



## **Tourism Release No.95**



**TOURISM STATISTICAL RELEASE DECEMBER – 2024**

**Issued date – 07.1.2025**

## TOURISM STATISTICS

Zanzibar recorded **91,611** international visitors in December 2024, an increase of **30.5** percent compared with **70,186** visitors recorded in December 2023 and **36.6** percent compared with **67,049** visitors recorded in the preceding month (November 2024).

European tourists dominated the market by accounting for **68.1** percent of the total visitors in December 2024. Country-wise, the Italians dominated the Tourism market by accounting for **13.7** percent of all visitors entered in December 2024, followed by South Africa (**7.9** percent) while Japan recorded less than one percent (**0.2%**), the least. Other performances are as shown in (**Table 1**).

The data shows that in December 2024, **82,154** visitors, equivalent to **89.7** percent of the total visitors, entered through the Airport. **69,779** visitors entered by international flights and **12,375** by domestic flights. The remaining **9,457** visitors entered through the seaport, of whom **1,332** were entered by cruise ship and **8,125** 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 December 2024, **90,880** visitors equivalent to **99.2** percent, came for holidays, **0.4** percent for visiting friends and relatives, and **0.4** percent for other purposes.

**Table 4** and **Figure 2** show that **40,596** visitors (**44.3** percent) were male and **51,015** (**55.7** percent) were female. The number of males and females increased by **22.4** and **50.6** percent, respectively, compared with November 2024.

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 **9,137** visitors (**10.0** percent) visitors were aged less than 15 years, **77,104** visitors (**84.1** percent) were aged 15 to 64 years, and **5,370** visitors (**5.9** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The number of visitors from emerging markets in December 2024 (Poland, India, Russia, Israel, China, and Ukraine) increased by **26.6** percent compared with the number of visitors recorded in December 2023. Other performances are shown in (**Figure 4 & Annex I**).

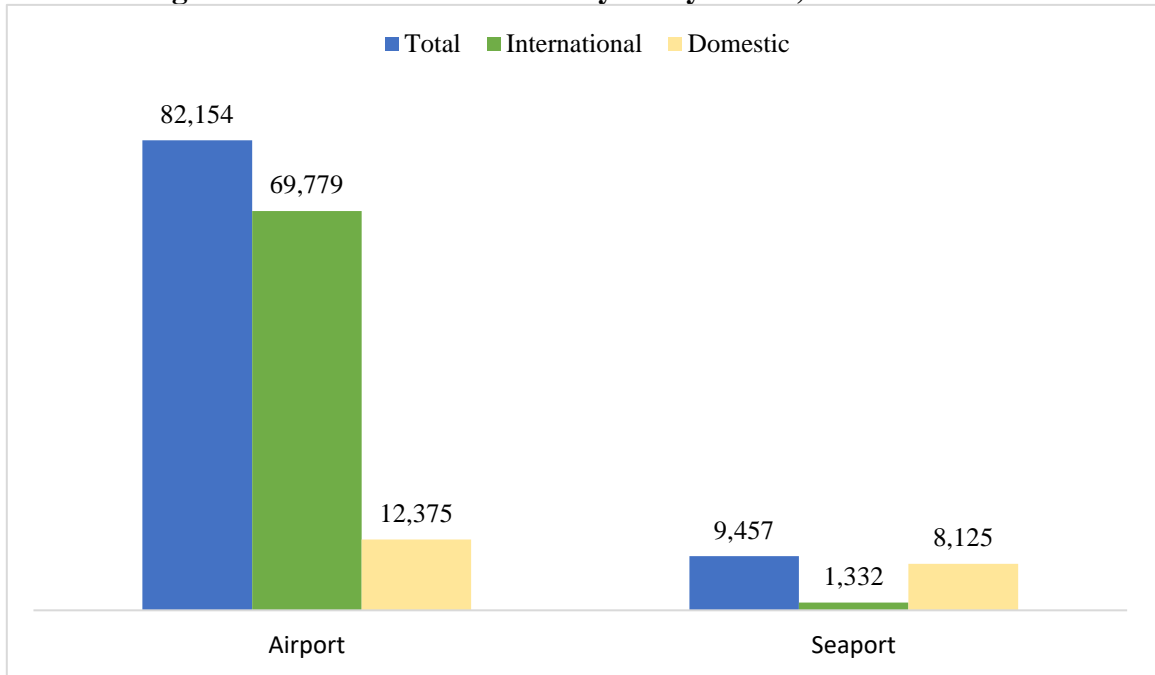
**Table 6** shows that a higher percentage of visitors (**22.9** percent) stayed in the country for seven days in December 2024. Visitors' average intended length of stay in December 2024 was eight (**8**) days.

A total of **779,216** bed spaces were available in December 2024. Estimates of **720,102** beds were sold during December 2024, representing a bed occupancy rate of **92.4** percent (**Table 7**).

**Table 1: International Visitors by Nationality December 2024, November 2024, and December 2023**

| Nationality     | December 2023 |             |      | November 2024 |              |      | December 2024 |              |      | % Change December 2024 and November 2024 | % Change, December 2024 and December 2023 |
|-----------------|---------------|-------------|------|---------------|--------------|------|---------------|--------------|------|--|---|
|                 | Number        | %Share      | Rank | Number        | % Share      | Rank | Number        | % Share      | Rank |  |   |
| <b>EUROPE</b>   |               |             |      |               |              |      |               |              |      |  |   |
| Scandinavian    | 2,693         | 3.8         | 7    | 2,970         | 4.4          | 7    | 4,065         | 4.4          | 8    | 36.9                                     | 50.9                                      |
| British         | 4,247         | 6.1         | 5    | 3,206         | 4.8          | 5    | 4,068         | 4.4          | 7    | 26.9                                     | -4.2                                      |
| German          | 4,189         | 6           | 6    | 5,385         | 8.0          | 4    | 5,333         | 5.8          | 5    | -1.0                                     | 27.3                                      |
| Italian         | 8,602         | 12.3        | 1    | 7,519         | 11.2         | 1    | 12,552        | 13.7         | 1    | 66.9                                     | 45.9                                      |
| French          | 5,784         | 8.2         | 2    | 6,299         | 9.4          | 2    | 6,572         | 7.2          | 3    | 4.3                                      | 13.6                                      |
| Dutch           | 1,714         | 2.4         | 11   | 2,459         | 3.7          | 10   | 3,295         | 3.6          | 10   | 34.0                                     | 92.2                                      |
| Belgium         | 700           | 1           | 16   | 870           | 1.3          | 15   | 1,305         | 1.4          | 16   | 50.0                                     | 86.4                                      |
| Russian         | 952           | 1.4         | 13   | 928           | 1.4          | 13   | 1,009         | 1.1          | 17   | 8.7                                      | 6.0                                       |
| Turkish         | 505           | 0.7         | 19   | 564           | 0.8          | 19   | 724           | 0.8          | 19   | 28.4                                     | 43.4                                      |
| Polish          | 5,727         | 8.2         | 3    | 5,558         | 8.3          | 3    | 5,916         | 6.5          | 4    | 6.4                                      | 3.3                                       |
| Ukrainian       | 756           | 1.1         | 14   | 733           | 1.1          | 17   | 1,622         | 1.8          | 12   | 121.3                                    | 114.6                                     |
| Czech Republic  | 2,301         | 3.3         | 10   | 2,346         | 3.5          | 11   | 3,234         | 3.5          | 11   | 37.9                                     | 40.5                                      |
| Spanish         | 746           | 1.1         | 15   | 1,185         | 1.8          | 12   | 1,478         | 1.6          | 14   | 24.7                                     | 98.1                                      |
| Other European  | 11,845        | 16.9        |      | 8,897         | 13.3         |      | 11,226        | 12.3         |      | 26.2                                     | -5.2                                      |
| <b>Subtotal</b> | <b>50,761</b> | <b>72.3</b> |      | <b>48,919</b> | <b>73.0</b>  |      | <b>62,399</b> | <b>68.1</b>  |      | <b>28</b>                                | <b>23</b>                                 |
| <b>ASIA</b>     |               |             |      |               |              |      |               |              |      |  |   |
| Japanese        | 155           | 0.2         | 22   | 124           | 0.2          | 23   | 174           | 0.2          | 24   | 40.3                                     | 12.3                                      |
| Chinese         | 526           | 0.7         | 18   | 927           | 1.4          | 14   | 982           | 1.1          | 18   | 5.9                                      | 86.7                                      |
| Indian          | 988           | 1.4         | 12   | 869           | 1.3          | 16   | 1,353         | 1.5          | 15   | 55.7                                     | 36.9                                      |
| Israeli         | 143           | 0.2         | 23   | 293           | 0.4          | 22   | 628           | 0.7          | 21   | 114.3                                    | 339.2                                     |
| Other Asian     | 1,845         | 2.6         |      | 1,883         | 2.8          |      | 2,109         | 2.3          |      | 12.0                                     | 14.3                                      |
| <b>Subtotal</b> | <b>3,657</b>  | <b>5.2</b>  |      | <b>4,096</b>  | <b>6.1</b>   |      | <b>5,246</b>  | <b>5.7</b>   |      | <b>28.1</b>                              | <b>43.5</b>                               |
| <b>AFRICA</b>   |               |             |      |               |              |      |               |              |      |  |   |
| Kenyan          | 2,372         | 3.4         | 9    | 2,476         | 3.7          | 9    | 4,260         | 4.7          | 6    | 72.1                                     | 79.6                                      |
| South African   | 4,500         | 6.4         | 4    | 3,059         | 4.6          | 6    | 7,252         | 7.9          | 2    | 137.1                                    | 61.2                                      |
| Egyptian        | 369           | 0.5         | 21   | 322           | 0.5          | 21   | 261           | 0.3          | 22   | -18.9                                    | -29.3                                     |
| Other African   | 4,347         | 6.2         |      | 3,893         | 5.8          |      | 4,989         | 5.4          |      | 28.2                                     | 14.8                                      |
| <b>Subtotal</b> | <b>11,588</b> | <b>16.5</b> |      | <b>9,750</b>  | <b>14.5</b>  |      | <b>16,762</b> | <b>18.3</b>  |      | <b>71.9</b>                              | <b>44.6</b>                               |
| <b>AMERICA</b>  |               |             |      |               |              |      |               |              |      |  |   |
| American        | 2,527         | 3.6         | 8    | 2,504         | 3.7          | 8    | 4,006         | 4.4          | 9    | 60.0                                     | 58.5                                      |
| Canadian        | 622           | 0.9         | 17   | 722           | 1.1          | 18   | 1,572         | 1.7          | 13   | 117.7                                    | 152.7                                     |
| Other American  | 470           | 0.7         |      | 554           | 0.8          |      | 729           | 0.8          |      | 31.6                                     | 55.1                                      |
| <b>Subtotal</b> | <b>3,619</b>  | <b>5.2</b>  |      | <b>3,780</b>  | <b>5.6</b>   |      | <b>6,307</b>  | <b>6.9</b>   |      | <b>66.9</b>                              | <b>74.3</b>                               |
| <b>OCEANIA</b>  |               |             |      |               |              |      |               |              |      |  |   |
| Australian      | 445           | 0.6         | 20   | 382           | 0.6          | 20   | 699           | 0.8          | 20   | 83.0                                     | 57.1                                      |
| New Zealand     | 109           | 0.2         | 24   | 122           | 0.2          | 24   | 180           | 0.2          | 23   | 47.5                                     | 65.1                                      |
| <b>Subtotal</b> | <b>554</b>    | <b>0.8</b>  |      | <b>504</b>    | <b>0.8</b>   |      | <b>879</b>    | <b>1.0</b>   |      | <b>74.4</b>                              | <b>58.7</b>                               |
| Not stated      | 7             | 0           |      | 0             | 0.0          |      | 18            | 0.0          |      |  |   |
| <b>TOTAL</b>    | <b>70,186</b> | <b>100</b>  |      | <b>67,049</b> | <b>100.0</b> |      | <b>91,611</b> | <b>100.0</b> |      | <b>36.6</b>                              | <b>30.5</b>                               |

**Figure 1: International Visitors by Entry Points, December 2024**



**Table 2: International Visitors by Nationality through Entry Points, December 2024**

| Nationality     | Airport              |                 |               | Seaport      |              |              |
|-----------------|----------------------|-----------------|---------------|--------------|--------------|--------------|
|                 | International Flight | Domestic Flight | Total         | Cruise Ship  | Sea ferries  | Total        |
| <b>EUROPE</b>   |                      |                 |               |              |              |              |
| Scandinavian    | 2,773                | 768             | 3,541         | 4            | 520          | 524          |
| British         | 2,806                | 455             | 3,261         | 346          | 461          | 807          |
| German          | 4,281                | 482             | 4,763         | 89           | 481          | 570          |
| Italian         | 11,893               | 535             | 12,428        | 2            | 122          | 124          |
| French          | 5,654                | 521             | 6,175         | 4            | 393          | 397          |
| Dutch           | 2,518                | 529             | 3,047         | 29           | 219          | 248          |
| Belgium         | 864                  | 348             | 1,212         | 12           | 81           | 93           |
| Russian         | 809                  | 142             | 951           | 0            | 58           | 58           |
| Turkish         | 477                  | 168             | 645           | 0            | 79           | 79           |
| Polish          | 5,828                | 0               | 5,828         | 1            | 87           | 88           |
| Ukrainian       | 1,456                | 157             | 1,613         | 1            | 8            | 9            |
| Czech Republic  | 2,944                | 261             | 3,205         | 0            | 29           | 29           |
| Spanish         | 850                  | 521             | 1,371         | 12           | 95           | 107          |
| Other Europeans | 7,949                | 2,760           | 10,709        | 49           | 468          | 517          |
| <b>Subtotal</b> | <b>51,102</b>        | <b>7,647</b>    | <b>58,749</b> | <b>549</b>   | <b>3,101</b> | <b>3,650</b> |
| <b>ASIA</b>     |                      |                 |               |              |              |              |
| Japanese        | 46                   | 79              | 125           | 3            | 46           | 49           |
| Chinese         | 322                  | 245             | 567           | 0            | 415          | 415          |
| Indian          | 712                  | 305             | 1,017         | 0            | 336          | 336          |
| Israeli         | 452                  | 160             | 612           | 0            | 16           | 16           |
| Other Asians    | 1,391                | 256             | 1,647         | 70           | 392          | 462          |
| <b>Subtotal</b> | <b>2,923</b>         | <b>1,045</b>    | <b>3,968</b>  | <b>73</b>    | <b>1,205</b> | <b>1,278</b> |
| <b>AFRICA</b>   |                      |                 |               |              |              |              |
| Kenyan          | 2,634                | 447             | 3,081         | 0            | 1179         | 1,179        |
| South African   | 6,443                | 642             | 7,085         | 0            | 167          | 167          |
| Egyptian        | 99                   | 91              | 190           | 0            | 71           | 71           |
| Other Africans  | 2,471                | 1,071           | 3,542         | 4            | 1443         | 1,447        |
| <b>Subtotal</b> | <b>11,647</b>        | <b>2,251</b>    | <b>13,898</b> | <b>4</b>     | <b>2,860</b> | <b>2,864</b> |
| <b>AMERICA</b>  |                      |                 |               |              |              |              |
| American        | 2,418                | 495             | 2,913         | 552          | 541          | 1,093        |
| Canadian        | 1,033                | 242             | 1,275         | 130          | 167          | 297          |
| Other Americans | 298                  | 351             | 649           | 8            | 72           | 80           |
| <b>Subtotal</b> | <b>3,749</b>         | <b>1,088</b>    | <b>4,837</b>  | <b>690</b>   | <b>780</b>   | <b>1,470</b> |
| <b>OCEANIA</b>  |                      |                 |               |              |              |              |
| Australian      | 301                  | 242             | 543           | 12           | 144          | 156          |
| New Zealand     | 39                   | 102             | 141           | 4            | 35           | 39           |
| <b>Subtotal</b> | <b>340</b>           | <b>344</b>      | <b>684</b>    | <b>16</b>    | <b>179</b>   | <b>195</b>   |
| Not stated      | 18                   | 0               | 18            | 0            | 0            | 0            |
| <b>TOTAL</b>    | <b>69,779</b>        | <b>12,375</b>   | <b>82,154</b> | <b>1,332</b> | <b>8,125</b> | <b>9,457</b> |

**Table 3: International Visitors by Nationality and Purpose of Visit, December 2024**

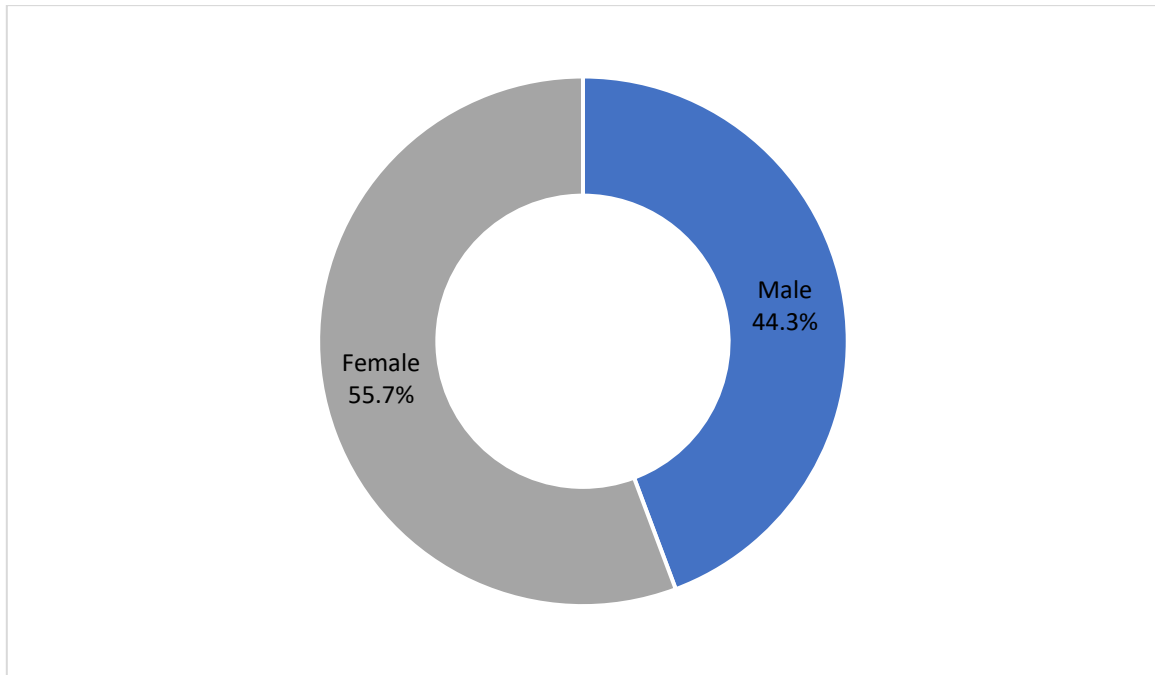
| Nationality          | Holidays      | Visiting Friends and Relative | Seeking Employment | Temporary Employment | Business and Conference | In Transit  | Others      | Total         |
|----------------------|---------------|-------------------------------|--------------------|----------------------|-------------------------|-------------|-------------|---------------|
| <b>EUROPE</b>        |               |                               |                    |                      |                         |             |             |               |
| Scandinavian         | 4,042         | 16                            | 0                  | 0                    | 2                       | 0           | 5           | 4,065         |
| British              | 4,044         | 16                            | 0                  | 0                    | 3                       | 3           | 2           | 4,068         |
| German               | 5,321         | 7                             | 1                  | 0                    | 0                       | 0           | 4           | 5,333         |
| Italian              | 12,497        | 45                            | 4                  | 0                    | 0                       | 1           | 5           | 12,552        |
| French               | 6,533         | 33                            | 2                  | 0                    | 2                       | 0           | 2           | 6,572         |
| Dutch                | 3,275         | 15                            | 0                  | 0                    | 0                       | 2           | 3           | 3,295         |
| Belgium              | 1,295         | 6                             | 0                  | 0                    | 2                       | 0           | 2           | 1,305         |
| Russian              | 1,005         | 2                             | 0                  | 0                    | 0                       | 0           | 2           | 1,009         |
| Turkish              | 720           | 4                             | 0                  | 0                    | 0                       | 0           | 0           | 724           |
| Polish               | 5,891         | 18                            | 3                  | 0                    | 0                       | 0           | 4           | 5,916         |
| Ukrainian            | 1,610         | 9                             | 0                  | 0                    | 0                       | 0           | 3           | 1,622         |
| Czech Republic       | 3,218         | 11                            | 0                  | 1                    | 0                       | 0           | 4           | 3,234         |
| Spanish              | 1,468         | 10                            | 0                  | 0                    | 0                       | 0           | 0           | 1,478         |
| Other Europeans      | 10,947        | 34                            | 4                  | 0                    | 4                       | 0           | 237         | 11,226        |
| <b>Subtotal</b>      | <b>61,866</b> | <b>226</b>                    | <b>14</b>          | <b>1</b>             | <b>13</b>               | <b>6</b>    | <b>273</b>  | <b>62,399</b> |
| <b>ASIA</b>          |               |                               |                    |                      |                         |             |             |               |
| Japanese             | 174           | 0                             | 0                  | 0                    | 0                       | 0           | 0           | 174           |
| Chinese              | 976           | 0                             | 0                  | 0                    | 0                       | 0           | 6           | 982           |
| Indian               | 1,345         | 0                             | 0                  | 4                    | 0                       | 0           | 4           | 1,353         |
| Israeli              | 628           | 0                             | 0                  | 0                    | 0                       | 0           | 0           | 628           |
| Other Asians         | 2,088         | 19                            | 0                  | 0                    | 0                       | 0           | 2           | 2,109         |
| <b>Subtotal</b>      | <b>5,211</b>  | <b>19</b>                     | <b>0</b>           | <b>4</b>             | <b>0</b>                | <b>0</b>    | <b>12</b>   | <b>5,246</b>  |
| <b>AFRICA</b>        |               |                               |                    |                      |                         |             |             |               |
| Kenyan               | 4,230         | 22                            | 0                  | 0                    | 2                       | 2           | 4           | 4,260         |
| South African        | 7,207         | 40                            | 2                  | 0                    | 2                       | 0           | 1           | 7,252         |
| Egyptian             | 251           | 7                             | 3                  | 0                    | 0                       | 0           | 0           | 261           |
| Other Africans       | 4,953         | 31                            | 0                  | 0                    | 2                       | 0           | 3           | 4,989         |
| <b>Subtotal</b>      | <b>16,641</b> | <b>100</b>                    | <b>5</b>           | <b>0</b>             | <b>6</b>                | <b>2</b>    | <b>8</b>    | <b>16,762</b> |
| <b>AMERICA</b>       |               |                               |                    |                      |                         |             |             |               |
| American             | 3,966         | 23                            | 0                  | 0                    | 3                       | 0           | 14          | 4,006         |
| Canadian             | 1,572         | 0                             | 0                  | 0                    | 0                       | 0           | 0           | 1,572         |
| Other Americans      | 727           | 2                             | 0                  | 0                    | 0                       | 0           | 0           | 729           |
| <b>Subtotal</b>      | <b>6,265</b>  | <b>25</b>                     | <b>0</b>           | <b>0</b>             | <b>3</b>                | <b>0</b>    | <b>14</b>   | <b>6,307</b>  |
| <b>OCEANIA</b>       |               |                               |                    |                      |                         |             |             |               |
| Australian           | 699           | 0                             | 0                  | 0                    | 0                       | 0           | 0           | 699           |
| New Zealand          | 180           | 0                             | 0                  | 0                    | 0                       | 0           | 0           | 180           |
| <b>Subtotal</b>      | <b>879</b>    | <b>-</b>                      | <b>0</b>           | <b>0</b>             | <b>0</b>                | <b>0</b>    | <b>0</b>    | <b>879</b>    |
| Not stated           | 18            | 0                             | 0                  | 0                    | 0                       | 0           | 0           | 18            |
| <b>TOTAL</b>         | <b>90,880</b> | <b>370</b>                    | <b>19</b>          | <b>5</b>             | <b>22</b>               | <b>8</b>    | <b>307</b>  | <b>91,611</b> |
| <b>TOTAL PERCENT</b> | <b>99.20</b>  | <b>0.40</b>                   | <b>0.02</b>        | <b>0.01</b>          | <b>0.02</b>             | <b>0.01</b> | <b>0.34</b> | <b>100</b>    |

**Table 4: International Visitors by Nationality and Sex, December 2024**

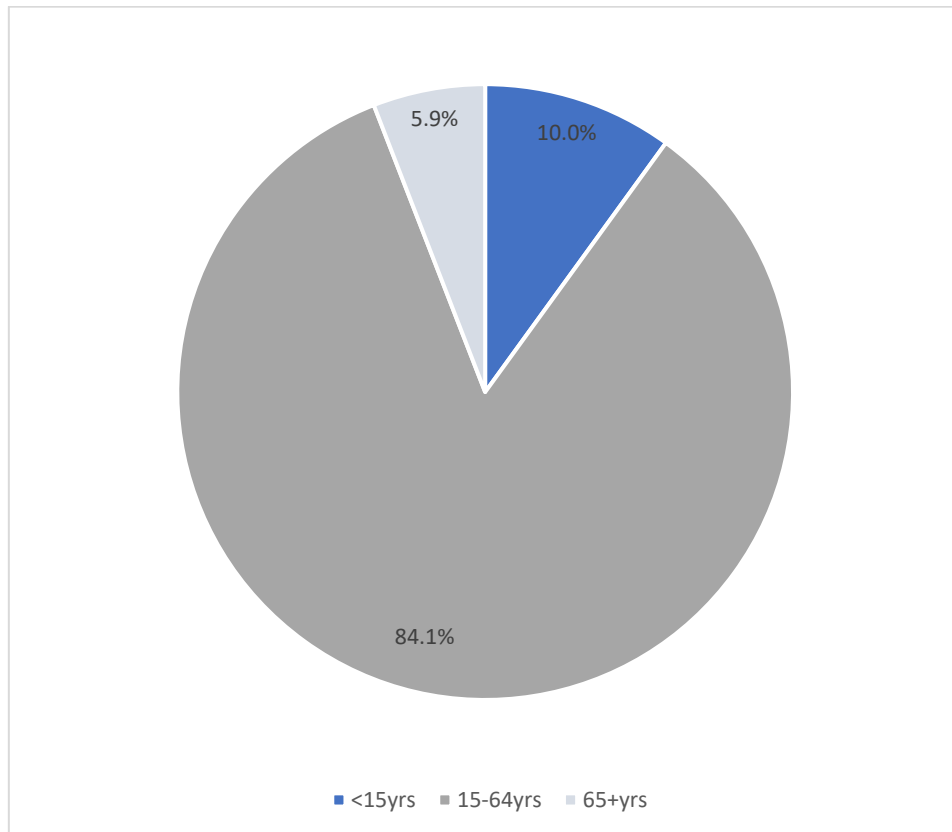
| Nationality                                      | Male          | Female        | Total         |
|--|---------------|---------------|---------------|
| <b>EUROPE</b>                                    |               |               |               |
| Scandinavian                                     | 1,782         | 2,283         | 4,065         |
| British  | 1,541         | 2,527         | 4,068         |
| German   | 2,564         | 2,769         | 5,333         |
| Italian  | 5,766         | 6,786         | 12,552        |
| French   | 2,848         | 3,724         | 6,572         |
| Dutch  | 1,526         | 1,769         | 3,295         |
| Belgium  | 580           | 725           | 1,305         |
| Russian  | 454           | 555           | 1,009         |
| Turkish  | 403           | 321           | 724           |
| Polish   | 2,677         | 3,239         | 5,916         |
| Ukrainian  | 592           | 1,030         | 1,622         |
| Czech Republic                                   | 1,441         | 1,793         | 3,234         |
| Spanish  | 653           | 825           | 1,478         |
| Other European Country                           | 5,103         | 6,123         | 11,226        |
| <b>Subtotal</b>                                  | <b>27,930</b> | <b>34,469</b> | <b>62,399</b> |
| <b>ASIA</b>                                      |               |               |               |
| Japanese   | 88            | 86            | 174           |
| Chinese  | 455           | 527           | 982           |
| Indian   | 740           | 613           | 1,353         |
| Israeli  | 221           | 407           | 628           |
| Other Asian                                      | 1,082         | 1,027         | 2,109         |
| <b>Subtotal</b>                                  | <b>2,586</b>  | <b>2,660</b>  | <b>5,246</b>  |
| <b>AFRICA</b>                                    |               |               |               |
| Kenyan   | 1,373         | 2,887         | 4,260         |
| South African                                    | 3,011         | 4,241         | 7,252         |
| Egyptian   | 146           | 115           | 261           |
| Other African                                    | 2,434         | 2,555         | 4,989         |
| <b>Subtotal</b>                                  | <b>6,964</b>  | <b>9,798</b>  | <b>16,762</b> |
| <b>AMERICA</b>                                   |               |               |               |
| American   | 1,627         | 2,379         | 4,006         |
| Canadian   | 743           | 829           | 1,572         |
| Other American                                   | 305           | 424           | 729           |
| <b>Subtotal</b>                                  | <b>2,675</b>  | <b>3,632</b>  | <b>6,307</b>  |
| <b>OCEANIA</b>                                   |               |               |               |
| Australian                                       | 356           | 343           | 699           |
| New Zealand                                      | 77            | 103           | 180           |
| <b>Subtotal</b>                                  | <b>433</b>    | <b>446</b>    | <b>879</b>    |
| Not stated                                       | 8             | 10            | 18            |
| <b>TOTAL DECEMBER 2024</b>                       | <b>40,596</b> | <b>51,015</b> | <b>91,611</b> |
| <b>TOTAL NOVEMBER 2024</b>                       | <b>33,165</b> | <b>33,884</b> | <b>67,049</b> |
| <b>TOTAL PERCENT</b>                             | <b>44.3</b>   | <b>55.6</b>   | <b>100</b>    |
| <b>% CHANGE, DECEMBER 2024 AND NOVEMBER 2024</b> | <b>22.4</b>   | <b>50.6</b>   | <b>36.6</b>   |



**Figure 2: International Visitors by Sex, December 2024**



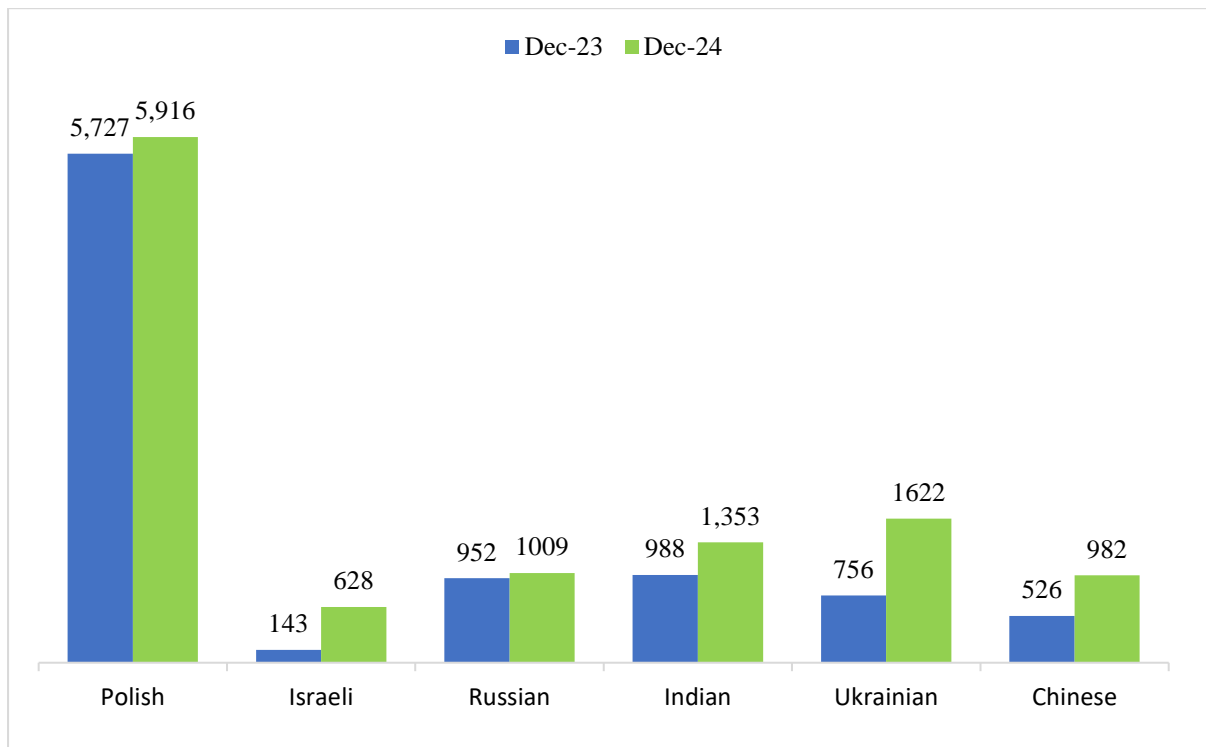
**Figure 3: International Visitors by Categorized Age, December 2024**



**Table 5: International Visitors by Nationality and Categorized Age, December 2024**

| Nationality       | <15 yrs      | 15 -64 yrs    | 65+ yrs      | Total         |
|-------------------|--------------|---------------|--------------|---------------|
| <b>EUROPE</b>     |              |               |              |               |
| Scandinavian      | 523          | 3,338         | 204          | 4,065         |
| British           | 414          | 3,264         | 390          | 4,068         |
| German            | 333          | 4,554         | 446          | 5,333         |
| Italian           | 1,212        | 10,427        | 913          | 12,552        |
| French            | 545          | 5,539         | 488          | 6,572         |
| Dutch             | 299          | 2,719         | 277          | 3,295         |
| Belgium           | 154          | 1,055         | 96           | 1,305         |
| Russian           | 99           | 851           | 59           | 1,009         |
| Turkish           | 53           | 660           | 11           | 724           |
| Polish            | 529          | 5,083         | 304          | 5,916         |
| Ukrainian         | 169          | 1,405         | 48           | 1,622         |
| Czech Republic    | 302          | 2,694         | 238          | 3,234         |
| Spanish           | 78           | 1,329         | 71           | 1,478         |
| Other European    | 1,251        | 9,496         | 479          | 11,226        |
| <b>Subtotal</b>   | <b>5,961</b> | <b>52,414</b> | <b>4,024</b> | <b>62,399</b> |
| <b>ASIA</b>       |              |               |              |               |
| Japanese          | 14           | 146           | 14           | 174           |
| Chinese           | 75           | 888           | 19           | 982           |
| Indian            | 142          | 1,177         | 34           | 1,353         |
| Israeli           | 59           | 517           | 52           | 628           |
| Other Asian       | 129          | 1,834         | 146          | 2,109         |
| <b>Subtotal</b>   | <b>419</b>   | <b>4,562</b>  | <b>265</b>   | <b>5,246</b>  |
| <b>AFRICA</b>     |              |               |              |               |
| Kenyan            | 666          | 3,406         | 188          | 4,260         |
| South African     | 826          | 6,159         | 267          | 7,252         |
| Egyptian          | 20           | 238           | 3            | 261           |
| Other African     | 608          | 4,225         | 156          | 4,989         |
| <b>Subtotal</b>   | <b>2,120</b> | <b>14,028</b> | <b>614</b>   | <b>16,762</b> |
| <b>AMERICA</b>    |              |               |              |               |
| American          | 326          | 3,402         | 278          | 4,006         |
| Canadian          | 161          | 1,351         | 60           | 1,572         |
| Other American    | 46           | 602           | 81           | 729           |
| <b>Subtotal</b>   | <b>533</b>   | <b>5,355</b>  | <b>419</b>   | <b>6,307</b>  |
| <b>OCEANIA</b>    |              |               |              |               |
| Australian        | 80           | 571           | 48           | 699           |
| New Zealand       | 24           | 156           | -            | 180           |
| <b>Subtotal</b>   | <b>104</b>   | <b>727</b>    | <b>48</b>    | <b>879</b>    |
| <b>Not stated</b> | -            | 18            | -            | 18            |
| <b>TOTAL</b>      | <b>9,137</b> | <b>77,104</b> | <b>5,370</b> | <b>91,611</b> |
| <b>TOTAL (%)</b>  | <b>10.0</b>  | <b>84.1</b>   | <b>5.9</b>   | <b>100</b>    |

**Figure 4: Visitors Arrival from Emerging Markets, December 2024 and December 2023**



**Table 6: Intended Length of Stay and Sex of International Visitors, December 2024**

| Intended Length of Stay | Number of Arrival                            |               |               | Percentage Share | Total Nights   |                |                |
|-------------------------|--|---------------|---------------|------------------|----------------|----------------|----------------|
|                         | Male   | Female        | Total         |                  | Male           | Female         | Total          |
| 1                       | 508  | 608           | 1,116         | 1.2              | 508            | 608            | 1,116          |
| 2                       | 492  | 700           | 1,192         | 1.3              | 984            | 1,400          | 2,384          |
| 3                       | 771  | 1,046         | 1,817         | 2.0              | 2,313          | 3,138          | 5,451          |
| 4                       | 1,043  | 1,466         | 2,509         | 2.7              | 4,172          | 5,864          | 10,036         |
| 5                       | 7,254  | 4,942         | 12,196        | 13.3             | 36,270         | 24,710         | 60,980         |
| 6                       | 1,987  | 8,853         | 10,840        | 11.8             | 11,922         | 53,118         | 65,040         |
| 7                       | 9,580  | 11,371        | 20,951        | 22.9             | 67,060         | 79,597         | 146,657        |
| 8                       | 7,780  | 8,896         | 16,676        | 18.2             | 62,240         | 71,168         | 133,408        |
| 9                       | 2,737  | 3,120         | 5,857         | 6.4              | 24,633         | 28,080         | 52,713         |
| 10                      | 2,511  | 3,366         | 5,877         | 6.4              | 25,110         | 33,660         | 58,770         |
| 11                      | 1,148  | 1,245         | 2,393         | 2.6              | 12,628         | 13,695         | 26,323         |
| 12                      | 1,267  | 1,422         | 2,689         | 2.9              | 15,204         | 17,064         | 32,268         |
| 13                      | 419  | 537           | 956           | 1.0              | 5,447          | 6,981          | 12,428         |
| 14                      | 1,231  | 1,371         | 2,602         | 2.8              | 17,234         | 19,194         | 36,428         |
| 15                      | 602  | 689           | 1,291         | 1.4              | 9,030          | 10,335         | 19,365         |
| 16                      | 248  | 300           | 548           | 0.6              | 3,968          | 4,800          | 8,768          |
| 17                      | 87   | 123           | 210           | 0.2              | 1,479          | 2,091          | 3,570          |
| 18                      | 109  | 113           | 222           | 0.2              | 1,962          | 2,034          | 3,996          |
| 19                      | 73   | 80            | 153           | 0.2              | 1,387          | 1,520          | 2,907          |
| 20                      | 129  | 133           | 262           | 0.3              | 2,580          | 2,660          | 5,240          |
| 21                      | 166  | 149           | 315           | 0.3              | 3,486          | 3,129          | 6,615          |
| 22                      | 48   | 48            | 96            | 0.1              | 1,056          | 1,056          | 2,112          |
| 23                      | 33   | 35            | 68            | 0.1              | 759            | 805            | 1,564          |
| 24                      | 35   | 50            | 85            | 0.1              | 840            | 1,200          | 2,040          |
| 25                      | 40   | 42            | 82            | 0.1              | 1,000          | 1,050          | 2,050          |
| 26                      | 9  | 26            | 35            | 0.0              | 234            | 676            | 910            |
| 27                      | 12   | 8             | 20            | 0.0              | 324            | 216            | 540            |
| 28                      | 43   | 39            | 82            | 0.1              | 1,204          | 1,092          | 2,296          |
| 29                      | 16   | 19            | 35            | 0.0              | 464            | 551            | 1,015          |
| 30                      | 208  | 196           | 404           | 0.4              | 6,240          | 5,880          | 12,120         |
| 31+                     | 10   | 22            | 32            | 0.0              | 310            | 682            | 992            |
| <b>Total</b>            | <b>40,596</b>                                | <b>51,015</b> | <b>91,611</b> | <b>100.0</b>     | <b>322,048</b> | <b>398,054</b> | <b>720,102</b> |
|                         | Intended Average Length of Stay <sup>1</sup> |               |               |                  | <b>7.9</b>     | <b>7.8</b>     | <b>7.9</b>     |

<sup>1</sup> 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, December 2024**

| Length of Stay                                   | Number of visitors | Percentage Share | Total Nights   |
|--|--------------------|------------------|----------------|
| 1  | 1,116              | 1.2              | 1,116          |
| 2  | 1,192              | 1.3              | 2,384          |
| 3  | 1,817              | 2.0              | 5,451          |
| 4  | 2,509              | 2.7              | 10,036         |
| 5  | 12,196             | 13.3             | 60,980         |
| 6  | 10,840             | 11.8             | 65,040         |
| 7  | 20,951             | 22.9             | 146,657        |
| 8  | 16,676             | 18.2             | 133,408        |
| 9  | 5,857              | 6.4              | 52,713         |
| 10   | 5,877              | 6.4              | 58,770         |
| 11   | 2,393              | 2.6              | 26,323         |
| 12   | 2,689              | 2.9              | 32,268         |
| 13   | 956                | 1.0              | 12,428         |
| 14   | 2,602              | 2.8              | 36,428         |
| 15   | 1,291              | 1.4              | 19,365         |
| 16   | 548                | 0.6              | 8,768          |
| 17   | 210                | 0.2              | 3,570          |
| 18   | 222                | 0.2              | 3,996          |
| 19   | 153                | 0.2              | 2,907          |
| 20   | 262                | 0.3              | 5,240          |
| 21   | 315                | 0.3              | 6,615          |
| 22   | 96                 | 0.1              | 2,112          |
| 23   | 68                 | 0.1              | 1,564          |
| 24   | 85                 | 0.1              | 2,040          |
| 25   | 82                 | 0.1              | 2,050          |
| 26   | 35                 | 0.0              | 910            |
| 27   | 20                 | 0.0              | 540            |
| 28   | 82                 | 0.1              | 2,296          |
| 29   | 35                 | 0.0              | 1,015          |
| 30   | 404                | 0.4              | 12,120         |
| 31+  | 32                 | 0.0              | 992            |
| <b>Total</b>                                     | <b>91,611</b>      | <b>100.0</b>     | <b>720,102</b> |
| <b>Number of beds available in December 2024</b> |                    |                  | <b>779,216</b> |
| <b>Bed Occupancy Rate</b>                        |                    |                  | <b>92.4</b>    |

### Annex I: Visitors Arrival from Emerging Markets, December 2023 and December 2024 & November 2024

| Nationality  | December 2023 | November2024 | December2024  | % Change<br>December 2024<br>and December 2023 | % Change<br>December 2024 and<br>November 2024 |
|--------------|---------------|--------------|---------------|--|--|
| Russian      | 952           | 928          | 1,009         | 6.0  | 8.7  |
| Polish       | 5,727         | 5,558        | 5,916         | 3.3  | 6.4  |
| Ukrainian    | 756           | 733          | 1,622         | 114.6  | 121.3  |
| Chinese      | 526           | 927          | 982           | 86.7   | 5.9  |
| Indian       | 988           | 869          | 1,353         | 36.9   | 55.7   |
| Israeli      | 143           | 293          | 628           | 339.2  | 114.3  |
| <b>Total</b> | <b>9,092</b>  | <b>9,308</b> | <b>11,510</b> | <b>26.6</b>                                    | <b>23.7</b>                                    |

### Annex II: International Visitors by Month, 2020 - 2024

| Month        | 2020           | 2021           | 2022           | 2023           | 2024           |
|--------------|----------------|----------------|----------------|----------------|----------------|
| January      | 61,461         | 49,868         | 42,443         | 68,813         | 73,468         |
| February     | 61,752         | 51,574         | 46,995         | 65,430         | 71,095         |
| March        | 33,801         | 43,821         | 38,762         | 45,915         | 51,873         |
| 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         |
| <b>Total</b> | <b>260,644</b> | <b>394,185</b> | <b>548,503</b> | <b>638,498</b> | <b>736,755</b> |

## 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*