



Tourism Release No.8



TOURISM STATISTICAL RELEASE AUGUST 2026

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TOURISM STATISTICS

Zanzibar recorded **124,481** international visitors in August 2026, an increase of **18.0** percent compared with **105,506** visitors in August 2025 and increase of **15.5** percent compared with **107,801** visitors recorded in the preceding month (July 2026).

European tourists dominated the market by accounting for **58.1** percent of the total visitors in August 2026. Country-wise, Italy dominated the tourism market by accounting for **14.1** percent of all visitors entered in August 2026, followed by British (**7.9** percent), while New Japan less than one percent (**0.0** percent) the least. Other performances are shown in **Table 1**.

The data shows that in August 2026, **114,553** visitors, equivalent to **92.0** percent of the total visitors entered through the Airport. **75,214** visitors entered by international flights and **39,339** by domestic flights. The remaining **9,928** visitors entered through the seaport, **36** visitors entered through a cruise ship and **9,892** 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 August 2026, **124,241** visitors, equivalent to **99.8** percent, came for holidays, **0.4** percent for visiting friends and relatives and **0.2** percent for other purposes.

Table 4 and **Figure 2** show that **71,829** visitors (**57.7** percent) were male and **52,652** (**42.3** percent) were female. The number of males and Females in August 2026 increased by **9.1** percent and **25.4** percent, respectively, compared with July 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 **11,915** visitors (**9.6** percent) were aged less than 15 years, **107,064** visitors (**86.0** percent) were aged 15 to 64 years and **5,502** visitors (**4.4** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The number of visitors from emerging markets in July 2026 (Poland, India, Russia, Israel, China, and Ukraine) increased by **43.7** percent compared with the number of visitors recorded in August 2025. 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 August 2026. Visitors' average intended length of stay in August 2026 was **8** nights.

A total of **1,021,853** bed spaces were available in August 2026. Estimates of **949,056** beds were sold during August 2026, representing a bed occupancy rate of **92.9** percent (**Table7**)

Table 1: International Visitors by Nationality August 2026, July 2026, and August 2025.

Nationality	August 2025			July 2026			August 2026			% Change August 2026 and July 2026	% Change, August 2026 and August 2025
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	1,295	1.2	15	2,700	2.5	13	1,914	1.5	15	-29.1	47.8
British	8,082	7.7	2	7,294	6.8	2	9,799	7.9	2	34.3	21.2
German	6,689	6.3	4	6,545	6.1	4	8,576	6.9	3	31.0	28.2
Italian	16,507	15.6	1	8,678	8.1	1	17,608	14.1	1	102.9	6.7
French	7,836	7.4	3	6,463	6.0	5	8,482	6.8	4	31.2	8.2
Dutch	3,282	3.1	9	4,910	4.6	8	3,233	2.6	10	-34.2	-1.5
Belgium	1,221	1.2	16	1,884	1.7	16	971	0.8	17	-48.5	-20.5
Russian	903	0.9	17	2,785	2.6	12	4,298	3.5	7	54.3	376.0
Turkish	719	0.7	20	1,234	1.1	18	720	0.6	19	-41.7	0.1
Polish	4,237	4	8	4,939	4.6	6	5,162	4.1	6	4.5	21.8
Ukrainian	632	0.6	21	246	0.2	22	297	0.2	22	20.7	-53.0
Czech Republic	868	0.8	18	525	0.5	20	291	0.2	23	-44.6	-66.5
Spanish	4,308	4.1	7	2,828	2.6	11	3,040	2.4	12	7.5	-29.4
Other European	8,282	7.8		9,723	9.0		7,913	6.4		-18.6	-4.5
Subtotal	64,861	61.5		60,754	56.4		72,304	58.1		19	11
ASIA											
Japanese	604	0.6	22	142	0.1	24	345	0.3	21	143.0	-42.9
Chinese	3,260	3.1	10	2,932	2.7	10	3,653	2.9	9	24.6	12.1
Indian	2,167	2.1	12	2,316	2.1	14	2,964	2.4	13	28.0	36.8
Israeli	1,696	1.6	13	2,207	2.0	15	2,156	1.7	14	-2.3	27.1
Other Asian	4,510	4.3		5,412	5.0		5,241	4.2		-3.2	16.2
Subtotal	12,237	11.6		13,009	12.1		14,359	11.5		10.4	17.3
AFRICA											
Kenyan	4,515	4.3	6	6,959	6.5	3	7,911	6.4	5	13.7	75.2
South African	2,802	2.7	11	4,920	4.6	7	3,103	2.5	11	-36.9	10.7
Egyptian	518	0.5	23	501	0.5	21	680	0.5	20	35.7	31.3
Other African	11,419	10.8		14,162	13.1		18,801	15.1		32.8	64.6
Subtotal	19,254	18.2		26,542	24.6		30,495	24.5		14.9	58.4
AMERICA											
American	5,374	5.1	5	4,367	4.1	9	3,974	3.2	8	-9.0	-26.1
Canadian	1,347	1.3	14	1,265	1.2	17	949	0.8	18	-25.0	-29.5
Other American	1,386	1.3		733	0.7		832	0.7		13.5	-40.0
Subtotal	8,107	7.7		6,365	5.9		5,755	4.6		-9.6	-29.0
OCEANIA											
Australian	787	0.7	19	919	0.9	19	1,436	1.2	16	56.3	82.5
New Zealand	248	0.24	24	212	0.2	23	99	0.080	24	-53.3	-60.1
Subtotal	1,035	1		1,131	1.0		1,535	1.2		35.7	48.3
Not stated	12	0		0	0.0		33	0.0			
TOTAL	105,506	100		107,801	100.0		124,481	100.0		15.5	18.0

Figure 1: International Visitors by Entry Points, August 2026

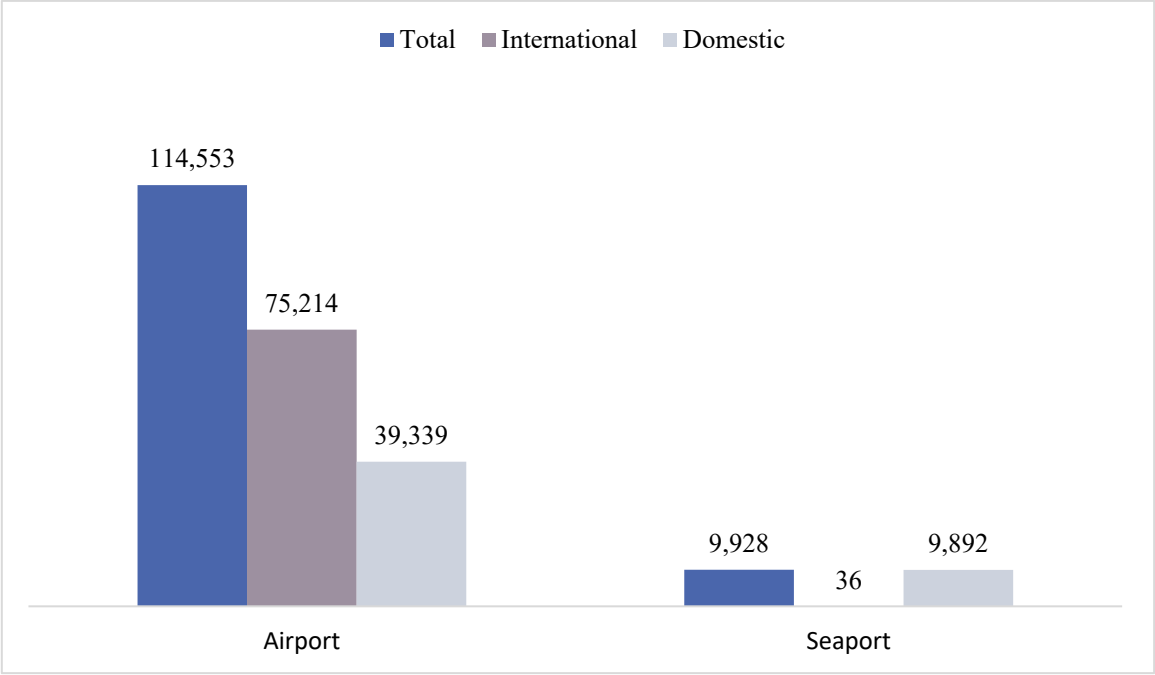


Table 2: International Visitors by Nationality through Entry Points, August 2026

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	784	989	1,773	0	141	141
British	5,047	4,041	9,088	0	711	711
German	5,420	2,804	8,224	0	352	352
Italian	14,502	2,804	17,306	0	302	302
French	6,752	1,402	8,154	0	328	328
Dutch	1,942	907	2,849	0	384	384
Belgium	779	82	861	0	110	110
Russian	3,937	330	4,267	0	31	31
Turkish	624	0	624	0	96	96
Polish	5,040	82	5,122	0	40	40
Ukrainian	285	0	285	0	12	12
Czech Republic	240	0	240	0	51	51
Spanish	2,876	82	2,958	0	82	82
Other Europeans	6,608	988	7,596	0	317	317
Subtotal	54,836	14,511	69,347	0	2,957	2,957
ASIA						
Japanese	129	165	294	0	51	51
Chinese	887	2,227	3,114	0	539	539
Indian	868	1,732	2,600	0	364	364
Israeli	2,142	0	2,142	0	14	14
Other Asians	3,287	1,482	4,769	36	436	472
Subtotal	7,313	5,606	12,919	36	1,404	1,440
AFRICA						
Kenyan	1,492	5,443	6,935	0	976	976
South African	2,463	495	2,958	0	145	145
Egyptian	285	330	615	0	65	65
Other Africans	5,266	10,059	15,325	0	3476	3,476
Subtotal	9,506	16,327	25,833	0	4,662	4,662
AMERICA						
American	2,060	1,494	3,554	0	420	420
Canadian	461	247	708	0	241	241
Other Americans	586	164	750	0	82	82
Subtotal	3,107	1,905	5,012	0	743	743
OCEANIA						
Australian	339	990	1,329	0	107	107
New Zealand	80	0	80	0	19	19
Subtotal	419	990	1,409	0	126	126
Not stated	33	0	33	0	0	0
TOTAL	75,214	39,339	114,553	36	9,892	9,928

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

Nationality	Holidays	Visiting Friends and Relatives	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE								
Scandinavian	1,901	0	0	13	0	0	0	1,914
British	9,799	0	0	0	0	0	0	9,799
German	8,562	0	0	0	0	0	14	8,576
Italian	17,532	23	0	0	15	0	38	17,608
French	8,463	0	0	0	0	0	19	8,482
Dutch	3,233	0	0	0	0	0	0	3,233
Belgium	971	0	0	0	0	0	0	971
Russian	4,298	0	0	0	0	0	0	4,298
Turkish	720	0	0	0	0	0	0	720
Polish	5,154	8	0	0	0	0	0	5,162
Ukrainian	297	0	0	0	0	0	0	297
Czech Republic	291	0	0	0	0	0	0	291
Spanish	3,040	0	0	0	0	0	0	3,040
Other Europeans	7,896	0	0	0	0	0	17	7,913
Subtotal	72,157	31	0	13	15	0	88	72,304
ASIA								
Japanese	345	0	0	0	0	0	0	345
Chinese	3,646	0	0	0	0	0	7	3,653
Indian	2,964	0	0	0	0	0	0	2,964
Israeli	2,140	0	0	0	16	0	0	2,156
Other Asians	5,231	10	0	0	0	0	0	5,241
Subtotal	14,326	10	0	0	16	0	7	14,359
AFRICA								
Kenyan	7,911	0	0	0	0	0	0	7,911
South African	3,096	0	0	0	0	0	7	3,103
Egyptian	680	0	0	0	0	0	0	680
Other Africans	18,770	8	0	0	0	0	23	18,801
Subtotal	30,457	8	0	0	0	0	30	30,495
AMERICA								
American	3,959	0	0	0	0	0	15	3,974
Canadian	945	0	0	0	0	0	4	949
Other Americans	829	0	0	3	0	0	0	832
Subtotal	5,733	0	0	3	0	0	19	5,755
OCEANIA								
Australian	1,436	0	0	0	0	0	0	1,436
New Zealand	99	0	0	0	0	0	0	99
Subtotal	1,535	0	0	0	0	0	0	1,535
Not stated	33	0	0	0	0	0	0	33
TOTAL	124,241	49	0	16	31	0	144	124,481
TOTAL PERCENT	99.8	0.0	0.0	0.0	0.0	0.0	0.2	100.0

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	876	1,038	1,914
British	5,977	3,822	9,799
German	4,849	3,727	8,576
Italian	10,741	6,867	17,608
French	4,982	3,500	8,482
Dutch	1,787	1,446	3,233
Belgium	468	503	971
Russian	2,564	1,734	4,298
Turkish	621	99	720
Polish	2,807	2,355	5,162
Ukrainian	139	158	297
Czech Republic	147	144	291
Spanish	1,779	1,261	3,040
Other European Countries	4,650	3,263	7,913
Subtotal	42,387	29,917	72,304
ASIA			
Japanese	244	101	345
Chinese	2,107	1,546	3,653
Indian	2,170	794	2,964
Israeli	1,429	727	2,156
Other Asian	3,312	1,929	5,241
Subtotal	9,262	5,097	14,359
AFRICA			
Kenyan	3,842	4,069	7,911
South African	1,395	1,708	3,103
Egyptian	502	178	680
Other African	10,319	8,482	18,801
Subtotal	16,058	14,437	30,495
AMERICA			
American	2,462	1,512	3,974
Canadian	405	544	949
Other American	333	499	832
Subtotal	3,200	2,555	5,755
OCEANIA			
Australian	861	575	1,436
New Zealand	61	38	99
Subtotal	922	613	1,535
Not stated	0	33	33
TOTAL AUGUST 2026	71,829	52,652	124,481
TOTAL JULY 2026	65,822	41,979	107,801
TOTAL PERCENT	57.7	42.3	100
% CHANGE AUGUST 2026 AND JULY 2026	9.1	25.4	15.5

Figure 2: International Visitors by Sex, August 2026

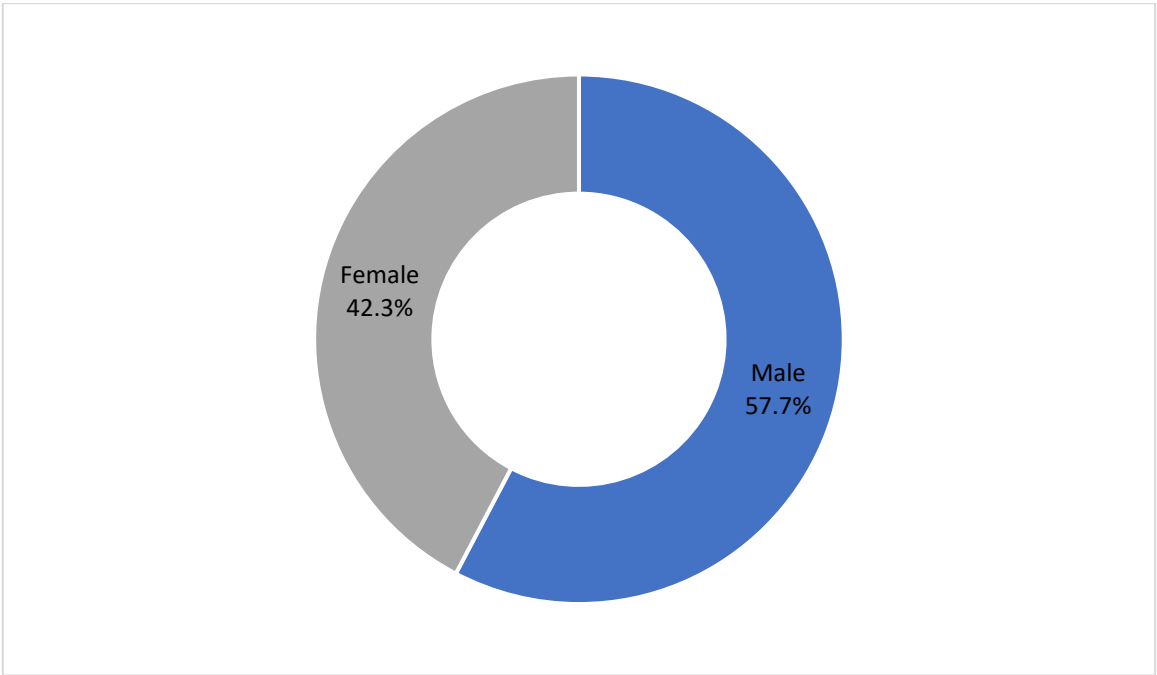


Figure 3: International Visitors by Categorized Age, August 2026

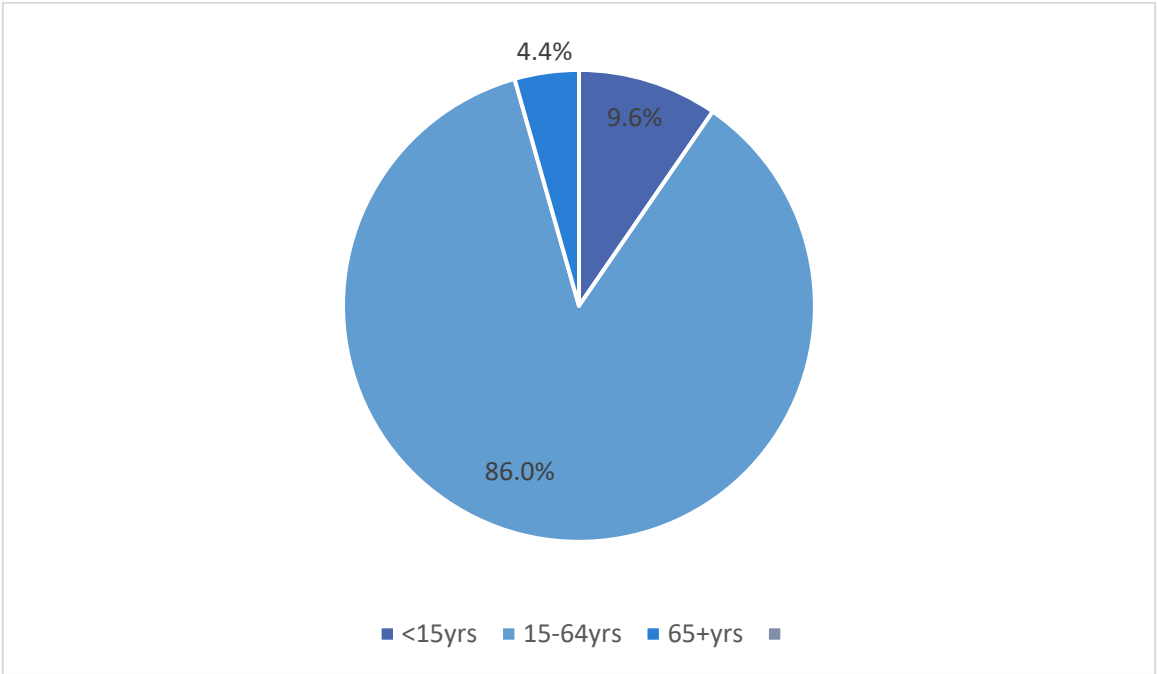


Table 5: International Visitors by Nationality and Categorized Age, August 2026

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	105	1,725	84	1,914
British	1,282	7,766	751	9,799
German	744	7,394	438	8,576
Italian	978	16,023	607	17,608
French	846	7,405	231	8,482
Dutch	289	2,805	139	3,233
Belgium	38	880	53	971
Russian	577	3,635	86	4,298
Turkish	32	655	33	720
Polish	514	4,524	124	5,162
Ukrainian	6	285	6	297
Czech Republic	16	251	24	291
Spanish	122	2,829	89	3,040
Other European	536	7,043	334	7,913
Subtotal	6,085	63,220	2,999	72,304
ASIA				
Japanese	0	334	11	345
Chinese	364	3,230	59	3,653
Indian	246	2,615	103	2,964
Israeli	313	1,695	148	2,156
Other Asian	510	4,406	325	5,241
Subtotal	1,433	12,280	646	14,359
AFRICA				
Kenyan	1,015	6,721	175	7,911
South African	211	2,638	254	3,103
Egyptian	75	584	21	680
Other African	2,635	15,841	325	18,801
Subtotal	3,936	25,784	775	30,495
AMERICA				
American	312	3,198	464	3,974
Canadian	58	758	133	949
Other American	6	785	41	832
Subtotal	376	4,741	638	5,755
OCEANIA				
Australian	85	946	405	1,436
New Zealand	0	60	39	99
Subtotal	85	1,006	444	1,535
Not stated	0	33	0	33
TOTAL	11,915	107,064	5,502	124,481
TOTAL (%)	9.6	86.0	4.4	100

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

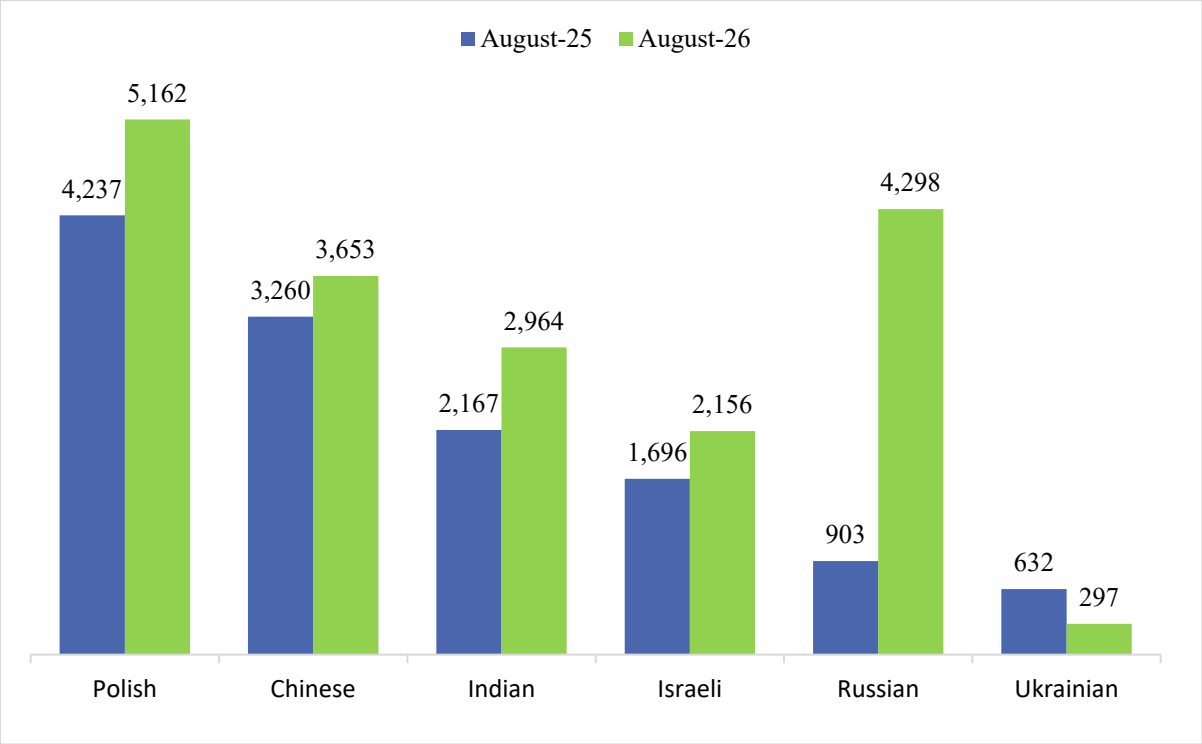


Table 6: Intended Length of Stay and Sex of International Visitors, August 2026

	Number of Arrivals			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	484	352	836	0.7	484	352	836
2	812	662	1,474	1.2	1,624	1,324	2,948
3	1,080	1,081	2,161	1.7	3,240	3,243	6,483
4	1,423	1,786	3,209	2.6	5,692	7,144	12,836
5	16,427	7,398	23,825	19.1	82,135	36,990	119,125
6	8,923	3,220	12,143	9.8	53,538	19,320	72,858
7	17,549	14,564	32,113	25.8	122,843	101,948	224,791
8	12,839	11,289	24,128	19.4	102,712	90,312	193,024
9	2,188	1,798	3,986	3.2	19,692	16,182	35,874
10	3,119	2,708	5,827	4.7	31,190	27,080	58,270
11	828	1,117	1,945	1.6	9,108	12,287	21,395
12	1,434	1,406	2,840	2.3	17,208	16,872	34,080
13	437	451	888	0.7	5,681	5,863	11,544
14	1,545	1,775	3,320	2.7	21,630	24,850	46,480
15	1,031	1,151	2,182	1.8	15,465	17,265	32,730
16	388	417	805	0.6	6,208	6,672	12,880
17	191	183	374	0.3	3,247	3,111	6,358
18	169	239	408	0.3	3,042	4,302	7,344
19	101	99	200	0.2	1,919	1,881	3,800
20	173	125	298	0.2	3,460	2,500	5,960
21	179	228	407	0.3	3,759	4,788	8,547
22	37	83	120	0.1	814	1,826	2,640
23	25	24	49	0.0	575	552	1,127
24	29	48	77	0.1	696	1,152	1,848
25	2	8	10	0.0	50	200	250
26	25	26	51	0.0	650	676	1,326
27	0	25	25	0.0	0	675	675
28	129	63	192	0.2	3,612	1,764	5,376
29	0	25	25	0.0	0	725	725
30	250	277	527	0.4	7,500	8,310	15,810
31+	12	24	36	0.0	372	744	1,116
Total	71,829	52,652	124,481	100.0	528,146	420,910	949,056
	Intended Average Length of Stay ¹				7.4	8.0	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 Rate, August 2026

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	836	0.7	836
2	1,474	1.2	2,948
3	2,161	1.7	6,483
4	3,209	2.6	12,836
5	23,825	19.1	119,125
6	12,143	9.8	72,858
7	32,113	25.8	224,791
8	24,128	19.4	193,024
9	3,986	3.2	35,874
10	5,827	4.7	58,270
11	1,945	1.6	21,395
12	2,840	2.3	34,080
13	888	0.7	11,544
14	3,320	2.7	46,480
15	2,182	1.8	32,730
16	805	0.6	12,880
17	374	0.3	6,358
18	408	0.3	7,344
19	200	0.2	3,800
20	298	0.2	5,960
21	407	0.3	8,547
22	120	0.1	2,640
23	49	0.0	1,127
24	77	0.1	1,848
25	10	0.0	250
26	51	0.0	1,326
27	25	0.0	675
28	192	0.2	5,376
29	25	0.0	725
30	527	0.4	15,810
31+	36	0.0	1,116
Total	124,481	100.0	949,056
Number of beds available in August 2026			1,021,853
Bed Occupancy Rate			92.9

Annex I: Visitors Arrival from Emerging Markets, August 2026, July 2026 & August 2025

Nationality	August 2025	July 2026	August 2026	% Change August 2026 and August 2025	% Change August 2026 and July 2026
Russian	903	2,785	4,298	376.0	54.3
Polish	4,237	4,939	5,162	21.8	4.5
Ukrainian	632	246	297	-53.0	20.7
Chinese	3,260	2932	3,653	12.1	24.6
Indian	2167	2316	2,964	36.8	28.0
Israeli	1,696	2,207	2,156	27.1	-2.3
Total	12,895	15,425	18,530	43.7	20.1

Annex II: International Visitors by Month, 2020 - 2026

Quarter/Month	2020	2021	2022	2023	2024	2025	2026	% Change
Q1	157,014	145,263	128,200	180,158	196,436	227,164	252,636	11.0
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	232,282	-19.4
Q4	89,879	115,431	179,417	182,443	228,520	159,573	0	
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	18.0
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	633,228	

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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