



Tourism Release No.9



TOURISM STATISTICAL RELEASE SEPTEMBER 2025

Issued date – 08th October, 2025

TOURISM STATISTICS

Zanzibar recorded **84,154** international visitors in September 2025, an increase of **38.6** percent compared with **60,731** visitors in September 2024 and a decrease of **20.2** percent compared with **105,506** visitors recorded in the preceding month (August 2025).

European tourists dominated the market by accounting for **66.3** percent of the total visitors in September 2025. Country-wise, Italy dominated the tourism market by accounting for **10.6** percent of all visitors entered in September 2025, followed by Germany (**10.3** percent), while New Zealand recorded less than one percent (**0.1 percent**), the least. Other performances are shown in **Table 1**.

The data shows that in September 2025, **77,151** visitors, equivalent to **91.7** percent of the total visitors, entered through the Airport. **59,397** visitors entered by international flights and **17,754** by domestic flights. The remaining **7,003** visitors entered through the seaport, **42** visitors entered through a cruise ship and **6,961** 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 September 2025, **83,346** visitors, equivalent to **99.0** percent came for holidays, **0.8** percent for visiting friends and relatives and **0.2** percent for other purposes.

Table 4 and **Figure 2** show that **38,077** visitors (**45.2** percent) were male and **46,077** (**54.8** percent) were female. The number of males and female decrease by **35.9** and **0.1** percent respectively compared with August 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 **2,659** visitors (**3.2** percent) were aged less than 15 years, **75,702** visitors (**90.0** percent) were aged 15 to 64 years, and **5,793** visitors (**6.8** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The number of visitors from emerging markets in September 2025 (Poland, India, Russia, Israel, China, and Ukraine) decreased by **13.7** 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 (**29.4** percent) stayed in the country for 7 days in September 2025. Visitors' average intended length of stay in September 2025 was **8**.

A total of **884,430** bed spaces were available in September 2025. Estimates of **657,181** beds were sold during September 2025, representing a bed occupancy rate of **74.3** percent (**Table 7**).

Table 1: International Visitors by Nationality September 2025, August 2025 and September 2024.

Nationality	September 2024			August 2025			September 2025			% Change September 2025 and August 2025	% Change, September 2025 and September 2024
	Number	%Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	1,820	3	9	1,295	1.2	15	2,012	2.4	12	55.4	10.5
British	4,361	7.2	5	8,082	7.7	2	7,987	9.5	3	-1.2	83.1
German	6,728	11.1	2	6,689	6.3	4	8,698	10.3	2	30.0	29.3
Italian	7,511	12.4	1	16,507	15.6	1	8,889	10.6	1	-46.2	18.3
French	5,262	8.7	3	7,836	7.4	3	5,940	7.1	4	-24.2	12.9
Dutch	1,911	3.1	8	3,282	3.1	9	2,764	3.3	8	-15.8	44.6
Belgium	864	1.4	13	1,221	1.2	16	1,545	1.8	14	26.5	78.8
Russian	573	0.9	17	903	0.9	17	1,275	1.5	15	41.2	122.5
Turkish	412	0.7	19	719	0.7	20	961	1.1	18	33.7	133.3
Polish	4,508	7.4	4	4,237	4.0	8	4,475	5.3	5	5.6	-0.7
Ukrainian	179	0.3	23	632	0.6	21	225	0.3	23	-64.4	25.7
Czech Republic	404	0.7	20	868	0.8	18	1,175	1.4	16	35.4	190.8
Spanish	1,547	2.5	11	4,308	4.1	7	2,273	2.7	11	-47.2	46.9
Other European	6,509	10.7		8,282	7.8		7,561	9.0		-8.7	16.2
Subtotal	42,589	70.1		64,861	61.5		55,780	66.3		-14	31
ASIA											
Japanese	201	0.3	22	604	0.6	22	367	0.4	22	-39.2	82.6
Chinese	1,277	2.1	12	3,260	3.1	10	2,314	2.7	10	-29.0	81.2
Indian	790	1.3	14	2,167	2.1	12	1,128	1.3	17	-47.9	42.8
Israeli	764	1.3	16	1,696	1.6	13	1,712	2.0	13	0.9	124.1
Other Asian	1,871	3.1		4,510	4.3		3,505	4.2		-22.3	87.3
Subtotal	4,903	8.1		12,237	11.6		9,026	10.7		-26.2	84.1
AFRICA											
Kenyan	1,610	2.7	10	4,515	4.3	6	2,484	3.0	9	-45.0	54.3
South African	2,782	4.6	7	2,802	2.7	11	3,499	4.2	6	24.9	25.8
Egyptian	279	0.5	21	518	0.5	23	647	0.8	21	24.9	131.9
Other African	3,681	6.1		11,419	10.8		6,664	7.9		-41.6	81.0
Subtotal	8,352	13.8		19,254	18.2		13,294	15.8		-31.0	59.2
AMERICA											
American	2,801	4.6	6	5,374	5.1	5	3,356	4.0	7	-37.6	19.8
Canadian	776	1.3	15	1,347	1.3	14	720	0.9	20	-46.5	-7.2
Other American	629	1		1,386	1.3		1,056	1.3		-23.8	67.9
Subtotal	4,206	6.9		8,107	7.7		5,132	6.1		-36.7	22.0
OCEANIA											
Australian	549	0.9	18	787	0.7	19	831	1.0	19	5.6	51.4
New Zealand	132	0.2	24	248	0.2	24	75	0.089	24	-69.8	-43.2
Subtotal	681	1.1		1,035	1.0		906	1.1		-12.5	33.0
Not stated	0	0		12	0.0		16	0.0			
TOTAL	60,731	100		105,506	100.0		84,154	100.0		-20.2	38.6

Figure 1: International Visitors by Entry Points, September 2025

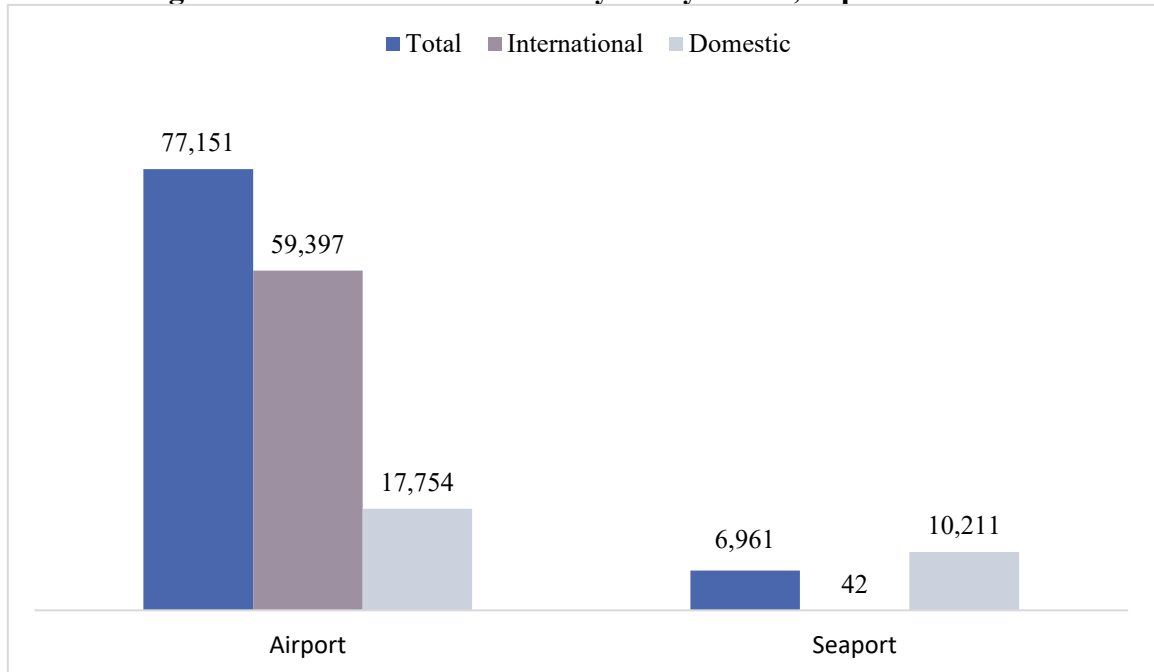


Table 2: International Visitors by Nationality through Entry Points, September 2025

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	1,286	541	1,827	0	185	185
British	4,626	2,970	7,596	0	391	391
German	6,613	1,553	8,166	5	527	532
Italian	8,174	540	8,714	9	166	175
French	4,851	810	5,661	9	270	279
Dutch	2,114	405	2,519	0	245	245
Belgium	825	608	1,433	0	112	112
Russian	779	473	1,252	0	23	23
Turkish	545	338	883	0	78	78
Polish	4,345	68	4,413	0	62	62
Ukrainian	219	0	219	0	6	6
Czech Republic	1,159	0	1,159	5	11	16
Spanish	1,715	473	2,188	5	80	85
Other Europeans	5,713	1,488	7,201	0	360	360
Subtotal	42,964	10,267	53,231	33	2,516	2,549
ASIA						
Japanese	100	203	303	0	64	64
Chinese	973	1,013	1,986	0	328	328
Indian	642	135	777	0	351	351
Israeli	1,695	0	1,695	0	17	17
Other Asians	2,029	1,082	3,111	0	394	394
Subtotal	5,439	2,433	7,872	0	1,154	1,154
AFRICA						
Kenyan	1,131	743	1,874	0	610	610
South African	2,931	338	3,269	5	225	230
Egyptian	286	270	556	0	91	91
Other Africans	3,068	1,959	5,027	4	1633	1,637
Subtotal	7,416	3,310	10,726	9	2,559	2,568
AMERICA						
American	2,021	1,000	3,021	0	335	335
Canadian	464	135	599	0	121	121
Other Americans	746	204	950	0	106	106
Subtotal	3,231	1,339	4,570	0	562	562
OCEANIA						
Australian	283	405	688	0	143	143
New Zealand	48	0	48	0	27	27
Subtotal	331	405	736	0	170	170
Not stated	16	0	16	0	0	0
TOTAL	59,397	17,754	77,151	42	6,961	7,003

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

Nationality	Holidays	Visiting Friends and Relatives	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE								
Scandinavian	1,982	17	7	0	0	0	6	2,012
British	7,932	17	0	0	13	4	21	7,987
German	8,644	41	2	0	0	0	11	8,698
Italian	8,855	31	0	0	0	0	3	8,889
French	5,882	51	0	0	0	0	7	5,940
Dutch	2,728	27	0	0	0	0	9	2,764
Belgium	1,535	10	0	0	0	0	0	1,545
Russian	1,265	5	0	0	0	0	5	1,275
Turkish	948	10	0	0	0	0	3	961
Polish	4,447	25	0	0	0	0	3	4,475
Ukrainian	221	2	2	0	0	0	0	225
Czech Republic	1,175	0	0	0	0	0	0	1,175
Spanish	2,251	19	0	0	0	0	3	2,273
Other Europeans	7,495	41	5	0	0	0	20	7,561
Subtotal	55,360	296	16	0	13	4	91	55,780
ASIA								
Japanese	367	0	0	0	0	0	0	367
Chinese	2,266	10	0	25	13	0	0	2,314
Indian	1,126	2	0	0	0	0	0	1,128
Israeli	1,697	10	0	0	0	0	5	1,712
Other Asians	3,356	149	0	0	0	0	0	3,505
Subtotal	8,812	171	0	25	13	0	5	9,026
AFRICA								
Kenyan	2,466	15	2	0	0	0	1	2,484
South African	3,451	44	0	0	0	0	4	3,499
Egyptian	647	0	0	0	0	0	0	647
Other Africans	6,599	35	2	3	4	19	2	6,664
Subtotal	13,163	94	4	3	4	19	7	13,294
AMERICA								
American	3,329	20	0	0	0	0	7	3,356
Canadian	717	3	0	0	0	0	0	720
Other Americans	1,046	9	0	1	0	0	0	1,056
Subtotal	5,092	32	0	1	0	0	7	5,132
OCEANIA								
Australian	828	3	0	0	0	0	0	831
New Zealand	75	0	0	0	0	0	0	75
Subtotal	903	3	0	0	0	0	0	906
Not stated	16	0	0	0	0	0	0	16
TOTAL	83,346	596	20	29	30	23	110	84,154
TOTAL PERCENT	99.0	0.8	0.0	0.0	0.0	0.0	0.2	100

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	918	1,094	2,012
British	3,726	4,261	7,987
German	3,740	4,958	8,698
Italian	4,043	4,846	8,889
French	2,576	3,364	5,940
Dutch	1,244	1,520	2,764
Belgium	617	928	1,545
Russian	639	636	1,275
Turkish	289	672	961
Polish	2,214	2,261	4,475
Ukrainian	115	110	225
Czech Republic	566	609	1,175
Spanish	1,027	1,246	2,273
Other European Countries	3,234	4,327	7,561
Subtotal	24,948	30,832	55,780
ASIA			
Japanese	167	200	367
Chinese	871	1,443	2,314
Indian	505	623	1,128
Israeli	656	1,056	1,712
Other Asian	1,370	2,135	3,505
Subtotal	3,569	5,457	9,026
AFRICA			
Kenyan	1,194	1,290	2,484
South African	1,951	1,548	3,499
Egyptian	246	401	647
Other African	3,174	3,490	6,664
Subtotal	6,565	6,729	13,294
AMERICA			
American	1,764	1,592	3,356
Canadian	320	400	720
Other American	469	587	1,056
Subtotal	2,553	2,579	5,132
OCEANIA			
Australian	392	439	831
New Zealand	34	41	75
Subtotal	426	480	906
Not stated	16	-	16
TOTAL SEPTEMBER 2025	38,077	46,077	84,154
TOTAL AUGUST 2025	59,397	46,109	105,506
TOTAL PERCENT	45.2	54.8	100
% CHANGE, SEPTEMBER 2025 AND AUGUST 2025	-35.9	-0.1	-20.2

Figure 2: International Visitors by Sex, September 2025

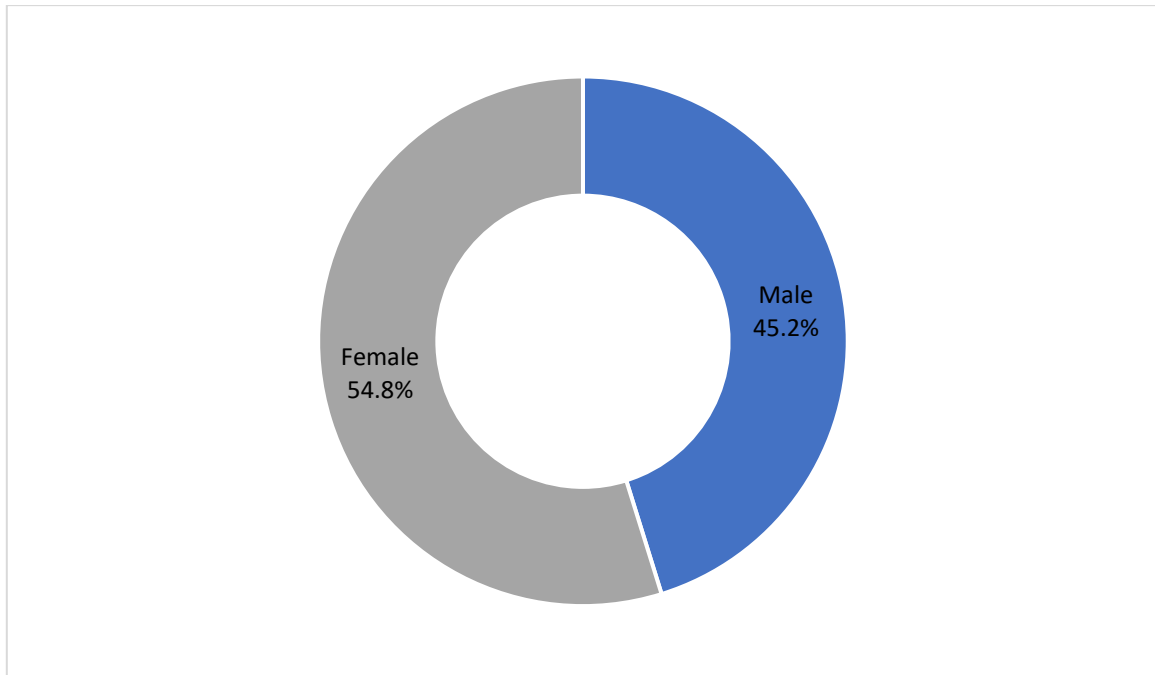


Figure 3: International Visitors by Categorized Age, September 2025

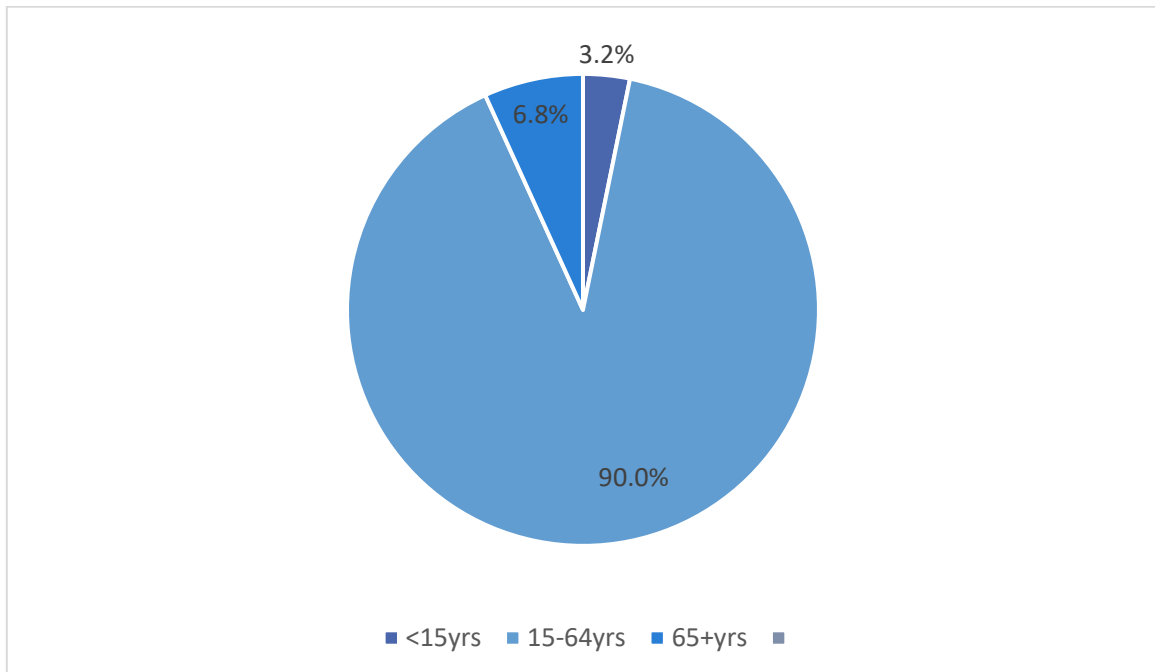


Table 5: International Visitors by Nationality and Categorized Age, September 2025

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	90	1,756	166	2,012
British	164	6,843	980	7,987
German	118	7,948	632	8,698
Italian	342	8,055	492	8,889
French	81	5,362	497	5,940
Dutch	48	2,467	249	2,764
Belgium	30	1,462	53	1,545
Russian	45	1,206	24	1,275
Turkish	20	917	24	961
Polish	133	4,157	185	4,475
Ukrainian	2	208	15	225
Czech Republic	43	1,076	56	1,175
Spanish	30	2,161	82	2,273
Other European	291	6,850	420	7,561
Subtotal	1,437	50,468	3,875	55,780
ASIA				
Japanese	10	344	13	367
Chinese	31	2,245	38	2,314
Indian	59	1,005	64	1,128
Israeli	195	1,351	166	1,712
Other Asian	73	3,220	212	3,505
Subtotal	368	8,165	493	9,026
AFRICA				
Kenyan	99	2,305	80	2,484
South African	199	3,044	256	3,499
Egyptian	29	605	13	647
Other African	403	6,091	170	6,664
Subtotal	730	12,045	519	13,294
AMERICA				
American	90	2,707	559	3,356
Canadian	18	606	96	720
Other American	10	972	74	1,056
Subtotal	118	4,285	729	5,132
OCEANIA				
Australian	6	664	161	831
New Zealand	0	59	16	75
Subtotal	6	723	177	906
Not stated	0	16	0	16
TOTAL	2,659	75,702	5,793	84,154
TOTAL (%)	3.2	90.0	6.8	100

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

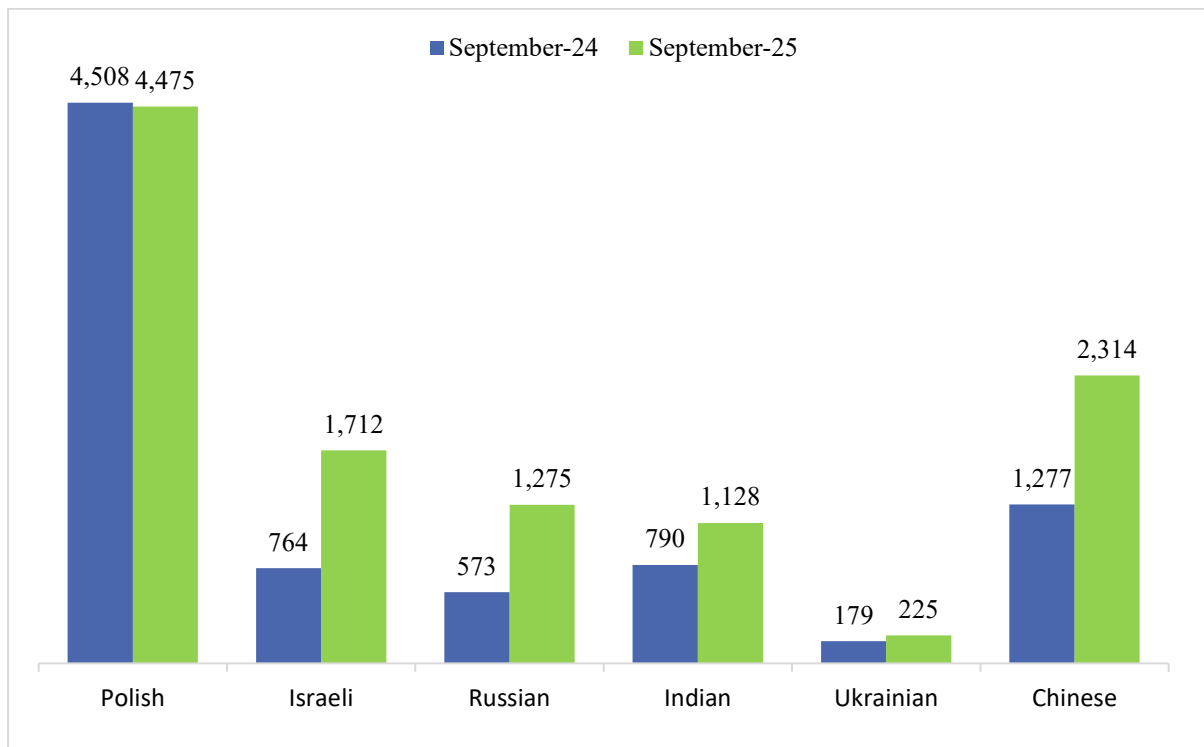


Table 6: Intended Length of Stay and Sex of International Visitors, September 2025

	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	328	256	584	0.7	328	256	584
2	556	392	948	1.1	1,112	784	1,896
3	806	1,003	1,809	2.1	2,418	3,009	5,427
4	976	1,539	2,515	3.0	3,904	6,156	10,060
5	6,130	6,161	12,291	14.6	30,650	30,805	61,455
6	3,251	2,365	5,616	6.7	19,506	14,190	33,696
7	12,070	12,673	24,743	29.4	84,490	88,711	173,201
8	6,678	10,614	17,292	20.5	53,424	84,912	138,336
9	1,300	1,749	3,049	3.6	11,700	15,741	27,441
10	2,086	2,530	4,616	5.5	20,860	25,300	46,160
11	459	938	1,397	1.7	5,049	10,318	15,367
12	542	930	1,472	1.7	6,504	11,160	17,664
13	222	416	638	0.8	2,886	5,408	8,294
14	972	1,660	2,632	3.1	13,608	23,240	36,848
15	828	1,521	2,349	2.8	12,420	22,815	35,235
16	242	407	649	0.8	3,872	6,512	10,384
17	81	138	219	0.3	1,377	2,346	3,723
18	47	84	131	0.2	846	1,512	2,358
19	39	76	115	0.1	741	1,444	2,185
20	61	100	161	0.2	1,220	2,000	3,220
21	103	145	248	0.3	2,163	3,045	5,208
22	37	67	104	0.1	814	1,474	2,288
23	20	28	48	0.1	460	644	1,104
24	16	28	44	0.1	384	672	1,056
25	16	40	56	0.1	400	1,000	1,400
26	10	13	23	0.0	260	338	598
27	5	15	20	0.0	135	405	540
28	23	29	52	0.1	644	812	1,456
29	-	-	-	0.0	-	-	-
30	170	156	326	0.4	5,100	4,680	9,780
31+	3	4	7	0.0	93	124	217
Total	38,077	46,077	84,154	100.0	287,368	369,813	657,181
Intended Average Length of Stay ¹					7.5	8.0	7.8

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, September 2025

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	584	0.7	584
2	948	1.1	1,896
3	1,809	2.1	5,427
4	2,515	3.0	10,060
5	12,291	14.6	61,455
6	5,616	6.7	33,696
7	24,743	29.4	173,201
8	17,292	20.5	138,336
9	3,049	3.6	27,441
10	4,616	5.5	46,160
11	1,397	1.7	15,367
12	1,472	1.7	17,664
13	638	0.8	8,294
14	2,632	3.1	36,848
15	2,349	2.8	35,235
16	649	0.8	10,384
17	219	0.3	3,723
18	131	0.2	2,358
19	115	0.1	2,185
20	161	0.2	3,220
21	248	0.3	5,208
22	104	0.1	2,288
23	48	0.1	1,104
24	44	0.1	1,056
25	56	0.1	1,400
26	23	0.0	598
27	20	0.0	540
28	52	0.1	1,456
29	0	0.0	0
30	326	0.4	9,780
31+	7	0.0	217
Total	84,154	100.0	657,181
Number of beds available in September 2025			884,430
Bed Occupancy Rate			74.3

Annex I: Visitors Arrival from Emerging Markets, September 2024, September 2025 & August 2025

Nationality	September 2024	August 2025	September 2025	% Change September 2025 and September 2024	% Change September 2025 and August 2025
Russian	573	903	1,275	122.5	41.2
Polish	4,508	4,237	4,475	-0.7	5.6
Ukrainian	179	632	225	25.7	-64.4
Chinese	1,277	3260	2,314	81.2	-29.0
Indian	790	2167	1,128	42.8	-47.9
Israeli	764	1,696	1,712	124.1	0.9
Total	8,091	12,895	11,129	37.5	-13.7

Annex II: International Visitors by Month, 2020 - 2025

Month	2020	2021	2022	2023	2024	2025	% Change
January	61,461	49,868	42,443	68,813	73,468	84,069	14.4
February	61,752	51,574	46,995	65,430	71,095	82,750	16.4
March	33,801	43,821	38,762	45,915	51,873	60,345	16.3
April	334	13,839	20,540	27,666	28,995	37,137	28.1
May	197	9,280	20,450	26,620	29,995	37,038	23.5
June	353	20,416	34,013	47,595	51,559	67,496	30.9
July	3,079	29,714	58,157	58,711	68,223	98,370	44.2
August	4,366	34,425	61,388	61,466	72,296	105,506	45.9
September	5,422	25,817	46,338	53,839	60,731	84,154	38.6
October	12,157	31,826	57,547	54,961	69,860		0.0
November	29,128	35,438	55,150	57,296	67,049		0.0
December	48,594	48,167	66,720	70,186	91,611		0
Total	260,644	394,185	548,503	638,498	736,755	656,865	100.0

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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