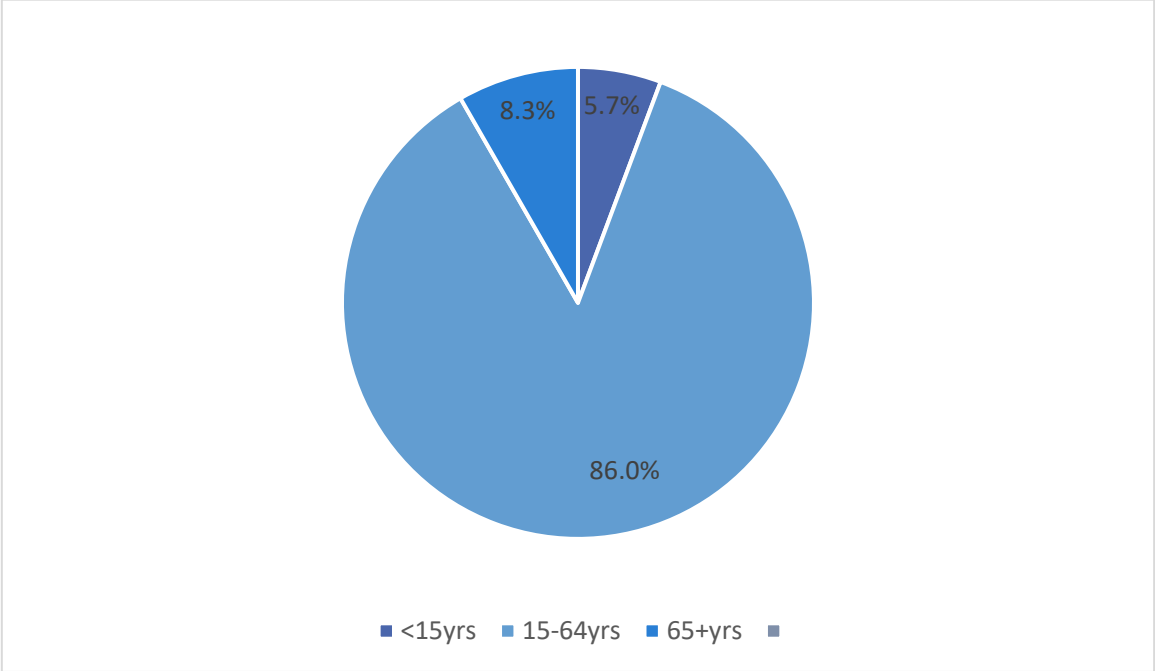


Table 5: International Visitors by Nationality and Categorized Age, April 2026

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	89	1,236	117	1,442
British	143	1,503	257	1,903
German	248	4,439	746	5,433
Italian	46	1,476	134	1,656
French	162	2,065	268	2,495
Dutch	74	595	76	745
Belgium	36	618	48	702
Russian	27	877	55	959
Turkish	10	664	14	688
Polish	14	524	49	587
Ukrainian	10	390	10	410
Czech Republic	2	136	39	177
Spanish	21	616	40	677
Other European	194	2,107	196	2,497
Subtotal	1,076	17,246	2,049	20,371
ASIA				
Japanese	7	111	3	121
Chinese	66	1,886	13	1,965
Indian	90	758	88	936
Israeli	6	110	23	139
Other Asian	30	1,090	173	1,293
Subtotal	199	3,955	300	4,454
AFRICA				
Kenyan	230	1,942	100	2,272
South African	316	3,465	229	4,010
Egyptian	6	211	12	229
Other African	254	3,849	81	4,184
Subtotal	806	9,467	422	10,695
AMERICA				
American	82	1,354	246	1,682
Canadian	31	252	86	369
Other American	6	224	15	245
Subtotal	119	1,830	347	2,296
OCEANIA				
Australian	0	552	90	642
New Zealand	0	78	8	86
Subtotal	0	630	98	728
Not stated	0	10	0	10
TOTAL	2,200	33,138	3,216	38,554
TOTAL (%)	5.7	86.0	8.3	100.0

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

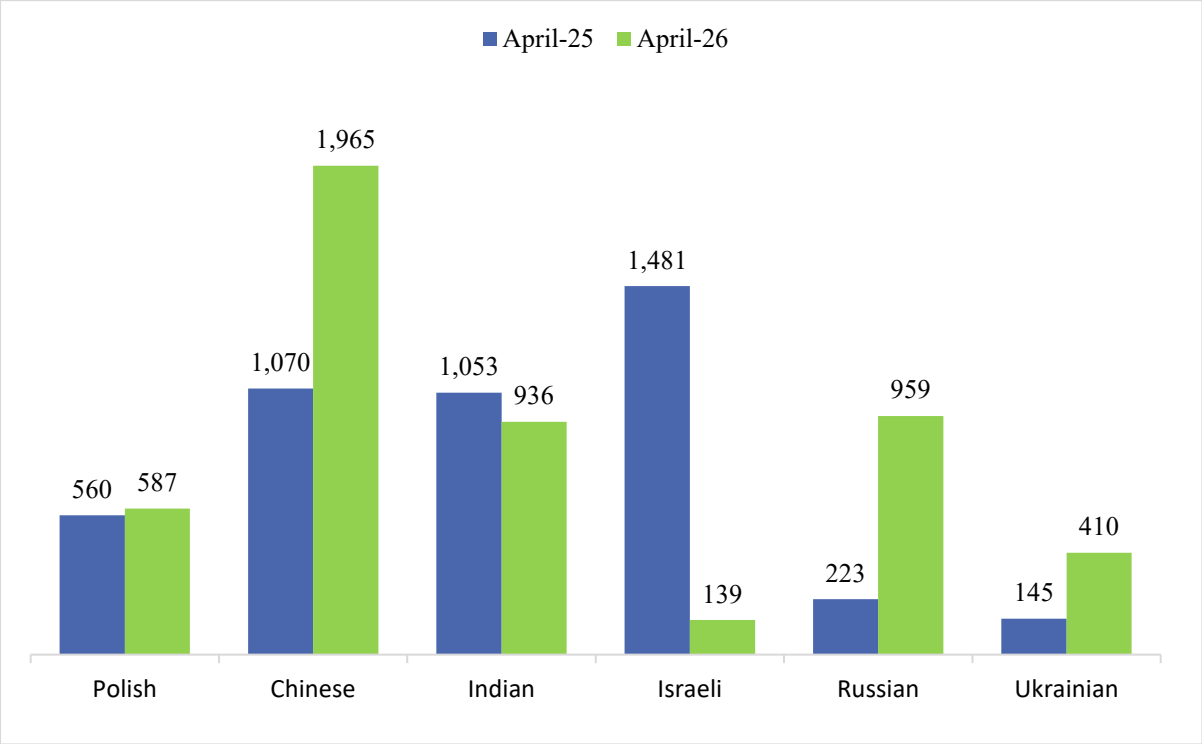


Table 6: Intended Length of Stay and Sex of International Visitors, April 2026

	Number of Arrivals			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	416	224	640	1.7	416	224	640
2	700	432	1,132	2.9	1,400	864	2,264
3	1,090	920	2,010	5.2	3,270	2,760	6,030
4	1,397	1,283	2,680	7.0	5,588	5,132	10,720
5	5,155	2,887	8,042	20.9	25,775	14,435	40,210
6	1,996	1,829	3,825	9.9	11,976	10,974	22,950
7	3,525	3,485	7,010	18.2	24,675	24,395	49,070
8	2,333	2,740	5,073	13.2	18,664	21,920	40,584
9	1,344	1,042	2,386	6.2	12,096	9,378	21,474
10	1,004	1,040	2,044	5.3	10,040	10,400	20,440
11	258	342	600	1.6	2,838	3,762	6,600
12	321	298	619	1.6	3,852	3,576	7,428
13	142	189	331	0.9	1,846	2,457	4,303
14	532	500	1,032	2.7	7,448	7,000	14,448
15	157	122	279	0.7	2,355	1,830	4,185
16	62	63	125	0.3	992	1,008	2,000
17	35	26	61	0.2	595	442	1,037
18	24	42	66	0.2	432	756	1,188
19	8	11	19	0.0	152	209	361
20	69	47	116	0.3	1,380	940	2,320
21	44	39	83	0.2	924	819	1,743
22	12	15	27	0.1	264	330	594
23	13	11	24	0.1	299	253	552
24	0	4	4	0.0	0	96	96
25	12	8	20	0.1	300	200	500
26	8	0	8	0.0	208	0	208
27	0	7	7	0.0	0	189	189
28	0	14	14	0.0	0	392	392
29	4	0	4	0.0	116	0	116
30	169	103	272	0.7	5,070	3,090	8,160
31+	1	0	1	0.0	31	0	31
Total	20,831	17,723	38,554	100.0	143,002	127,831	270,833
Intended Average Length of Stay ¹					6.9	7.2	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, April 2026

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	640	1.7	640
2	1,132	2.9	2,264
3	2,010	5.2	6,030
4	2,680	7.0	10,720
5	8,042	20.9	40,210
6	3,825	9.9	22,950
7	7,010	18.2	49,070
8	5,073	13.2	40,584
9	2,386	6.2	21,474
10	2,044	5.3	20,440
11	600	1.6	6,600
12	619	1.6	7,428
13	331	0.9	4,303
14	1,032	2.7	14,448
15	279	0.7	4,185
16	125	0.3	2,000
17	61	0.2	1,037
18	66	0.2	1,188
19	19	0.0	361
20	116	0.3	2,320
21	83	0.2	1,743
22	27	0.1	594
23	24	0.1	552
24	4	0.0	96
25	20	0.1	500
26	8	0.0	208
27	7	0.0	189
28	14	0.0	392
29	4	0.0	116
30	272	0.7	8,160
31+	1	0.0	31
Total	38,554	100.0	270,833
Number of beds available in April 2026			988,890
Bed Occupancy Rate			27.4

Annex I: Visitors Arrival from Emerging Markets, April 2026, March 2026 & April 2025

Nationality	April 2025	March 2026	April 2026	% Change April 2026 and April 2025	% Change April 2026 and March 2026
Russian	223	1,818	959	330.0	-47.2
Polish	560	5,048	587	4.8	-88.4
Ukrainian	145	721	410	182.8	-43.1
Chinese	1,070	854	1,965	83.6	130.1
Indian	1053	632	936	-11.1	48.1
Israeli	1,481	194	139	-90.6	-28.4
Total	4,532	9,267	4,996	10.2	-46.1

Annex II: International Visitors by Month, 2020 - 2026

Month	2020	2021	2022	2023	2024	2025	2026	% Change
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		
June	353	20,416	34,013	47,595	51,559	67,496		
July	3,079	29,714	58,157	58,711	68,223	98,370		
August	4,366	34,425	61,388	61,466	72,296	105,506		
September	5,422	25,817	46,338	53,839	60,731	84,154		
October	12,157	31,826	57,547	54,961	69,860	86,740		
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		
Total	260,644	394,185	548,503	638,498	736,755	917,167	291,190	

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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