



Tourism Release No.6



TOURISM STATISTICAL RELEASE JUNE 2025

Issued date – 09th July, 2025

TOURISM STATISTICS

Zanzibar recorded **67,496** international visitors in June 2025, an increase of **30.9** percent compared with **51,559** visitors in June 2024 and an increase of **82.2** percent compared with **37,038** visitors recorded in the preceding month (May 2025).

European tourists dominated the market by accounting for **62.0** percent of the total visitors in June 2025. Country-wise, Germany dominated the tourism market by accounting for **9.4** percent of all visitors entered in June 2025, followed by the British (**7.7** percent), while the Japanese recorded less than one percent (**0.2 percent**), the least. Other performances are as shown in **Table 1**.

The data shows that in June 2025, **61,459** visitors, equivalent to **91.1** percent of the total visitors, entered through the Airport. **50,372** visitors entered by international flights and **11,087** by domestic flights. The remaining **6,037** visitors entered through the seaport, of whom **71** were entered by cruise ship and **5,966** 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 June 2025, **66,968** 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 **35,287** visitors (**52.3** percent) were male and **32,209** (**47.7** percent) were female. The number of males and female increase by **69.4** and **98.7** percent, respectively, compared with May 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 **3,967** visitors (**5.9** percent) were aged less than 15 years, **59,765** visitors (**88.5** percent) were aged 15 to 64 years, and **3,764** visitors (**5.6** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The number of visitors from emerging markets in June 2025 (Poland, India, Russia, Israel, China, and Ukraine) increased by **59.2** percent compared with the number of visitors recorded in June 2024. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that a higher percentage of visitors (**28.4** percent) stayed in the country for 7 days in June 2025. Visitors' average intended length of stay in June 2025 was **seven**.

A total of **913,911** bed spaces were available in June 2025. Estimates of **497,110** beds were sold during June 2025, representing a bed occupancy rate of **54.4** percent (**Table 7**).

Table 1: International Visitors by Nationality June 2025, May 2025 and June 2024.

Nationality	June 2024			May 2025			June 2025			% Change June 2025 and May 2025	% Change, June 2025 and June 2024
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	1,530	3	9	1,253	3.4	8	2,382	3.5	9	90.1	55.7
British	4,242	8.2	2	2,213	6.0	4	5,189	7.7	2	134.5	22.3
German	11,003	21.3	1	3,988	10.8	1	6,360	9.4	1	59.5	-42.2
Italian	3,087	6	7	554	1.5	15	2,660	3.9	7	380.1	-13.8
French	4,130	8	3	2,266	6.1	3	5,090	7.5	3	124.6	23.2
Dutch	1,536	3	8	1,472	4.0	7	2,549	3.8	8	73.2	66.0
Belgium	460	0.9	16	543	1.5	17	1,109	1.6	14	104.2	141.1
Russian	439	0.9	17	616	1.7	13	900	1.3	16	46.1	105.0
Turkish	515	1	15	728	2.0	12	1,156	1.7	13	58.8	124.5
Polish	3,318	6.4	6	615	1.7	14	4,129	6.1	5	571.4	24.4
Ukrainian	697	1.4	11	364	1.0	18	475	0.7	20	30.5	-31.9
Czech Republic	517	1	14	329	0.9	19	441	0.7	21	34.0	-14.7
Spanish	1,281	2.5	10	802	2.2	11	2,112	3.1	10	163.3	64.9
Other European	5,995	11.6		4,235	11.4		7,320	10.8		72.8	22.1
Subtotal	38,750	75.2		19,978	53.9		41,872	62.0		110	8
ASIA											
Japanese	60	0.1	24	121	0.3	23	139	0.2	24	14.9	131.7
Chinese	291	0.6	19	1,114	3.0	9	1,069	1.6	15	-4.0	267.4
Indian	562	1.1	13	1,046	2.8	10	1,661	2.5	12	58.8	195.6
Israeli	89	0.2	22	320	0.9	21	357	0.5	22	11.6	301.1
Other Asian	973	1.9		2,299	6.2		4,762	7.1		107.1	389.4
Subtotal	1,975	3.8		4,900	13.2		7,988	11.8		63.0	304.5
AFRICA											
Kenyan	697	1.4	11	1,728	4.7	6	1,882	2.8	11	8.9	170.0
South African	3,364	6.5	5	2,344	6.3	2	3,476	5.1	6	48.3	3.3
Egyptian	254	0.5	20	323	0.9	20	601	0.9	19	86.1	136.6
Other African	1,799	3.5		4,176	11.3		4,711	7.0		12.8	161.9
Subtotal	6,114	11.9		8,571	23.1		10,670	15.8		24.5	74.5
AMERICA											
American	3,839	7.4	4	1,915	5.2	5	4,356	6.5	4	127.5	13.5
Canadian	331	0.6	18	544	1.5	16	774	1.1	17	42.3	133.8
Other American	273	0.5		705	1.9		968	1.4		37.3	254.6
Subtotal	4,443	8.6		3,164	8.5		6,098	9.0		92.7	37.2
OCEANIA											
Australian	201	0.4	21	305	0.8	22	685	1.0	18	124.6	240.8
New Zealand	76	0.1	23	116	0.3	24	183	0.3	23	57.8	140.8
Subtotal	277	0.5		421	1.1		868	1.3		106.2	213.4
Not stated	0	0		4	0.0		0	0.0			
TOTAL	51,559	100		37,038	100.0		67,496	100.0		82.2	30.9

Figure 1: International Visitors by Entry Points, June 2025

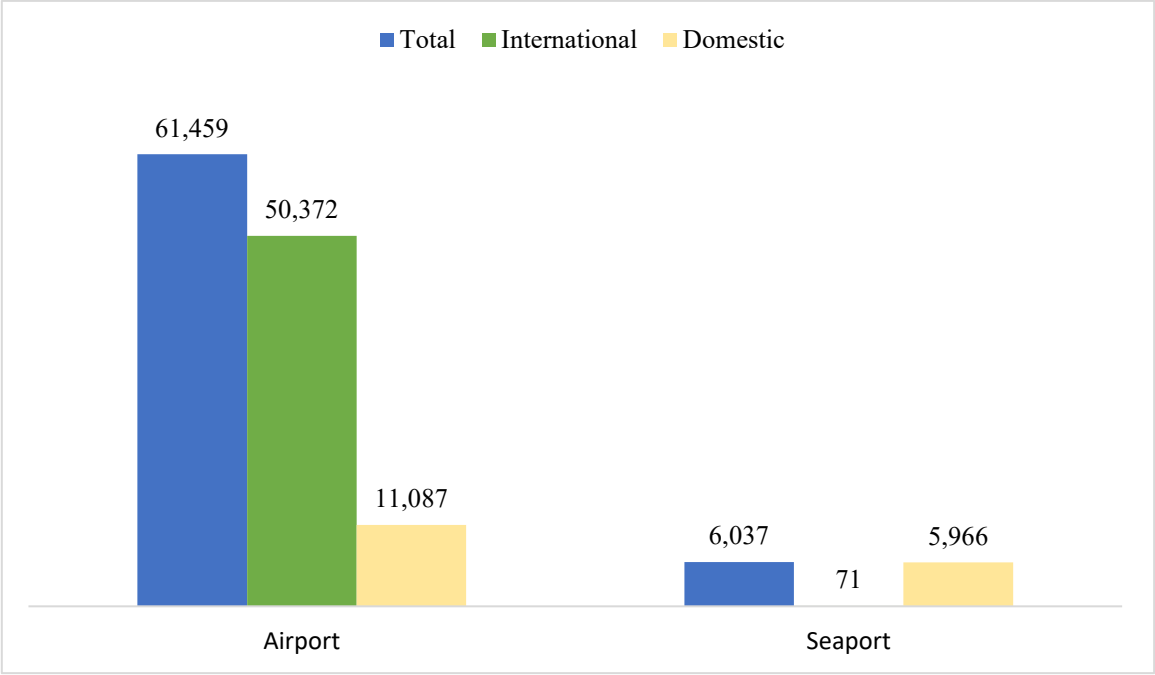


Table 2: International Visitors by Nationality through Entry Points, June 2025

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	1,331	795	2,126	0	256	256
British	4,265	518	4,783	0	406	406
German	5,787	327	6,114	0	246	246
Italian	2,101	469	2,570	0	90	90
French	4,383	513	4,896	0	194	194
Dutch	1,842	597	2,439	0	110	110
Belgium	717	322	1,039	1	69	70
Russian	846	28	874	2	24	26
Turkish	722	176	898	10	248	258
Polish	3,691	382	4,073	1	55	56
Ukrainian	258	199	457	3	15	18
Czech Republic	325	105	430	0	11	11
Spanish	1,636	434	2,070	0	42	42
Other Europeans	4,971	2,044	7,015	3	302	305
Subtotal	32,875	6,909	39,784	20	2,068	2,088
ASIA						
Japanese	84	27	111	0	28	28
Chinese	672	100	772	5	292	297
Indian	1,080	180	1,260	19	382	401
Israeli	279	74	353	0	4	4
Other Asians	3,902	483	4,385	22	355	377
Subtotal	6,017	864	6,881	46	1,061	1,107
AFRICA						
Kenyan	1,049	326	1,375	0	507	507
South African	2,797	540	3,337	0	139	139
Egyptian	433	52	485	3	113	116
Other Africans	2,602	1,127	3,729	2	980	982
Subtotal	6,881	2,045	8,926	5	1,739	1,744
AMERICA						
American	3,247	370	3,617	0	739	739
Canadian	437	180	617	0	157	157
Other Americans	600	281	881	0	87	87
Subtotal	4,284	831	5,115	0	983	983
OCEANIA						
Australian	261	332	593	0	92	92
New Zealand	54	106	160	0	23	23
Subtotal	315	438	753	0	115	115
Not stated	0	0		0	0	0
TOTAL	50,372	11,087	61,459	71	5,966	6,037

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

Nationality	Holidays	Visiting Friends and Relatives	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE								
Scandinavian	2,373	9	0	0	0	0	0	2,382
British	5,159	20	0	0	4	0	6	5,189
German	6,335	17	0	0	0	0	8	6,360
Italian	2,649	6	3	0	0	0	2	2,660
French	5,060	13	3	0	11	0	3	5,090
Dutch	2,538	7	4	0	0	0	0	2,549
Belgium	1,085	12	0	4	4	0	4	1,109
Russian	900	0	0	0	0	0	0	900
Turkish	1,147	7	0	0	0	0	2	1,156
Polish	4,083	24	2	0	2	9	9	4,129
Ukrainian	466	5	0	0	0	0	4	475
Czech Republic	435	3	0	0	0	3	0	441
Spanish	2,093	15	0	0	0	0	4	2,112
Other Europeans	7,277	9	0	0	8	0	26	7,320
Subtotal	41,600	147	12	4	29	12	68	41,872
ASIA								
Japanese	134	3	0	0	0	0	2	139
Chinese	1,046	8	0	0	7	0	8	1,069
Indian	1,654	7	0	0	0	0	0	1,661
Israeli	357	0	0	0	0	0	0	357
Other Asians	4,701	61	0	0	0	0	0	4,762
Subtotal	7,892	79	0	0	7	0	10	7,988
AFRICA								
Kenyan	1,859	17	0	0	2	3	1	1,882
South African	3,457	9	5	0	0	0	5	3,476
Egyptian	601	0	0	0	0	0	0	601
Other Africans	4,681	29	0	0	0	0	1	4,711
Subtotal	10,598	55	5	0	2	3	7	10,670
AMERICA								
American	4,305	35	2	0	5	0	9	4,356
Canadian	763	5	0	0	0	0	6	774
Other Americans	957	11	0	0	0	0	0	968
Subtotal	6,025	51	2	0	5	0	15	6,098
OCEANIA								
Australian	670	11	0	0	0	0	4	685
New Zealand	183	0	0	0	0	0	0	183
Subtotal	853	11	0	0	0	0	4	868
Not stated	0	0	00	0	0	0	0	0
TOTAL	66,968	343	19	4	43	15	104	67,496
TOTAL PERCENT	99.2	0.5	0.0	0.0	0.1	0.0	0.2	100.0

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	1,152	1,230	2,382
British	2,672	2,517	5,189
German	3,282	3,078	6,360
Italian	1,456	1,204	2,660
French	2,857	2,233	5,090
Dutch	1,320	1,229	2,549
Belgium	637	472	1,109
Russian	413	487	900
Turkish	831	325	1,156
Polish	1,998	2,131	4,129
Ukrainian	212	263	475
Czech Republic	233	208	441
Spanish	1,145	967	2,112
Other European Countries	3,870	3,450	7,320
Subtotal	22,078	19,794	41,872
ASIA			
Japanese	75	64	139
Chinese	744	325	1,069
Indian	949	712	1,661
Israeli	202	155	357
Other Asian	2,640	2,122	4,762
Subtotal	4,610	3,378	7,988
AFRICA			
Kenyan	888	994	1,882
South African	1,489	1,987	3,476
Egyptian	400	201	601
Other African	2,233	2,478	4,711
Subtotal	5,010	5,660	10,670
AMERICA			
American	2,212	2,144	4,356
Canadian	428	346	774
Other American	440	528	968
Subtotal	3,080	3,018	6,098
OCEANIA			
Australian	402	283	685
New Zealand	107	76	183
Subtotal	509	359	868
Not stated	0	0-	0
TOTAL JUNE 2025	35,287	32,209	67,496
TOTAL MAY 2025	20,825	16,213	37,038
TOTAL PERCENT	52.3	47.7	100
% CHANGE, JUNE 2025 AND MAY 2025	69.4	98.7	82.2

Figure 2: International Visitors by Sex, June 2025

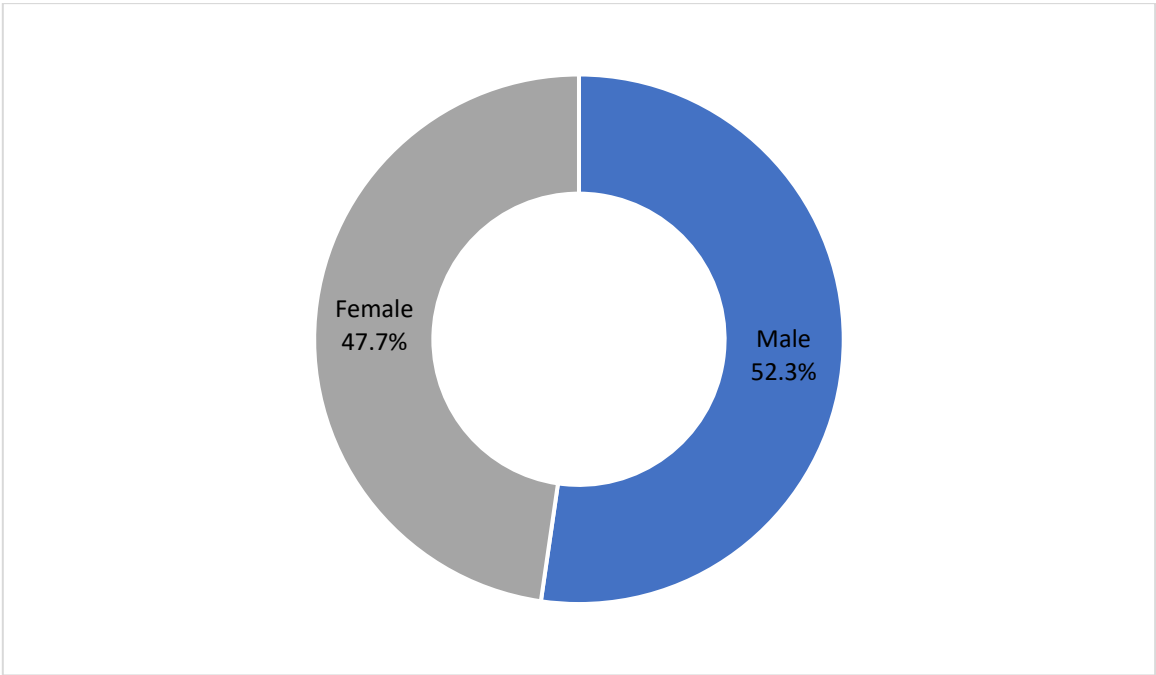


Figure 3: International Visitors by Categorized Age, June 2025

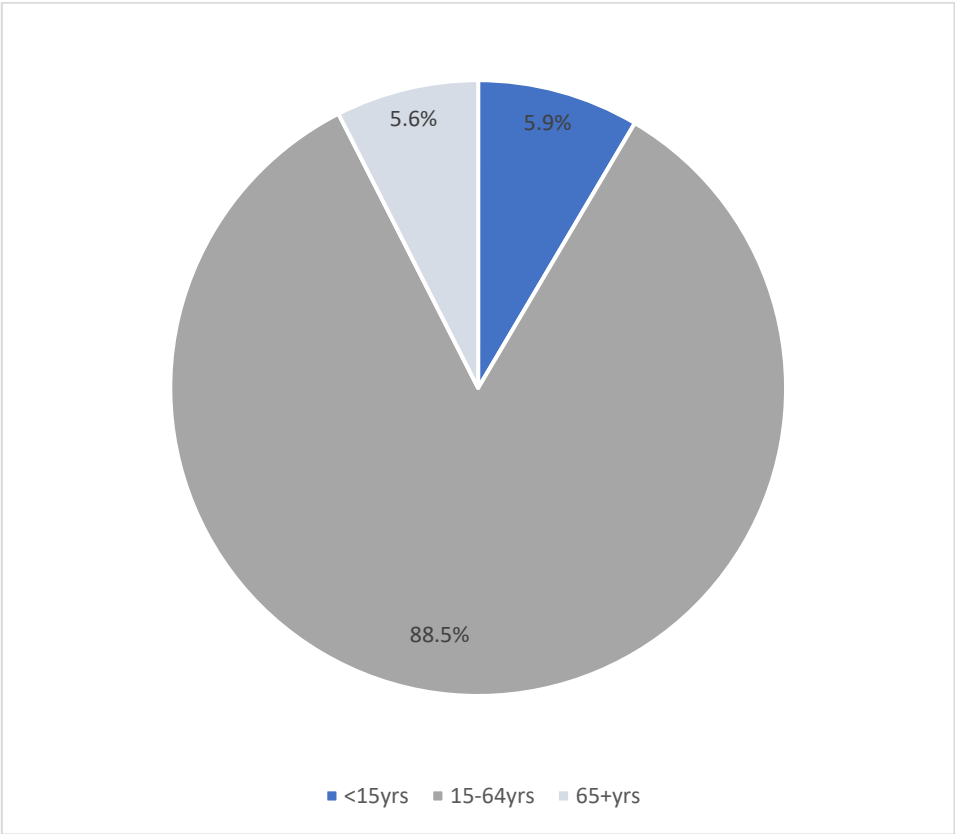


Table 5: International Visitors by Nationality and Categorized Age, June 2025

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	286	1,957	139	2,382
British	151	4,559	479	5,189
German	326	5,726	308	6,360
Italian	177	2,326	157	2,660
French	262	4,473	355	5,090
Dutch	61	2,303	185	2,549
Belgium	65	982	62	1,109
Russian	69	813	18	900
Turkish	48	1,100	8	1,156
Polish	297	3,693	139	4,129
Ukrainian	41	425	9	475
Czech Republic	73	360	8	441
Spanish	77	1,916	119	2,112
Other European	504	6,489	327	7,320
Subtotal	2,437	37,122	2,313	41,872
ASIA				
Japanese	6	131	2	139
Chinese	24	1,020	25	1,069
Indian	187	1,410	64	1,661
Israeli	20	317	20	357
Other Asian	296	4,182	284	4,762
Subtotal	533	7,060	395	7,988
AFRICA				
Kenyan	82	1,733	67	1,882
South African	285	2,983	208	3,476
Egyptian	52	532	17	601
Other African	160	4,459	92	4,711
Subtotal	579	9,707	384	10,670
AMERICA				
American	318	3,620	418	4,356
Canadian	58	640	76	774
Other American	30	912	26	968
Subtotal	406	5,172	520	6,098
OCEANIA				
Australian	12	552	121	685
New Zealand	0	152	31	183
Subtotal	12	704	152	868
Not stated	0	0	0	0
TOTAL	3,967	59,765	3,764	67,496
TOTAL (%)	5.9	88.5	5.6	100

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

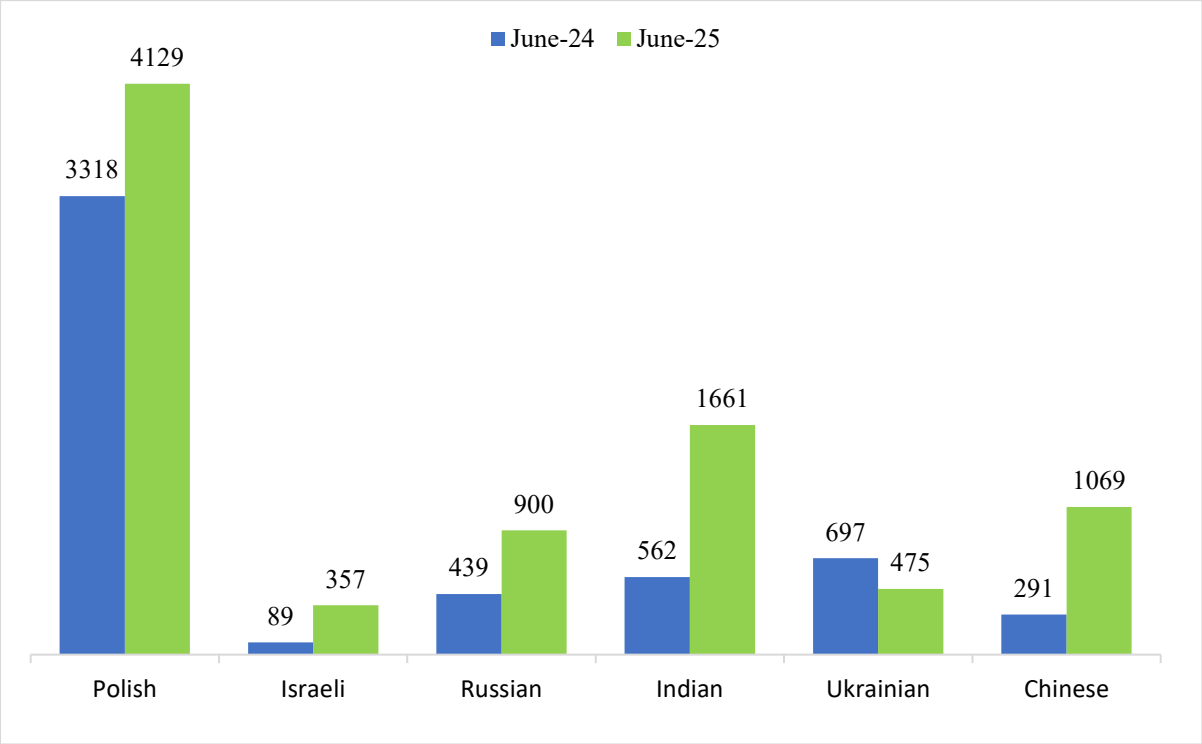


Table 6: Intended Length of Stay and Sex of International Visitors, June 2025

	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	394	238	632	0.9	394	238	632
2	789	590	1,379	2.0	1,578	1,180	2,758
3	1,298	1,125	2,423	3.6	3,894	3,375	7,269
4	1,448	1,536	2,984	4.4	5,792	6,144	11,936
5	7,054	5,999	13,053	19.3	35,270	29,995	65,265
6	2,685	2,242	4,927	7.3	16,110	13,452	29,562
7	9,855	9,312	19,167	28.4	68,985	65,184	134,169
8	5,061	4,593	9,654	14.3	40,488	36,744	77,232
9	1,289	1,259	2,548	3.8	11,601	11,331	22,932
10	1,841	1,720	3,561	5.3	18,410	17,200	35,610
11	433	438	871	1.3	4,763	4,818	9,581
12	487	529	1,016	1.5	5,844	6,348	12,192
13	226	243	469	0.7	2,938	3,159	6,097
14	1,095	1,059	2,154	3.2	15,330	14,826	30,156
15	496	482	978	1.4	7,440	7,230	14,670
16	175	193	368	0.5	2,800	3,088	5,888
17	77	90	167	0.2	1,309	1,530	2,839
18	64	31	95	0.1	1,152	558	1,710
19	16	30	46	0.1	304	570	874
20	58	62	120	0.2	1,160	1,240	2,400
21	108	115	223	0.3	2,268	2,415	4,683
22	24	35	59	0.1	528	770	1,298
23	6	9	15	0.0	138	207	345
24	7	12	19	0.0	168	288	456
25	26	10	36	0.1	650	250	900
26	9	9	18	0.0	234	234	468
27	25	20	45	0.1	675	540	1,215
28	24	29	53	0.1	672	812	1,484
29	0	9	9	0.0	0	261	261
30	213	176	389	0.6	6,390	5,280	11,670
31+	4	14	18	0.0	124	434	558
Total	35,287	32,209	67,496	100.0	257,409	239,701	497,110
Intended Average Length of Stay ¹					7.3	7.4	7.4

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, June 2025

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	632	0.9	632
2	1,379	2.0	2,758
3	2,423	3.6	7,269
4	2,984	4.4	11,936
5	13,053	19.3	65,265
6	4,927	7.3	29,562
7	19,167	28.4	134,169
8	9,654	14.3	77,232
9	2,548	3.8	22,932
10	3,561	5.3	35,610
11	871	1.3	9,581
12	1,016	1.5	12,192
13	469	0.7	6,097
14	2,154	3.2	30,156
15	978	1.4	14,670
16	368	0.5	5,888
17	167	0.2	2,839
18	95	0.1	1,710
19	46	0.1	874
20	120	0.2	2,400
21	223	0.3	4,683
22	59	0.1	1,298
23	15	0.0	345
24	19	0.0	456
25	36	0.1	900
26	18	0.0	468
27	45	0.1	1,215
28	53	0.1	1,484
29	9	0.0	261
30	389	0.6	11,670
31+	18	0.0	558
Total	67,496	100.0	497,110
Number of beds available in June 2025			913,911
Bed Occupancy Rate			54.4

Annex I: Visitors Arrival from Emerging Markets, June 2024, June 2025 & May 2025

Nationality	June 2024	May 2025	June 2025	% Change June 2025 and June 2024	% Change June 2025 and May 2025
Russian	439	616	900	105.0	46.1
Polish	3,318	615	4,129	24.4	571.4
Ukrainian	697	364	475	-31.9	30.5
Chinese	291	1114	1,069	267.4	-4.0
Indian	562	1046	1,661	195.6	58.8
Israeli	89	320	357	301.1	11.6
Total	5,396	4,075	8,591	59.2	110.8

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	37,137
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	
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	368,835

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:

Office of the Chief Government Statistician

P.O. BOX 2321

Email: zanstat@ocgs.go.tz

Zanzibar Commission for Tourism

P.O.BOX 1410

Email: marketing@zanzibartourism.go.tz