



Tourism Release No.3



TOURISM STATISTICAL RELEASE March– 2025

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TOURISM STATISTICS

Zanzibar recorded **60,345** international visitors in March 2025, an increase of **16.3** percent compared with **51,873** visitors in March 2024 and a decrease of **27.1** percent compared with **82,750** visitors recorded in the preceding month (February 2025).

European tourists dominated the market by accounting for **68.9** percent of the total visitors in March 2025. Country-wise, the Italians dominated the Tourism market by accounting for **13.4** percent of all visitors entered in March 2025, followed by the Germany (**7.3** percent) while Japanese recorded less than one percent (**0.3 percent**), the least. Other performances are as shown in (**Table 1**).

The data shows that in March 2025, **56,419** visitors, equivalent to **93.5** percent of the total visitors, entered through the Airport. **41,007** visitors entered by international flights and **15,412** by domestic flights. The remaining **3,926** visitors entered through the seaport, of whom **2** were entered by cruise ship and **3,924** were by sea ferry from Tanzania Mainland, as shown in **Figure 1** and **Table 2**.

Information on the purpose of visit (**Table 3**) shows that in March 2025, **59,576** visitors equivalent to **98.8** percent came for holidays, **1.1** percent for visiting friends and relatives and **0.1** percent for other purposes.

Table 4 and **Figure 2** show that **29,351** visitors (**48.6** percent) were male and **30,994** (**51.4** percent) were female. The number of males and females decreased by **27.1** percent and **27.0** percent respectively, compared with February 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 working age population, and those 65 years and older are considered retirees. The overall results show that **2,986** visitors (**4.9** percent) visitors were aged less than 15 years, **51,684** visitors (**85.6** percent) were aged 15 to 64 years, and **5,675** visitors (**9.4** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The number of visitors from emerging markets in March 2025 (Poland, India, Russia, Israel, China, and Ukraine) increased by **23.5** percent compared with the number of visitors recorded in March 2024. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that a higher percentage of visitors (**25.6** percent) stayed in the country for seven days in March 2025. Visitors' average intended length of stay in March 2025 was eight (**8**) days.

A total of **913,911** bed spaces were available in March 2025. Estimates of **443,352** beds were sold during March 2025, representing a bed occupancy rate of **48.5** percent (**Table 7**).

Table 1: International Visitors by Nationality March 2025, February 2025 and March 2024

Nationality	March 2024			February 2025			March 2025			% Change March 2025 and February 2025	%Change, March 2025 and March 2024
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	2,652	5.1	5	5,004	6.0	5	2,457	4.1	7	-50.9	-7.4
British	2,166	4.2	7	3,795	4.6	6	2,068	3.4	8	-45.5	-4.5
German	5,163	10.0	2	6,544	7.9	4	4,432	7.3	2	-32.3	-14.2
Italian	8,151	15.7	1	10,977	13.3	1	8,092	13.4	1	-26.3	-0.7
French	3,552	6.8	4	9,340	11.3	2	3,586	5.9	4	-61.6	1.0
Dutch	1,353	2.6	10	2,974	3.6	8	2,032	3.4	9	-31.7	50.2
Belgium	430	0.8	17	1,149	1.4	13	610	1.0	20	-46.9	41.9
Russian	867	1.7	12	970	1.2	15	1,015	1.7	15	4.6	17.1
Turkish	356	0.7	19	723	0.9	17	954	1.6	16	32.0	168.0
Polish	3,669	7.1	3	8,242	10.0	3	3,754	6.2	3	-54.5	2.3
Ukrainian	852	1.6	13	859	1.0	16	1,112	1.8	12	29.5	30.5
Czech Republic	2,469	4.8	6	2,725	3.3	9	1,895	3.1	10	-30.5	-23.2
Spanish	643	1.2	16	526	0.6	19	1,056	1.7	13	100.8	64.2
Other European	7,984	15.4		9,898	12.0		8,504	14.1		-14.1	6.5
Subtotal	40,307	77.7		63,726	77.1		41,567	68.9		-35	3
ASIA											
Japanese	116	0.2	22	340	0.4	21	189	0.3	24	-44.4	62.9
Chinese	736	1.4	14	1,281	1.5	12	918	1.5	17	-28.3	24.7
Indian	720	1.4	15	710	0.9	18	768	1.3	18	8.2	6.7
Israeli	120	0.2	21	192	0.2	23	1,034	1.7	14	438.5	761.7
Other Asian	825	1.6		2,015	2.4		2,258	3.7		12.1	173.7
Subtotal	2,517	4.9		4,538	5.4		5,167	8.6		13.9	105.3
AFRICA											
Kenyan	1,345	2.6	11	2,220	2.7	10	1,387	2.3	11	-37.5	3.1
South African	1,887	3.6	9	1,543	1.9	11	2,675	4.4	6	73.4	41.8
Egyptian	116	0.2	22	280	0.3	22	220	0.4	23	-21.4	89.7
Other African	2,445	4.7		4,637	5.6		4,254	7.0		-8.3	74.0
Subtotal	5,793	11.2		8,680	10.5		8,536	14.1		-1.7	47.4
AMERICA											
American	2,141	4.1	8	3,360	4.1	7	2,853	4.7	5	-15.1	33.3
Canadian	371	0.7	18	1,069	1.3	14	684	1.1	19	-36.0	84.4
Other American	436	0.8		843	1.0		752	1.2		-10.8	72.5
Subtotal	2,948	5.7		5,272	6.4		4,289	7.1		-18.6	45.5
OCEANIA											
Australian	225	0.4	20	501	0.6	20	446	0.7	21	-11.0	98.2
New Zealand	68	0.1	24	33	0.0	24	337	0.558	22	921.2	395.6
Subtotal	293	0.6		534	0.6		783	1.3		46.6	167.2
Not stated	15	0.0		0	0.0		3	0.0			
TOTAL	51,873	100.0		82,750	100.0		60,345	100.0		-27.1	16.3

Figure 1: International Visitors by Entry Points, March 2025

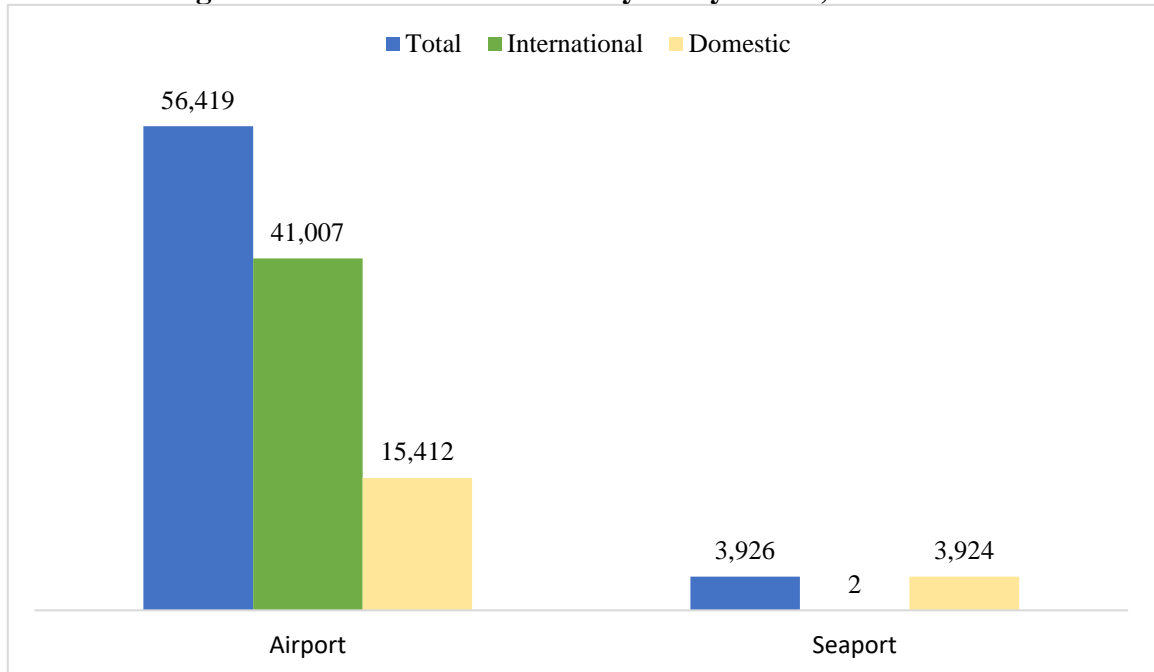


Table 2: International Visitors by Nationality through Entry Points, March 2025

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	1,407	873	2,280	0	177	177
British	1,565	301	1,866	0	202	202
German	3,702	409	4,111	0	321	321
Italian	7,314	686	8,000	0	92	92
French	2,782	690	3,472	0	114	114
Dutch	1,506	444	1,950	0	82	82
Belgium	374	154	528	0	82	82
Russian	811	179	990	0	25	25
Turkish	516	387	903	0	51	51
Polish	3,449	275	3,724	0	30	30
Ukrainian	728	382	1,110	0	2	2
Czech Republic	1,853	0	1,853	0	42	42
Spanish	395	631	1,026	0	30	30
Other Europeans	5,468	2,814	8,282	0	222	222
Subtotal	31,870	8,225	40,095	0	1,472	1,472
ASIA						
Japanese	77	66	143	0	46	46
Chinese	441	147	588	0	330	330
Indian	421	182	603	2	163	165
Israeli	758	255	1,013	0	21	21
Other Asians	1,029	1,093	2,122	0	136	136
Subtotal	2,726	1,743	4,469	2	696	698
AFRICA						
Kenyan	655	385	1,040	0	347	347
South African	1,646	930	2,576	0	99	99
Egyptian	105	84	189	0	31	31
Other Africans	1,325	2,194	3,519	0	735	735
Subtotal	3,731	3,593	7,324	0	1,212	1,212
AMERICA						
American	1,922	609	2,531	0	322	322
Canadian	295	286	581	0	103	103
Other Americans	317	385	702	0	50	50
Subtotal	2,534	1,280	3,814	0	475	475
OCEANIA						
Australian	116	275	391	0	55	55
New Zealand	27	296	323	0	14	14
Subtotal	143	571	714	0	69	69
Not stated	3	0		0	0	0
TOTAL	41,007	15,412	56,419	2	3,924	3,926

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

Nationality	Holidays	Visiting Friends and Relative	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE								
Scandinavian	2,436	21	0	0	0	0	0	2,457
British	2,039	29	0	0	0	0	0	2,068
German	4,395	27	2	0	0	2	6	4,432
Italian	8,042	42	4	0	0	0	4	8,092
French	3,574	9	0	0	3	0	0	3,586
Dutch	2,011	17	2	0	0	0	2	2,032
Belgium	597	13	0	0	0	0	0	610
Russian	1,001	14	0	0	0	0	0	1,015
Turkish	934	20	0	0	0	0	0	954
Polish	3,722	29	3	0	0	0	0	3,754
Ukrainian	1,106	3	0	0	0	0	3	1,112
Czech Republic	1,882	11	0	0	1	0	1	1,895
Spanish	1,012	44	0	0	0	0	0	1056
Other Europeans	8,375	117	0	0	4	0	8	8,504
Subtotal	41,126	396	11	0	8	2	24	41,567
ASIA								
Japanese	186	3	0	0	0	0	0	189
Chinese	877	36	0	0	0	0	5	918
Indian	756	12	0	0	0	0	0	768
Israeli	1,008	20	3	0	0	0	3	1034
Other Asians	2,247	11	0	0	0	0	0	2,258
Subtotal	5,074	82	3	0	0	0	8	5,167
AFRICA								
Kenyan	1,367	14	0	2	0	0	4	1,387
South African	2,641	34	0	0	0	0	0	2,675
Egyptian	214	6	0	0	0	0	0	220
Other Africans	4,130	100	2	3	3	0	16	4,254
Subtotal	8,352	154	2	5	3	0	20	8,536
AMERICA								
American	2,812	34	0	0	0	0	7	2,853
Canadian	680	4	0	0	0	0	0	684
Other Americans	746	6	0	0	0	0	0	752
Subtotal	4,238	44	0	0	0	0	7	4,289
OCEANIA								
Australian	446	0	0	0	0	0	0	446
New Zealand	337	0	0	0	0	0	0	337
Subtotal	783	0	0	0	0	0	0	783
Not stated	3	0	0	0	0	0	0	3
TOTAL	59,576	676	16	5	11	2	59	60,345
TOTAL PERCENT	98.8	1.1	0.0	0.0	0.0	0.0	0.1	100

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	1,130	1,327	2,457
British	1,078	990	2,068
German	2,147	2,285	4,432
Italian	4,100	3,992	8,092
French	1,795	1,791	3,586
Dutch	1,001	1,031	2,032
Belgium	284	326	610
Russian	396	619	1,015
Turkish	510	444	954
Polish	1,689	2,065	3,754
Ukrainian	466	646	1,112
Czech Republic	813	1,082	1,895
Spanish	604	452	1,056
Other European Country	4,128	4,376	8,504
Subtotal	20,141	21,426	41,567
ASIA			
Japanese	95	94	189
Chinese	601	317	918
Indian	479	289	768
Israeli	200	834	1,034
Other Asian	1,075	1,183	2,258
Subtotal	2,450	2,717	5,167
AFRICA			
Kenyan	614	773	1,387
South African	1,246	1,429	2,675
Egyptian	174	46	220
Other African	2,356	1,898	4,254
Subtotal	4,390	4,146	8,536
AMERICA			
American	1,208	1,645	2,853
Canadian	351	333	684
Other American	379	373	752
Subtotal	1,938	2,351	4,289
OCEANIA			
Australian	317	129	446
New Zealand	115	222	337
Subtotal	432	351	783
Not stated	-	3	3
TOTAL FEBRUARY 2025	29,351	30,994	60,345
TOTAL JANUARY 2025	40,288	42,462	82,750
TOTAL PERCENT	48.6	51.4	100
% CHANGE, FEBRUARY 2025 AND JANUARY 2025	-27.1	-27.0	-27.1

Figure 2: International Visitors by Sex, March 2025

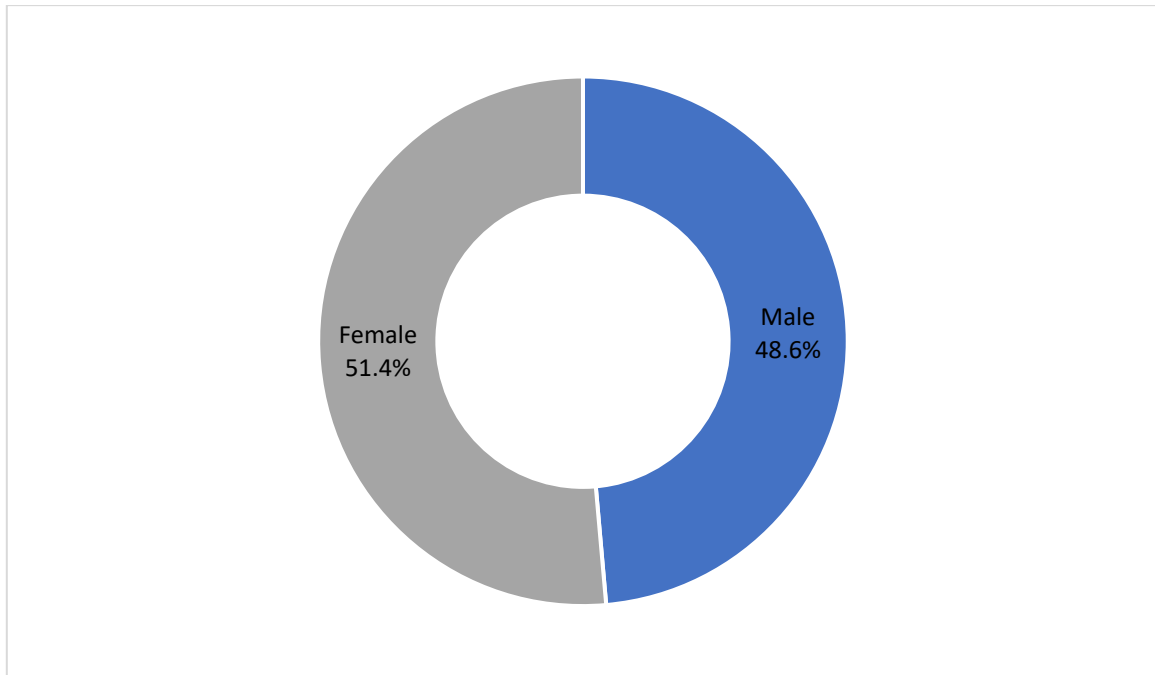


Figure 3: International Visitors by Categorized Age, March 2025

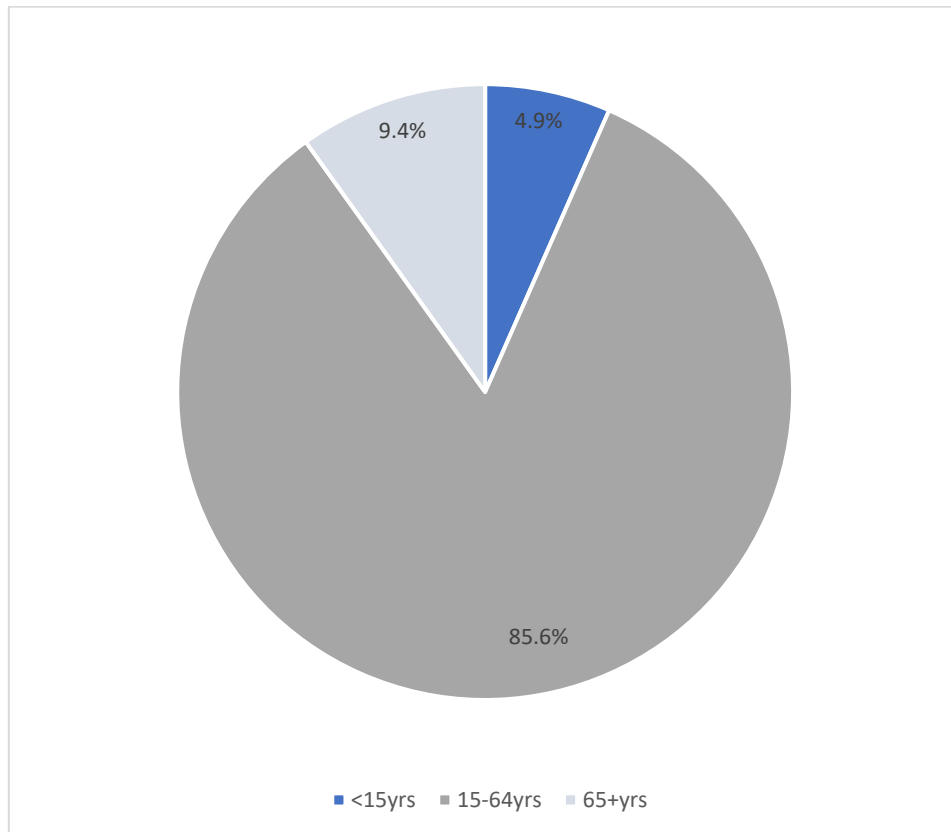


Table 5: International Visitors by Nationality and Categorized Age, March 2025

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	167	1,997	293	2,457
British	65	1,721	282	2,068
German	140	3,827	465	4,432
Italian	567	6,299	1,226	8,092
French	110	3,015	461	3,586
Dutch	45	1,738	249	2,032
Belgium	15	536	59	610
Russian	67	924	24	1,015
Turkish	48	845	61	954
Polish	165	3,334	255	3,754
Ukrainian	114	974	24	1,112
Czech Republic	124	1,584	187	1,895
Spanish	26	977	53	1,056
Other European	343	7,470	691	8,504
Subtotal	1,996	35,241	4,330	41,567
ASIA				
Japanese	9	169	11	189
Chinese	23	875	20	918
Indian	75	672	21	768
Israeli	26	851	157	1,034
Other Asian	141	2,018	99	2,258
Subtotal	274	4,585	308	5,167
AFRICA				
Kenyan	44	1,305	38	1,387
South African	189	2,356	130	2,675
Egyptian	12	190	18	220
Other African	140	4,033	81	4,254
Subtotal	385	7,884	267	8,536
AMERICA				
American	103	2,142	608	2,853
Canadian	48	554	82	684
Other American	168	572	12	752
Subtotal	319	3,268	702	4,289
OCEANIA				
Australian	12	366	68	446
New Zealand	-	337	-	337
Subtotal	12	703	68	783
Not stated	-	3	-	3
TOTAL	2,986	51,684	5,675	60,345
TOTAL (%)	4.9	85.6	9.4	100

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

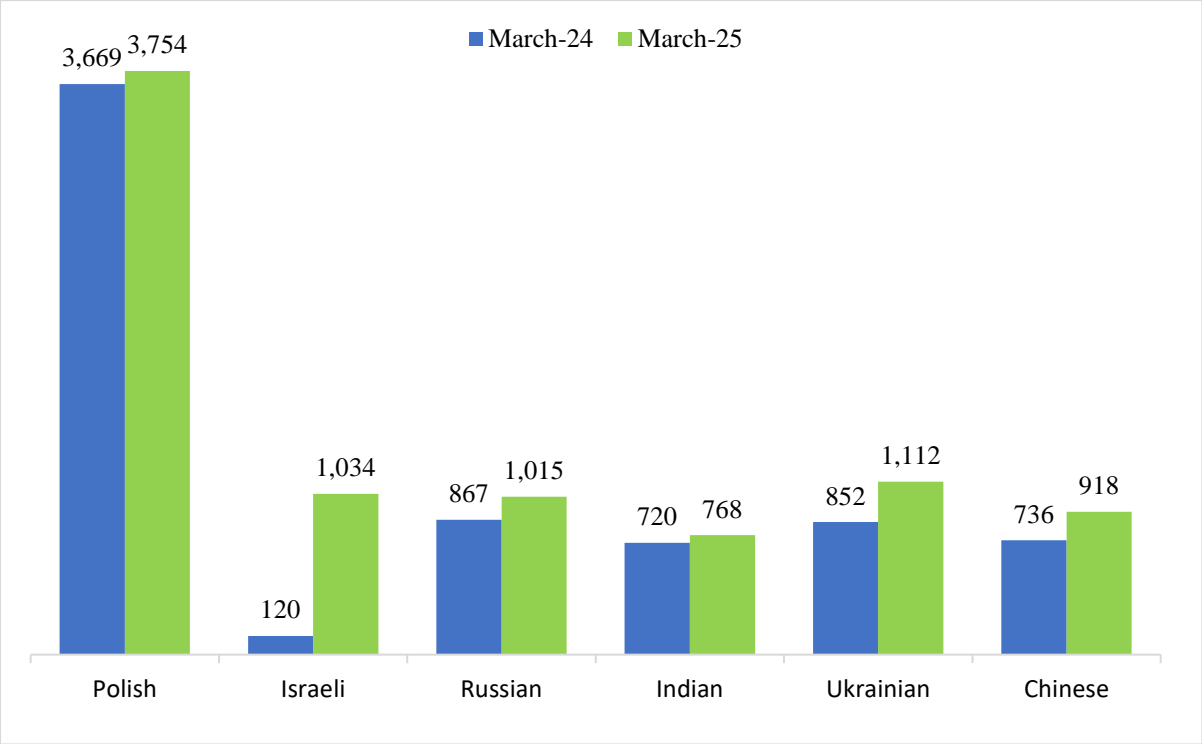


Table 6: Intended Length of Stay and Sex of International Visitors, March 2025

	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	332	184	516	0.9	332	184	516
2	391	217	608	1.0	782	434	1,216
3	444	500	944	1.6	1,332	1,500	2,832
4	687	1,269	1,956	3.2	2,748	5,076	7,824
5	7,234	2,756	9,990	16.6	36,170	13,780	49,950
6	2,038	6,510	8,548	14.2	12,228	39,060	51,288
7	7,731	7,709	15,440	25.6	54,117	53,963	108,080
8	5,492	6,074	11,566	19.2	43,936	48,592	92,528
9	990	968	1,958	3.2	8,910	8,712	17,622
10	1,304	1,568	2,872	4.8	13,040	15,680	28,720
11	730	949	1,679	2.8	8,030	10,439	18,469
12	558	654	1,212	2.0	6,696	7,848	14,544
13	198	246	444	0.7	2,574	3,198	5,772
14	508	556	1,064	1.8	7,112	7,784	14,896
15	339	355	694	1.2	5,085	5,325	10,410
16	46	96	142	0.2	736	1,536	2,272
17	25	53	78	0.1	425	901	1,326
18	22	54	76	0.1	396	972	1,368
19	7	9	16	0.0	133	171	304
20	33	45	78	0.1	660	900	1,560
21	88	73	161	0.3	1,848	1,533	3,381
22	6	12	18	0.0	132	264	396
23	7	12	19	0.0	161	276	437
24	13	18	31	0.1	312	432	744
25	5	5	10	0.0	125	125	250
26	0	0	0	0.0	0	0	0
27	6	9	15	0.0	162	243	405
28	10	18	28	0.0	280	504	784
29	1	4	5	0.0	29	116	145
30	103	71	174	0.3	3,090	2,130	5,220
31+	3	0	3	0.0	93	0	93
Total	29,351	30,994	60,345	100.0	211,674	231,678	443,352
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, March 2025

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	516	0.9	516
2	608	1.0	1,216
3	944	1.6	2,832
4	1,956	3.2	7,824
5	9,990	16.6	49,950
6	8,548	14.2	51,288
7	15,440	25.6	108,080
8	11,566	19.2	92,528
9	1,958	3.2	17,622
10	2,872	4.8	28,720
11	1,679	2.8	18,469
12	1,212	2.0	14,544
13	444	0.7	5,772
14	1,064	1.8	14,896
15	694	1.2	10,410
16	142	0.2	2,272
17	78	0.1	1,326
18	76	0.1	1,368
19	16	0.0	304
20	78	0.1	1,560
21	161	0.3	3,381
22	18	0.0	396
23	19	0.0	437
24	31	0.1	744
25	10	0.0	250
26	0	0.0	0
27	15	0.0	405
28	28	0.0	784
29	5	0.0	145
30	174	0.3	5,220
31+	3	0.0	93
Total	60,345	100.0	443,352
Number of beds available in March 2025			913,911
Bed Occupancy Rate			48.5

Annex I: Visitors Arrival from Emerging Markets, March 2024, March 2025 & February 2025

Nationality	March 2024	February 2025	March 2025	% Change March 2025 and March 2024	% Change March 2025 and February 2025
Russian	867	970	1,015	17.1	4.6
Polish	3,669	8,242	3,754	2.3	-54.5
Ukrainian	852	859	1,112	30.5	29.5
Chinese	736	1281	918	24.7	-28.3
Indian	720	710	768	6.7	8.2
Israeli	120	192	1,034	761.7	438.5
Total	6,964	12,254	8,601	23.5	-29.8

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	
May	197	9,280	20,450	26,620	29,995	
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	227,164

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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