



Tourism Release No.1



TOURISM STATISTICAL RELEASE JANUARY 2026

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TOURISM STATISTICS

Zanzibar recorded **100,216** international visitors in January 2026, an increase of **19.2** percent compared with **84,069** visitors in January 2025 and decrease of **0.5** percent compared with **100,729** visitors recorded in the preceding month (December 2025).

European tourists dominated the market by accounting for **69.5** percent of the total visitors in January 2026. Country-wise, Italy dominated the tourism market by accounting for **14.4** percent of all visitors entered in January 2026, followed by French (**6.9** percent), while Japanese recorded less than one percent (**0.3 percent**), the least. Other performances are shown in **Table 1**.

The data shows that in January 2026, **92,580** visitors, equivalent to **92.3** percent of the total visitors entered through the Airport. **71,344** visitors entered by international flights and **21,236** by domestic flights. The remaining **7,636** visitors entered through the seaport, **581** visitors entered through a cruise ship and **7,055** 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 January 2026, **99,720** visitors, equivalent to **99.5** percent came for holidays, **0.1** percent for visiting friends and relatives and **0.4** percent for other purposes.

Table 4 and **Figure 2** show that **58,501** visitors (**58.4** percent) were male and **41,715** (**41.6** percent) were female. The number of males in January 2026 increased by **2.5** and females decreased by **4.4** percent respectively compared with December 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 **5,077** visitors (**5.1** percent) were aged less than 15 years, **84,898** visitors (**84.7** percent) were aged 15 to 64 years, and **10,241** visitors (**10.2** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The number of visitors from emerging markets in January 2026 (Poland, India, Russia, Israel, China, and Ukraine) decreased by **1.5** percent compared with the number of visitors recorded in December 2025. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that a higher percentage of visitors (**33.5** percent) stayed in the country for 7 days in January 2026. Visitors' average intended length of stay in January 2026 was **8** nights.

A total of **913,911** bed spaces were available in January 2026. Estimates of **800,124** beds were sold during January 2026, representing a bed occupancy rate of **87.5** percent (**Table 7**).

Table 1: International Visitors by Nationality January 2026, December 2025 and January 2025.

Nationality	January 2025			December 2025			January 2026			% Change January 2026 and December 2025	% Change, January 2026 and January 2025
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	3,746	4.5	6	4,446	4.4	6	4,845	4.8	6	9.0	29.3
British	3,640	4.3	7	3,944	3.9	7	3,991	4.0	7	1.2	9.6
German	5,401	6.4	4	5,981	5.9	5	5,972	6.0	4	-0.2	10.6
Italian	11,725	13.9	1	14,519	14.4	1	14,472	14.4	1	-0.3	23.4
French	7,983	9.5	3	6,942	6.9	2	6,916	6.9	2	-0.4	-13.4
Dutch	2,598	3.1	9	3,501	3.5	8	3,474	3.5	8	-0.8	33.7
Belgium	875	1	17	1,067	1.1	19	1,084	1.1	19	1.6	23.9
Russian	1,448	1.7	13	1,738	1.7	13	1,723	1.7	13	-0.9	19.0
Turkish	887	1.1	16	1,107	1.1	18	1,293	1.3	16	16.8	45.8
Polish	8,150	9.7	2	6,727	6.7	3	6,705	6.7	3	-0.3	-17.7
Ukrainian	1,414	1.7	14	1,175	1.2	17	1,175	1.2	18	0.0	-16.9
Czech Republic	2,570	3.1	10	2,906	2.9	10	2,927	2.9	10	0.7	13.9
Spanish	909	1.1	15	1,818	1.8	12	1,811	1.8	12	-0.4	99.2
Other European	10,779	12.8		12,750	12.7		13,264	13.2		4.0	23.1
Subtotal	62,125	73.9		68,621	68.1		69,652	69.5		2	12
ASIA											
Japanese	190	0.2	23	307	0.3	24	322	0.3	24	4.9	69.5
Chinese	1,570	1.9	12	1,263	1.3	16	1,239	1.2	17	-1.9	-21.1
Indian	772	0.9	19	1,640	1.6	14	1,492	1.5	14	-9.0	93.3
Israeli	294	0.3	22	1,348	1.3	15	1,352	1.3	15	0.3	359.9
Other Asian	2,329	2.8		2,958	2.9		3,103	3.1		4.9	33.2
Subtotal	5,155	6.1		7,516	7.5		7,508	7.5		-0.1	45.6
AFRICA											
Kenyan	2,233	2.7	11	2,927	2.9	9	2,557	2.6	11	-12.6	14.5
South African	2,845	3.4	8	6,089	6.0	4	5,931	5.9	5	-2.6	108.5
Egyptian	304	0.4	21	508	0.5	23	554	0.6	23	9.1	82.2
Other African	5,008	6		9,062	9.0		7,547	7.5		-16.7	50.7
Subtotal	10,390	12.4		18,586	18.5		16,589	16.6		-10.7	59.7
AMERICA											
American	3,749	4.5	5	2,820	2.8	11	3,079	3.1	9	9.2	-17.9
Canadian	782	0.9	18	986	1.0	20	1,001	1.0	20	1.5	28.0
Other American	1,015	1.2		927	0.9		953	1.0		2.8	-6.1
Subtotal	5,546	6.6		4,733	4.7		5,033	5.0		6.3	-9.2
OCEANIA											
Australian	685	0.8	20	688	0.7	21	842	0.8	21	22.4	22.9
New Zealand	155	0.2	24	585	0.6	22	589	0.588	22	0.7	280.0
Subtotal	840	1		1,273	1.3		1,431	1.4		12.4	70.4
Not stated	13	0		0	0.0		3	0.0			
TOTAL	84,069	100		100,729	100.0		100,216	100.0		-0.5	19.2

Figure 1: International Visitors by Entry Points, January 2026

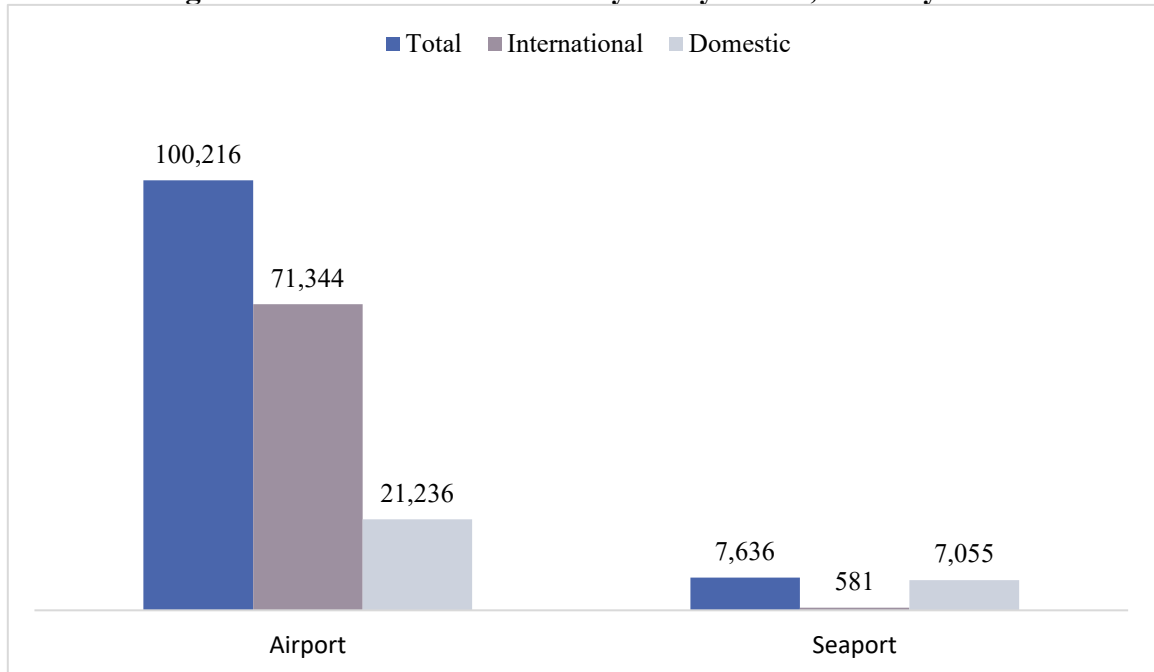


Table 2: International Visitors by Nationality through Entry Points, January 2026

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	2,882	1,177	4,059	4	782	786
British	3,050	503	3,553	136	302	438
German	4,663	978	5,641	22	309	331
Italian	12,965	1,357	14,322	5	145	150
French	5,783	893	6,676	1	239	240
Dutch	2,438	899	3,337	6	131	137
Belgium	832	189	1,021	0	63	63
Russian	1,461	208	1,669	6	48	54
Turkish	559	471	1,030	4	259	263
Polish	6,071	597	6,668	0	37	37
Ukrainian	759	406	1,165	1	9	10
Czech Republic	2,399	487	2,886	4	37	41
Spanish	1,056	707	1,763	4	44	48
Other Europeans	8,960	3,890	12,850	7	407	414
Subtotal	53,878	12,762	66,640	200	2,812	3,012
ASIA						
Japanese	165	95	260	4	58	62
Chinese	606	356	962	3	274	277
Indian	755	492	1,247	1	244	245
Israeli	900	444	1,344	1	7	8
Other Asians	1,503	1,262	2,765	2	336	338
Subtotal	3,929	2,649	6,578	11	919	930
AFRICA						
Kenyan	1,896	133	2,029	0	528	528
South African	4,774	1,027	5,801	7	123	130
Egyptian	331	136	467	0	87	87
Other Africans	3,551	2,201	5,752	0	1795	1,795
Subtotal	10,552	3,497	14,049	7	2,533	2,540
AMERICA						
American	1,681	805	2,486	249	344	593
Canadian	420	388	808	45	148	193
Other Americans	526	325	851	15	87	102
Subtotal	2,627	1,518	4,145	309	579	888
OCEANIA						
Australian	289	301	590	54	198	252
New Zealand	66	509	575	0	14	14
Subtotal	355	810	1,165	54	212	266
Not stated	3	0	3	0	0	0
TOTAL	71,344	21,236	92,580	581	7,055	7,636

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

Nationality	Holidays	Visiting Friends and Relatives	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE								
Scandinavian	4,840	5	0	0	0	0	0	4,845
British	3,991	0	0	0	0	0	0	3,991
German	5,966	0	0	0	0	0	6	5,972
Italian	14,441	6	0	0	0	0	25	14,472
French	6,907	9	0	0	0	0	0	6,916
Dutch	3,474	0	0	0	0	0	0	3,474
Belgium	1,078	0	0	0	0	0	6	1,084
Russian	1,723	0	0	0	0	0	0	1,723
Turkish	1,293	0	0	0	0	0	0	1,293
Polish	6,697	0	0	0	0	0	8	6,705
Ukrainian	1,175	0	0	0	0	0	0	1,175
Czech Republic	2,927	0	0	0	0	0	0	2,927
Spanish	1,799	0	0	0	0	0	12	1,811
Other Europeans	12,900	6	0	0	0	0	358	13,264
Subtotal	69,211	26	0	0	0	0	415	69,652
ASIA								
Japanese	322	0	0	0	0	0	0	322
Chinese	1,239	0	0	0	0	0	0	1,239
Indian	1,476	8	0	0	0	8	0	1,492
Israeli	1,352	0	0	0	0	0	0	1,352
Other Asians	3,096	7	0	0	0	0	0	3,103
Subtotal	7,485	15	0	0	0	8	0	7,508
AFRICA								
Kenyan	2,553	0	0	0	0	0	4	2,557
South African	5,917	0	5	0	5	0	4	5,931
Egyptian	554	0	0	0	0	0	0	554
Other Africans	7,533	5	0	0	0	0	9	7,547
Subtotal	16,557	5	5	0	5	0	17	16,589
AMERICA								
American	3,079	0	0	0	0	0	0	3,079
Canadian	1,001	0	0	0	0	0	0	1,001
Other Americans	953	0	0	0	0	0	0	953
Subtotal	5,033	0	0	0	0	0	0	5,033
OCEANIA								
Australian	842	0	0	0	0	0	0	842
New Zealand	589	0	0	0	0	0	0	589
Subtotal	1,431	0	0	0	0	0	0	1,431
Not stated	3	0	0	0	0	0	0	3
TOTAL	99,720	46	5	0	5	8	432	100,216
TOTAL PERCENT	99.5	0.1	0.0	0.0	0.0	0.0	0.4	100

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	2,809	2,036	4,845
British	2,456	1,535	3,991
German	3,566	2,406	5,972
Italian	8,982	5,490	14,472
French	4,222	2,694	6,916
Dutch	2,150	1,324	3,474
Belgium	668	416	1,084
Russian	931	792	1,723
Turkish	901	392	1,293
Polish	3,643	3,062	6,705
Ukrainian	546	629	1,175
Czech Republic	1,531	1,396	2,927
Spanish	1,084	727	1,811
Other European Countries	7,513	5,751	13,264
Subtotal	41,002	28,650	69,652
ASIA			
Japanese	206	116	322
Chinese	742	497	1,239
Indian	1,188	304	1,492
Israeli	879	473	1,352
Other Asian	1,893	1,210	3,103
Subtotal	4,908	2,600	7,508
AFRICA			
Kenyan	1,503	1,054	2,557
South African	2,689	3,242	5,931
Egyptian	376	178	554
Other African	4,393	3,154	7,547
Subtotal	8,961	7,628	16,589
AMERICA			
American	1,775	1,304	3,079
Canadian	588	413	1,001
Other American	472	481	953
Subtotal	2,835	2,198	5,033
OCEANIA			
Australian	405	437	842
New Zealand	390	199	589
Subtotal	795	636	1,431
Not stated	0	3	3
TOTAL JANUARY 2026	58,501	41,715	100,216
TOTAL DECEMBER 2025	57,077	43,652	100,729
TOTAL PERCENT	58.4	41.6	100
% CHANGE, JANUARY 2026 AND DECEMBER 2025	2.5	-4.4	-0.5

Figure 2: International Visitors by Sex, January 2026

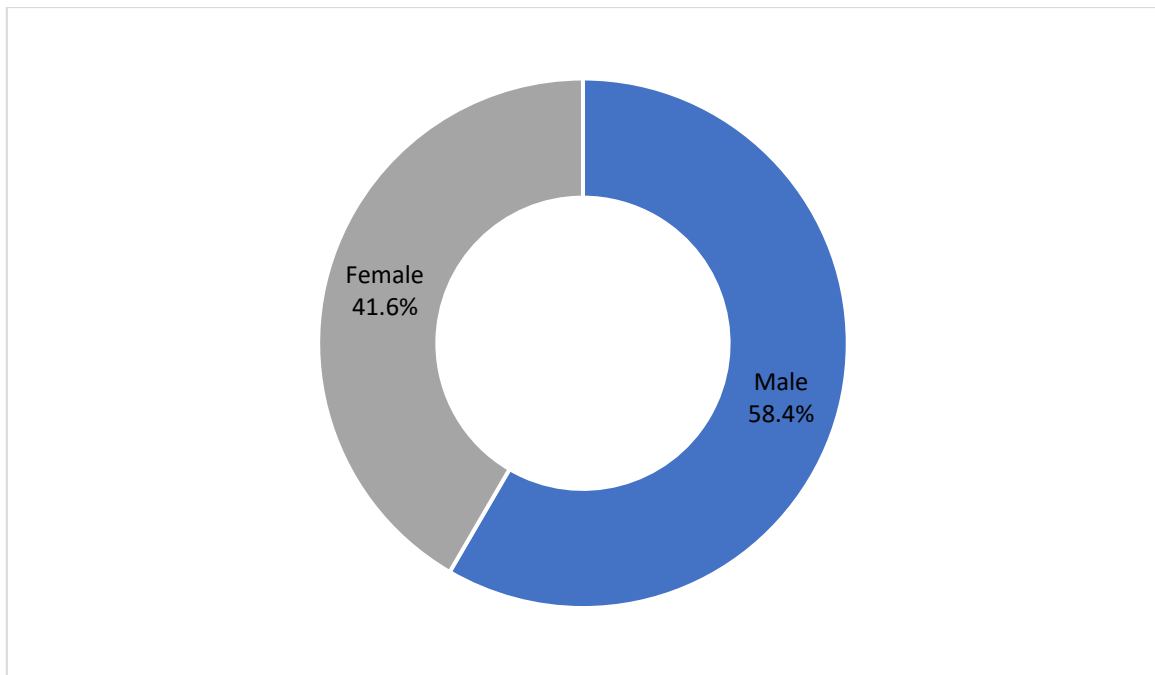


Figure 3: International Visitors by Categorized Age, January 2026

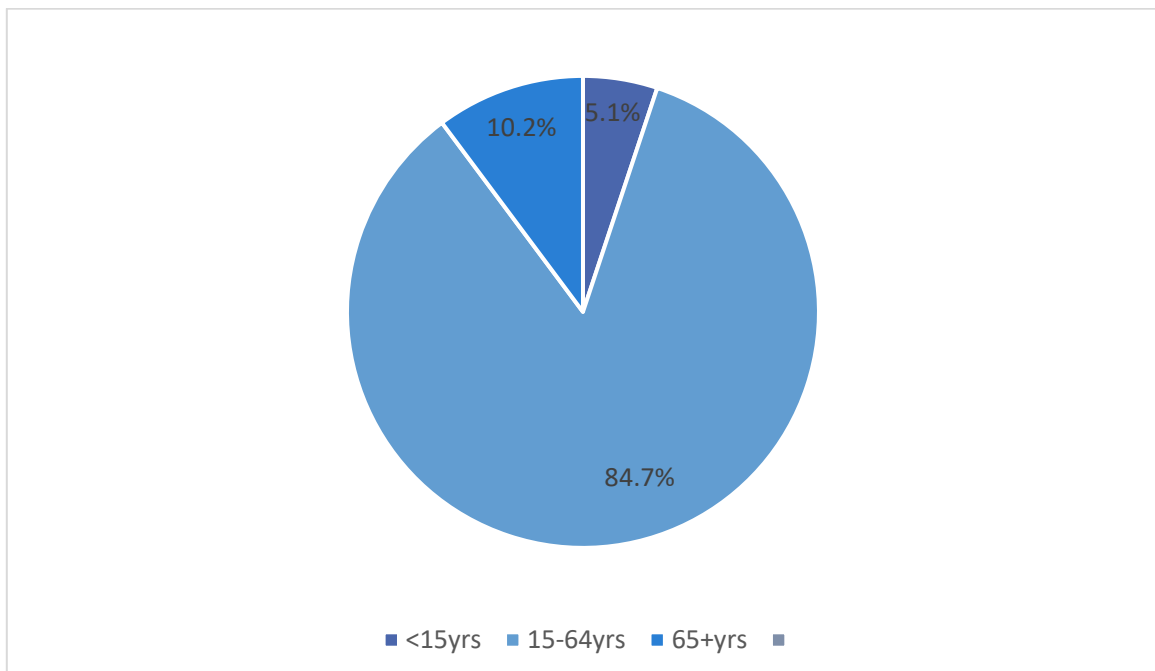


Table 5: International Visitors by Nationality and Categorized Age, January 2026

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	282	4,037	526	4,845
British	78	3,035	878	3,991
German	83	4,789	1,100	5,972
Italian	800	11,509	2,163	14,472
French	187	5,677	1,052	6,916
Dutch	88	2,820	566	3,474
Belgium	28	904	152	1,084
Russian	63	1,636	24	1,723
Turkish	74	1,112	107	1,293
Polish	612	5,720	373	6,705
Ukrainian	83	1,083	9	1,175
Czech Republic	117	2,556	254	2,927
Spanish	48	1,652	111	1,811
Other European	889	11,203	1,172	13,264
Subtotal	3,432	57,733	8,487	69,652
ASIA				
Japanese	6	316	0	322
Chinese	51	1,169	19	1,239
Indian	32	1,402	58	1,492
Israeli	144	1,118	90	1,352
Other Asian	165	2,756	182	3,103
Subtotal	398	6,761	349	7,508
AFRICA				
Kenyan	64	2,416	77	2,557
South African	409	5,209	313	5,931
Egyptian	8	529	17	554
Other African	448	6,755	344	7,547
Subtotal	929	14,909	751	16,589
AMERICA				
American	184	2,556	339	3,079
Canadian	56	720	225	1,001
Other American	14	914	25	953
Subtotal	254	4,190	589	5,033
OCEANIA				
Australian	64	713	65	842
New Zealand	0	589	0	589
Subtotal	64	1,302	65	1,431
Not stated	0	3	0	3
TOTAL	5,077	84,898	10,241	100,216
TOTAL (%)	5.1	84.7	10.2	100

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

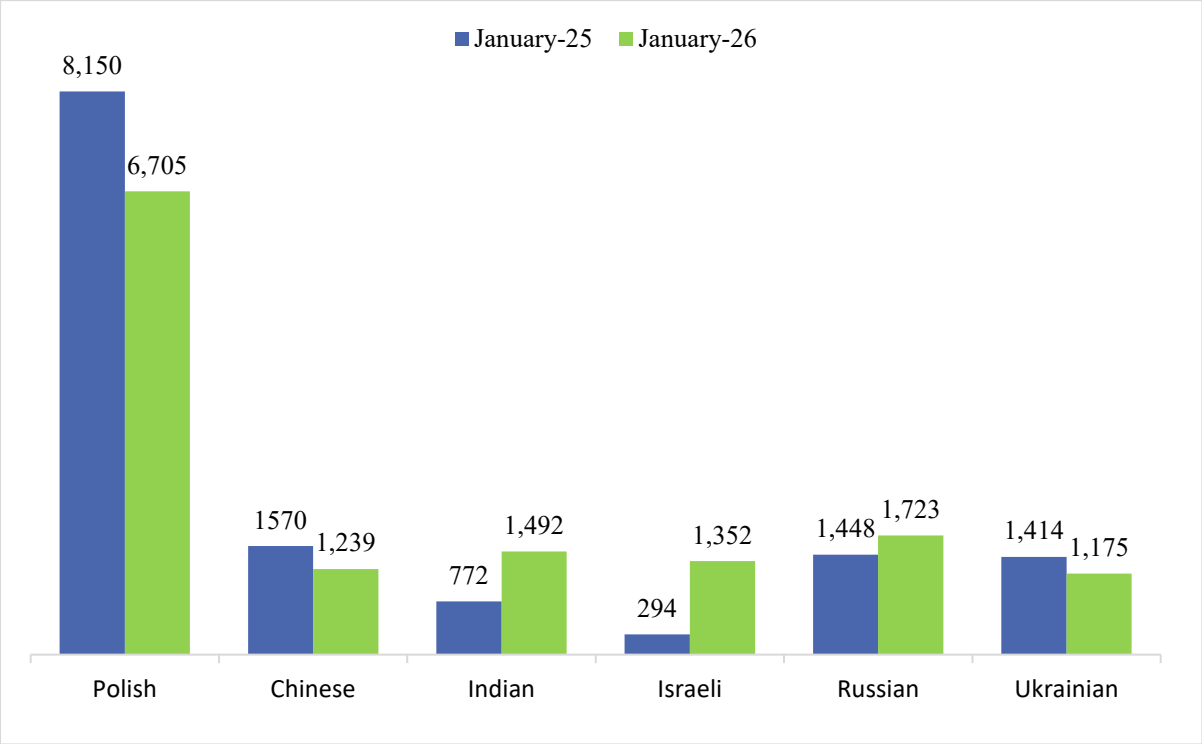


Table 6: Intended Length of Stay and Sex of International Visitors, January 2026

	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	455	260	715	0.7	455	260	715
2	515	380	895	0.9	1,030	760	1,790
3	836	692	1,528	1.5	2,508	2,076	4,584
4	936	1,107	2,043	2.0	3,744	4,428	8,172
5	4,136	5,312	9,448	9.4	20,680	26,560	47,240
6	6,762	2,172	8,934	8.9	40,572	13,032	53,604
7	23,336	10,268	33,604	33.5	163,352	71,876	235,228
8	10,547	10,061	20,608	20.6	84,376	80,488	164,864
9	1,723	1,949	3,672	3.7	15,507	17,541	33,048
10	2,627	2,513	5,140	5.1	26,270	25,130	51,400
11	1,417	1,454	2,871	2.9	15,587	15,994	31,581
12	1,316	1,467	2,783	2.8	15,792	17,604	33,396
13	298	339	637	0.6	3,874	4,407	8,281
14	1,481	1,512	2,993	3.0	20,734	21,168	41,902
15	706	750	1,456	1.5	10,590	11,250	21,840
16	254	308	562	0.6	4,064	4,928	8,992
17	96	124	220	0.2	1,632	2,108	3,740
18	96	92	188	0.2	1,728	1,656	3,384
19	43	46	89	0.1	817	874	1,691
20	160	165	325	0.3	3,200	3,300	6,500
21	278	278	556	0.6	5,838	5,838	11,676
22	55	63	118	0.1	1,210	1,386	2,596
23	16	31	47	0.0	368	713	1,081
24	21	10	31	0.0	504	240	744
25	32	19	51	0.1	800	475	1,275
26	5	5	10	0.0	130	130	260
27	5	26	31	0.0	135	702	837
28	31	43	74	0.1	868	1,204	2,072
29	7	40	47	0.0	203	1,160	1,363
30	279	193	472	0.5	8,370	5,790	14,160
31+	32	36	68	0.1	992	1,116	2,108
Total	58,501	41,715	100,216	100.0	455,930	344,194	800,124
Intended Average Length of Stay ¹					7.8	8.3	8.0

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, January 2026

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	715	0.7	715
2	895	0.9	1,790
3	1,528	1.5	4,584
4	2,043	2.0	8,172
5	9,448	9.4	47,240
6	8,934	8.9	53,604
7	33,604	33.5	235,228
8	20,608	20.6	164,864
9	3,672	3.7	33,048
10	5,140	5.1	51,400
11	2,871	2.9	31,581
12	2,783	2.8	33,396
13	637	0.6	8,281
14	2,993	3.0	41,902
15	1,456	1.5	21,840
16	562	0.6	8,992
17	220	0.2	3,740
18	188	0.2	3,384
19	89	0.1	1,691
20	325	0.3	6,500
21	556	0.6	11,676
22	118	0.1	2,596
23	47	0.0	1,081
24	31	0.0	744
25	51	0.1	1,275
26	10	0.0	260
27	31	0.0	837
28	74	0.1	2,072
29	47	0.0	1,363
30	472	0.5	14,160
31+	68	0.1	2,108
Total	100,216	100.0	800,124
Number of beds available in January 2026			913,911
Bed Occupancy Rate			87.5

Annex I: Visitors Arrival from Emerging Markets, January 2026, January 2025 & December 2025

Nationality	January 2025	December 2025	January 2026	% Change January 2026 and January 2025	% Change January 2026 and December 2025
Russian	1,448	1,738	1,723	19.0	-0.9
Polish	8,150	6,727	6,705	-17.7	-0.3
Ukrainian	1414	1175	1,175	-16.9	0.0
Chinese	1,570	1263	1,239	-21.1	-1.9
Indian	772	1640	1,492	93.3	-9.0
Israeli	294	1,348	1,352	359.9	0.3
Total	13,648	13,891	13,686	0.3	-1.5

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		
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	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	816,438	100,216	

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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