



Tourism Release No.4



TOURISM STATISTICAL RELEASE APRIL 2025

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TOURISM STATISTICS

Zanzibar recorded **37,137** international visitors in April 2025, an increase of **28.1** percent compared with **28,995** visitors in April 2024 and a decrease of **38.5** percent compared with **60,345** visitors recorded in the preceding month (March 2025).

European tourists dominated the market by accounting for **50.0** percent of the total visitors in April 2025. Country-wise, Germany dominated the tourism market by accounting for **10.2** percent of all visitors entered in April 2025, followed by South Africa (**7.6** percent), while New Zealand recorded less than one percent (**0.06 percent**), the least. Other performances are as shown in **Table 1**.

The data shows that in April 2025, **32,779** visitors, equivalent to **88.3** percent of the total visitors, entered through the Airport. **26,879** visitors entered by international flights and **5,900** by domestic flights. The remaining **4,358** visitors entered through the seaport, of whom **39** were entered by cruise ship and **4,319** were by sea ferry from the Tanzania Mainland, as shown in **Figure 1** and **Table 2**.

Information on the purpose of visit (**Table 3**) shows that in April 2025, **36,801** visitors, equivalent to **99.1** percent, came for holidays, **0.6** percent for visiting friends and relatives, and **0.3** percent for other purposes.

Table 4 and **Figure 2** show that **19,770** visitors (**53.2** percent) were male and **17,367** (**46.8** percent) were female. The number of males and females decreased by **32.6** percent and **44.0** percent, respectively, compared with March 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 **3,166** visitors (**8.5** percent) were aged less than 15 years, **31,197** visitors (**84.0** percent) were aged 15 to 64 years, and **2,774** visitors (**7.5** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The number of visitors from emerging markets in April 2025 (Poland, India, Russia, Israel, China, and Ukraine) increased by **65.0** percent compared with the number of visitors recorded in April 2024. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that a higher percentage of visitors (**25.5** percent) stayed in the country for seven days in April 2025. Visitors' average intended length of stay in April 2025 was seven.

A total of **884,430** bed spaces were available in April 2025. Estimates of **247,083** beds were sold during April 2025, representing a bed occupancy rate of **27.9** percent (**Table 7**).

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

Nationality	April 2024			March 2025			April 2025			% Change April 2025 and March 2025	% Change, April 2025 and April 2024
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	782	2.7	8	2,457	4.1	7	1397	3.8	10	-43.1	78.6
British	1,727	6	5	2,068	3.4	8	1893	5.1	6	-8.5	9.6
German	3,312	11.4	1	4,432	7.3	2	3778	10.2	1	-14.8	14.1
Italian	587	2	11	8,092	13.4	1	2168	5.8	4	-73.2	269.3
French	2,990	10.3	2	3,586	5.9	4	2061	5.5	5	-42.5	-31.1
Dutch	1,187	4.1	7	2,032	3.4	9	1468	4.0	9	-27.8	23.7
Belgium	401	1.4	18	610	1.0	20	515	1.4	16	-15.6	28.4
Russian	464	1.6	15	1,015	1.7	15	223	0.6	19	-78.0	-51.9
Turkish	627	2.2	10	954	1.6	16	552	1.5	15	-42.1	-12.0
Polish	450	1.6	16	3,754	6.2	3	560	1.5	14	-85.1	24.4
Ukrainian	110	0.4	23	1,112	1.8	12	145	0.4	21	-87.0	31.8
Czech Republic	164	0.6	21	1,895	3.1	10	105	0.3	23	-94.5	-36.0
Spanish	539	1.9	12	1,056	1.7	13	697	1.9	13	-34.0	29.3
Other European	2,445	8.4		8,504	14.1		2989	8.0		-64.9	22.2
Subtotal	15,785	54.4		41,567	68.9		18,551	50.0		-55	18
ASIA											
Japanese	120	0.4	22	189	0.3	24	121	0.3	22	-36.0	0.8
Chinese	539	1.9	12	918	1.5	17	1,070	2.9	11	16.6	98.5
Indian	753	2.6	9	768	1.3	18	1,053	2.8	12	37.1	39.8
Israeli	431	1.5	17	1,034	1.7	14	1,481	4.0	8	43.2	243.6
Other Asian	1,517	5.2		2,258	3.7		1,990	5.4		-11.9	31.2
Subtotal	3,360	11.6		5,167	8.6		5,715	15.4		10.6	70.1
AFRICA											
Kenyan	1,749	6	4	1,387	2.3	11	2,788	7.5	3	101.0	59.4
South African	1,558	5.4	6	2,675	4.4	6	2,810	7.6	2	5.0	80.4
Egyptian	273	0.9	19	220	0.4	23	247	0.7	18	12.3	-9.5
Other African	2,431	8.4		4,254	7.0		4,496	12.1		5.7	84.9
Subtotal	6,011	20.7		8,536	14.1		10,341	27.8		21.1	72.0
AMERICA											
American	2,698	9.3	3	2,853	4.7	5	1,521	4.1	7	-46.7	-43.6
Canadian	470	1.6	14	684	1.1	19	430	1.2	17	-37.1	-8.5
Other American	392	1.4		752	1.2		333	0.9		-55.7	-15.1
Subtotal	3,560	12.3		4,289	7.1		2,284	6.2		-46.7	-35.8
OCEANIA											
Australian	226	0.8	20	446	0.7	21	214	0.6	20	-52.0	-5.3
New Zealand	41	0.1	24	337	0.558	22	25	0.067	24	-92.6	-39.0
Subtotal	267	0.9		783	1.3		239	0.6		-69.5	-10.5
Not stated	12	0.0		3	0.0		7	0.0			
TOTAL	28,995	100		60,345	100.0		37,137	100.0		-38.5	28.1

Figure 1: International Visitors by Entry Points, April 2025

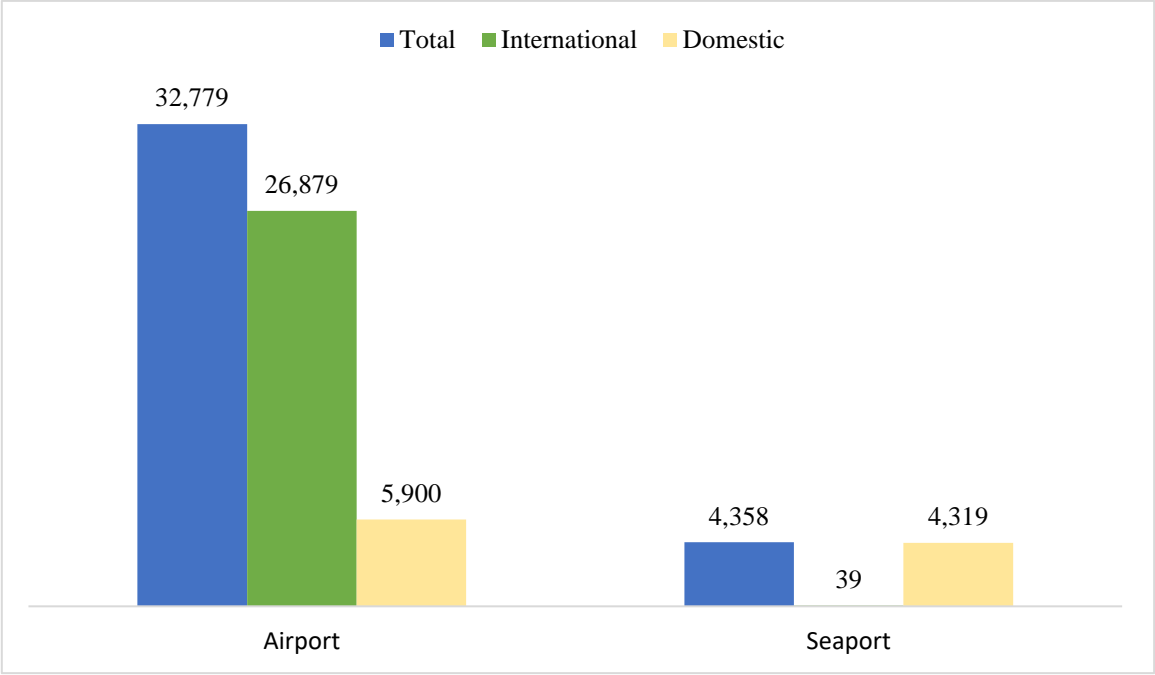


Table 2: International Visitors by Nationality through Entry Points, April 2025

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	904	313	1,217	12	168	180
British	1,116	535	1,651	0	242	242
German	3,322	265	3,587	0	191	191
Italian	2,042	86	2,128	0	40	40
French	1,774	167	1,941	4	116	120
Dutch	1,124	243	1,367	1	100	101
Belgium	323	124	447	0	68	68
Russian	163	49	212	0	11	11
Turkish	437	65	502	0	50	50
Polish	500	49	549	0	11	11
Ukrainian	133	5	138	0	7	7
Czech Republic	93	11	104	0	1	1
Spanish	593	81	674	1	22	23
Other Europeans	2,459	367	2,826	0	163	163
Subtotal	14,983	2,360	17,343	18	1,190	1,208
ASIA						
Japanese	44	49	93	0	28	28
Chinese	506	281	787	0	283	283
Indian	546	222	768	19	266	285
Israeli	1,480	0	1,480	0	1	1
Other Asians	1,511	246	1,757	1	232	233
Subtotal	4,087	798	4,885	20	810	830
AFRICA						
Kenyan	1,459	611	2,070	0	718	718
South African	2,455	259	2,714	0	96	96
Egyptian	134	59	193	0	54	54
Other Africans	2,337	1,134	3,471	1	1024	1,025
Subtotal	6,385	2,063	8,448	1	1,892	1,893
AMERICA						
American	878	368	1,246	0	275	275
Canadian	200	173	373	0	57	57
Other Americans	214	79	293	0	40	40
Subtotal	1,292	620	1,912	0	372	372
OCEANIA						
Australian	116	59	175	0	39	39
New Zealand	9	0	9	0	16	16
Subtotal	125	59	184	0	55	55
Not stated	7	0	0	0	0	0
TOTAL	26,879	5,900	32,779	39	4,319	4,358

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

Nationality	Holidays	Visiting Friends and Relative	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE								
Scandinavian	1,393	2	0	0	0	0	2	1,397
British	1,885	3	0	0	0	0	5	1,893
German	3,752	19	0	0	0	0	7	3,778
Italian	2,151	17	0	0	0	0	0	2,168
French	2,042	19	0	0	0	0	0	2,061
Dutch	1,446	19	0	0	0	0	3	1,468
Belgium	513	2	0	0	0	0	0	515
Russian	222	1	0	0	0	0	0	223
Turkish	544	8	0	0	0	0	0	552
Polish	560	0	0	0	0	0	0	560
Ukrainian	145	0	0	0	0	0	0	145
Czech Republic	105	0	0	0	0	0	0	105
Spanish	680	17	0	0	0	0	0	697
Other Europeans	2,926	23	1	0	0	0	39	2,989
Subtotal	18,364	130	1	0	0	0	56	18,551
ASIA								
Japanese	121	0	0	0	0	0	0	121
Chinese	1,061	7	0	0	0	0	2	1,070
Indian	1,053	0	0	0	0	0	0	1,053
Israeli	1,472	7	0	0	0	0	2	1,481
Other Asians	1,977	10	0	0	0	0	3	1,990
Subtotal	5,684	24	0	0	0	0	7	5,715
AFRICA								
Kenyan	2,767	12	3	0	0	0	6	2,788
South African	2,785	24	0	0	0	0	1	2,810
Egyptian	247	0	0	0	0	0	0	247
Other Africans	4,445	31	0	0	0	0	20	4,496
Subtotal	10,244	67	3	0	0	0	27	10,341
AMERICA								
American	1,501	16	0	0	0	0	4	1,521
Canadian	430	0	0	0	0	0	0	430
Other Americans	333	0	0	0	0	0	0	333
Subtotal	2,264	16	0	0	0	0	4	2,284
OCEANIA								
Australian	214	0	0	0	0	0	0	214
New Zealand	24	1	0	0	0	0	0	25
Subtotal	238	1	0	0	0	0	0	239
Not stated	7	0	0	0	0	0	0	7
TOTAL	36,801	238	4	0	0	0	94	37,137
TOTAL PERCENT	99.1	0.6	0.0	0.0	0.0	0.0	0.3	100

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	669	728	1,397
British	969	924	1,893
German	1,963	1,815	3,778
Italian	1,177	991	2,168
French	1,168	893	2,061
Dutch	787	681	1,468
Belgium	269	246	515
Russian	102	121	223
Turkish	404	148	552
Polish	276	284	560
Ukrainian	66	79	145
Czech Republic	62	43	105
Spanish	309	388	697
Other European Countries	1,592	1,397	2,989
Subtotal	9,813	8,738	18,551
ASIA			
Japanese	68	53	121
Chinese	724	346	1,070
Indian	630	423	1,053
Israeli	605	876	1,481
Other Asian	1,184	806	1,990
Subtotal	3,211	2,504	5,715
AFRICA			
Kenyan	1,484	1,304	2,788
South African	1,304	1,506	2,810
Egyptian	144	103	247
Other African	2,475	2,021	4,496
Subtotal	5,407	4,934	10,341
AMERICA			
American	820	701	1,521
Canadian	226	204	430
Other American	159	174	333
Subtotal	1,205	1,079	2,284
OCEANIA			
Australian	118	96	214
New Zealand	16	9	25
Subtotal	134	105	239
Not stated	0	7	7
TOTAL APRIL 2025	19,770	17,367	37,137
TOTAL MARCH 2025	29,351	30,994	60,345
TOTAL PERCENT	53.2	46.8	100
% CHANGE, APRIL 2025 AND MARCH 2025	-32.6	-44.0	-38.5

Figure 2: International Visitors by Sex, April 2025

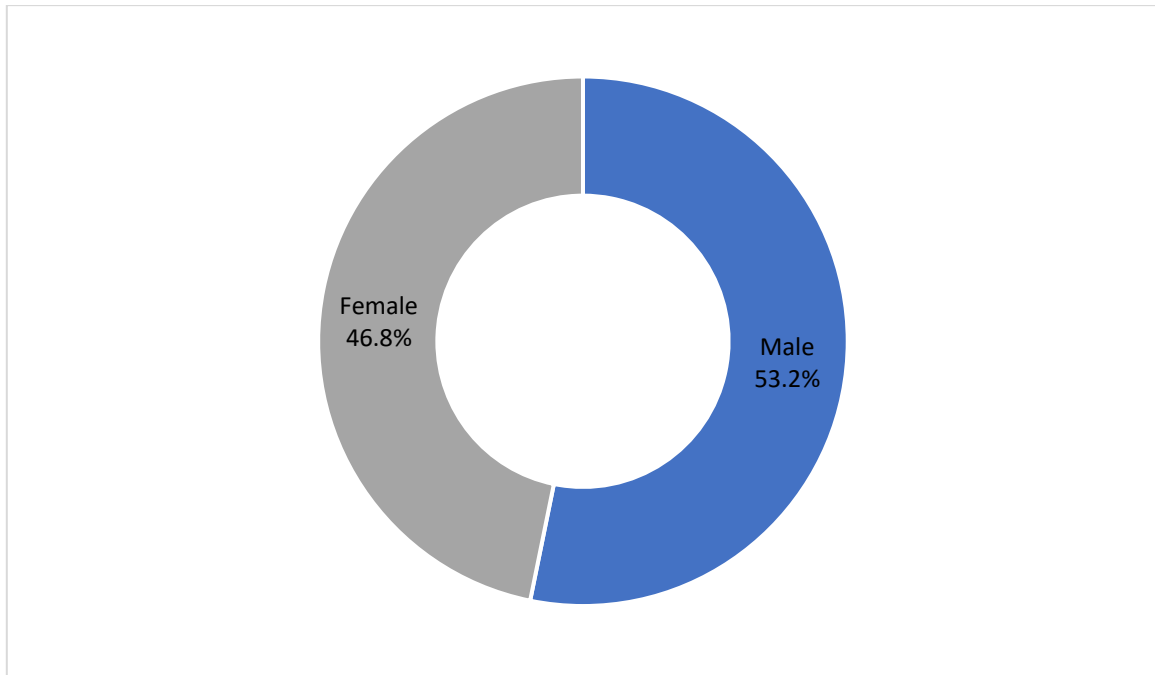


Figure 3: International Visitors by Categorized Age, April 2025

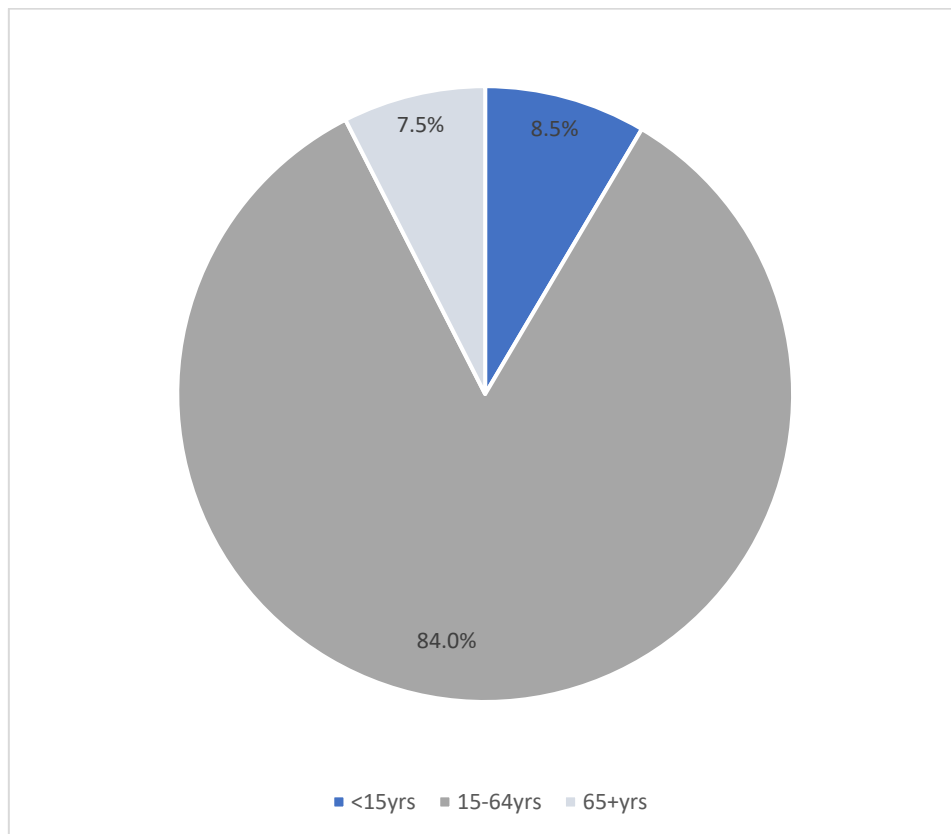


Table 5: International Visitors by Nationality and Categorized Age, April 2025

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	147	1,174	76	1,397
British	139	1,562	192	1,893
German	335	3,170	273	3,778
Italian	191	1,807	170	2,168
French	180	1,763	118	2,061
Dutch	183	1,186	99	1,468
Belgium	53	420	42	515
Russian	12	210	1	223
Turkish	44	498	10	552
Polish	40	495	25	560
Ukrainian	11	134	0	145
Czech Republic	5	94	6	105
Spanish	43	621	33	697
Other European	249	2,534	206	2,989
Subtotal	1,632	15,668	1,251	18,551
ASIA				
Japanese	7	102	12	121
Chinese	39	1,014	17	1,070
Indian	111	914	28	1,053
Israeli	176	1,101	204	1,481
Other Asian	97	1,684	209	1,990
Subtotal	430	4,815	470	5,715
AFRICA				
Kenyan	317	2,367	104	2,788
South African	309	2,332	169	2,810
Egyptian	15	232	0	247
Other African	301	4,061	134	4,496
Subtotal	942	8,992	407	10,341
AMERICA				
American	106	960	455	1,521
Canadian	39	273	118	430
Other American	3	304	26	333
Subtotal	148	1,537	599	2,284
OCEANIA				
Australian	14	154	46	214
New Zealand	0	24	1	25
Subtotal	14	178	47	239
Not stated	0	7	0	7
TOTAL	3,166	31,197	2,774	37,137
TOTAL (%)	8.5	84.0	7.5	100

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

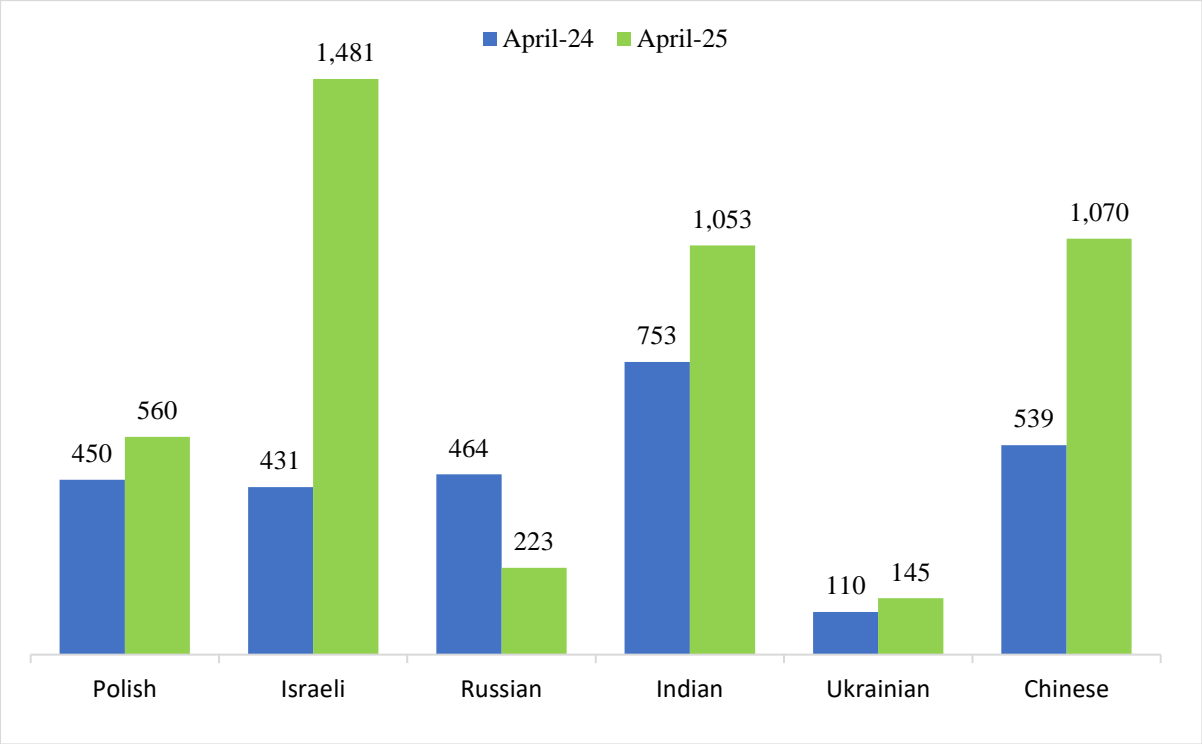


Table 6: Intended Length of Stay and Sex of International Visitors, April 2025

	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	471	301	772	2.1	471	301	772
2	631	454	1,085	2.9	1,262	908	2,170
3	807	793	1,600	4.3	2,421	2,379	4,800
4	1,104	1,677	2,781	7.5	4,416	6,708	11,124
5	5,734	3,449	9,183	24.7	28,670	17,245	45,915
6	1,196	1,252	2,448	6.6	7,176	7,512	14,688
7	4,900	4,559	9,459	25.5	34,300	31,913	66,213
8	2,347	2,241	4,588	12.4	18,776	17,928	36,704
9	682	602	1,284	3.5	6,138	5,418	11,556
10	711	757	1,468	4.0	7,110	7,570	14,680
11	124	170	294	0.8	1,364	1,870	3,234
12	173	213	386	1.0	2,076	2,556	4,632
13	104	116	220	0.6	1,352	1,508	2,860
14	329	353	682	1.8	4,606	4,942	9,548
15	161	138	299	0.8	2,415	2,070	4,485
16	44	40	84	0.2	704	640	1,344
17	35	22	57	0.2	595	374	969
18	7	5	12	0.0	126	90	216
19	15	17	32	0.1	285	323	608
20	32	22	54	0.1	640	440	1,080
21	16	52	68	0.2	336	1,092	1,428
22	5	4	9	0.0	110	88	198
23	0	13	13	0.0	0	299	299
24	9	4	13	0.0	216	96	312
25	1	9	10	0.0	25	225	250
26	5	3	8	0.0	130	78	208
27	2	1	3	0.0	54	27	81
28	6	10	16	0.0	168	280	448
29	0	9	9	0.0	0	261	261
30	119	81	200	0.5	3,570	2,430	6,000
31+	0	0	0	0.0	0	0	0
Total	19,770	17,367	37,137	100.0	129,512	117,571	247,083
Intended Average Length of Stay ¹					6.6	6.8	6.7

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, April 2025

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	772	2.1	772
2	1,085	2.9	2,170
3	1,600	4.3	4,800
4	2,781	7.5	11,124
5	9,183	24.7	45,915
6	2,448	6.6	14,688
7	9,459	25.5	66,213
8	4,588	12.4	36,704
9	1,284	3.5	11,556
10	1,468	4.0	14,680
11	294	0.8	3,234
12	386	1.0	4,632
13	220	0.6	2,860
14	682	1.8	9,548
15	299	0.8	4,485
16	84	0.2	1,344
17	57	0.2	969
18	12	0.0	216
19	32	0.1	608
20	54	0.1	1,080
21	68	0.2	1,428
22	9	0.0	198
23	13	0.0	299
24	13	0.0	312
25	10	0.0	250
26	8	0.0	208
27	3	0.0	81
28	16	0.0	448
29	9	0.0	261
30	200	0.5	6,000
31+	-	0.0	-
Total	37,137	100.0	247,083
Number of beds available in April 2025			884,430
Bed Occupancy Rate			27.9

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

Nationality	April 2024	March 2025	April 2025	% Change April 2025 and April 2024	% Change April 2025 and March 2025
Russian	464	1,015	223	-51.9	-78.0
Polish	450	3,754	560	24.4	-85.1
Ukrainian	110	1112	145	31.8	-87.0
Chinese	539	918	1,070	98.5	16.6
Indian	753	768	1,053	39.8	37.1
Israeli	431	1,034	1,481	243.6	43.2
Total	2,747	8,601	4,532	65.0	-47.3

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	37,137
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	264,301

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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