



Tourism Release No.3



TOURISM STATISTICAL RELEASE MARCH 2026

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TOURISM STATISTICS

Zanzibar recorded **65,581** international visitors in March 2026, an increase of **8.7** percent compared with **60,345** visitors in March 2025 and decrease of **24.5** percent compared with **86,839** visitors recorded in the preceding month (February 2026).

European tourists dominated the market by accounting for **75.3** percent of the total visitors in March 2026. Country-wise, Italy dominated the tourism market by accounting for **14.4** percent of all visitors entered in March 2026, followed by German (**10.3** percent) while Japanese recorded less than one percent (**0.2 percent**) the least. Other performances are shown in **Table 1**.

The data shows that in March 2026, **60,146** visitors, equivalent to **91.7** percent of the total visitors entered through the Airport. **48,934** visitors entered by international flights and **11,212** by domestic flights. The remaining **5,435** visitors entered through the seaport, **24** visitors entered through a cruise ship and **5,411** 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 March 2026, **65,049** visitors, equivalent to **99.2** percent came for holidays, **0.7** percent for visiting friends and relatives and **0.1** percent for other purposes.

Table 4 and Figure 2 show that **34,325** visitors (**52.3** percent) were male and **31,256** (**47.7** percent) were female. The number of males and Females in March 2026 decreased by **30.6** and **16.4** percent respectively compared with February 2026.

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 **3,127** visitors (**4.8** percent) were aged less than 15 years, **55,631** visitors (**84.8** percent) were aged 15 to 64 years, and **6,823** visitors (**10.4** percent) were aged 65 years and older (**Figure 3 & Table 5**).

The number of visitors from emerging markets in March 2026 (Poland, India, Russia, Israel, China, and Ukraine) increased by **7.7** percent compared with the number of visitors recorded in March 2025. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that a higher percentage of visitors (**22.5** percent) stayed in the country for **8** days in March 2026. Visitors' average intended length of stay in March 2026 was **8** nights.

A total of **1,021,853** bed spaces were available in March 2026. Estimates of **513,385** beds were sold during March 2026, representing a bed occupancy rate of **50.2** percent (**Table 7**).

Table 1: International Visitors by Nationality March 2026, February 2026 and March 2025.

Nationality	March 2025			February 2026			March 2026			% Change March 2026 and February 2026	% Change, March 2026 and March 2025
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	2,457	4.1	7	4,419	5.1	5	3,604	5.5	5	-18.4	46.7
British	2,068	3.4	8	4,095	4.7	6	2,901	4.4	7	-29.2	40.3
German	4,432	7.3	2	6,349	7.3	4	6,752	10.3	2	6.3	52.3
Italian	8,092	13.4	1	13,407	15.4	1	9,446	14.4	1	-29.5	16.7
French	3,586	5.9	4	9,071	10.4	2	4,171	6.4	4	-54.0	16.3
Dutch	2,032	3.4	9	2,832	3.3	8	2,248	3.4	10	-20.6	10.6
Belgium	610	1.0	20	1,297	1.5	14	760	1.2	17	-41.4	24.6
Russian	1,015	1.7	15	1,976	2.3	10	1,818	2.8	11	-8.0	79.1
Turkish	954	1.6	16	765	0.9	18	879	1.3	15	14.9	-7.9
Polish	3,754	6.2	3	7,295	8.4	3	5,048	7.7	3	-30.8	34.5
Ukrainian	1,112	1.8	12	716	0.8	19	721	1.1	18	0.7	-35.2
Czech Republic	1,895	3.1	10	2,090	2.4	9	2,294	3.5	9	9.8	21.1
Spanish	1,056	1.7	13	678	0.8	20	1,307	2.0	13	92.8	23.8
Other European	8,504	14.1		12,181	14.0		7,421	11.3		-39.1	-12.7
Subtotal	41,567	68.9		67,171	77.4		49,370	75.3		-27	19
ASIA											
Japanese	189	0.3	24	366	0.4	21	127	0.2	24	-65.3	-32.8
Chinese	918	1.5	17	1,645	1.9	13	854	1.3	16	-48.1	-7.0
Indian	768	1.3	18	781	0.9	17	632	1.0	19	-19.1	-17.7
Israeli	1,034	1.7	14	896	1.0	16	194	0.3	22	-78.3	-81.2
Other Asian	2,258	3.7		1,674	1.9		953	1.5		-43.1	-57.8
Subtotal	5,167	8.6		5,362	6.2		2,760	4.2		-48.5	-46.6
AFRICA											
Kenyan	1,387	2.3	11	1,875	2.2	12	1,561	2.4	12	-16.7	12.5
South African	2,675	4.4	6	1,891	2.2	11	2,912	4.4	6	54.0	8.9
Egyptian	220	0.4	23	318	0.4	22	270	0.4	21	-15.1	22.7
Other African	4,254	7.0		4,606	5.3		3,746	5.7		-18.7	-11.9
Subtotal	8,536	14.1		8,690	10.0		8,489	12.9		-2.3	-0.6
AMERICA											
American	2,853	4.7	5	3,252	3.7	7	2,740	4.2	8	-15.7	-4.0
Canadian	684	1.1	19	1,127	1.3	15	960	1.5	14	-14.8	40.4
Other American	752	1.2		945	1.1		760	1.2		-19.6	1.1
Subtotal	4,289	7.1		5,324	6.1		4,460	6.8		-16.2	4.0
OCEANIA											
Australian	446	0.7	21	268	0.3	23	360	0.5	20	34.3	-19.3
New Zealand	337	0.558	22	21	0.0	24	138	0.210	23	557.1	-59.1
Subtotal	783	1.3		289	0.3		498	0.8		72.3	-36.4
Not stated	3	0.0		3	0.0		4	0.0			
TOTAL	60,345	100.0		86,839	100.0		65,581	100.0		-24.5	8.7

Figure 1: International Visitors by Entry Points, March 2026

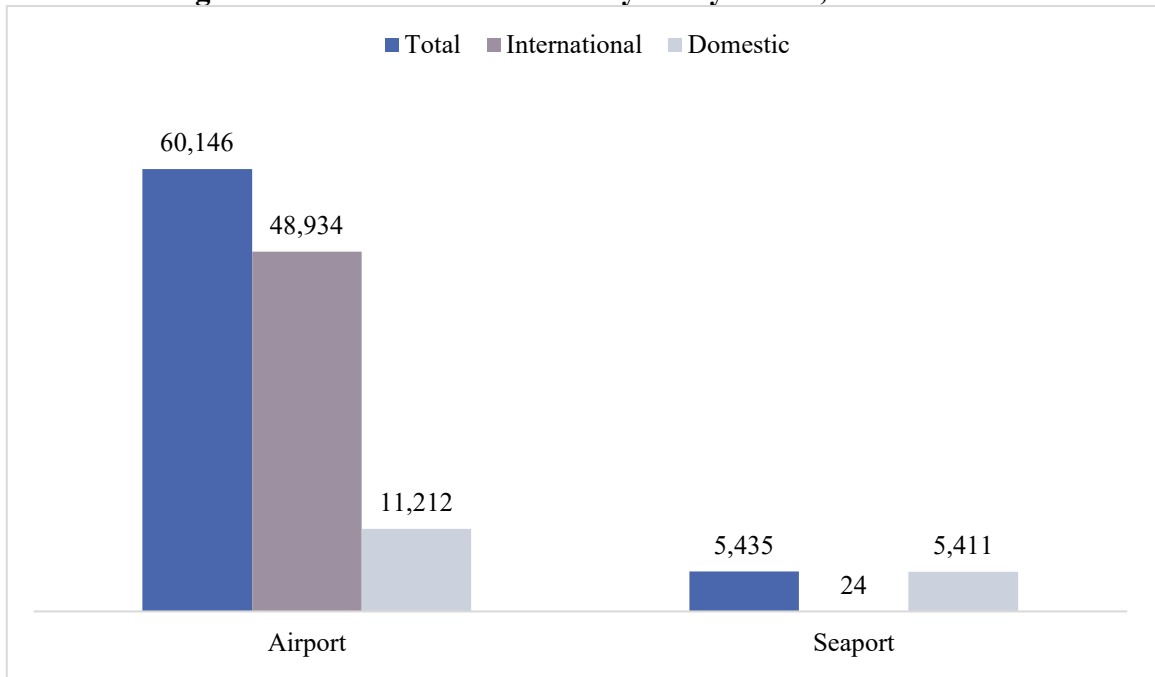


Table 2: International Visitors by Nationality through Entry Points, March 2026

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	2,458	824	3,282	0	322	322
British	1,977	633	2,610	0	291	291
German	5,688	684	6,372	0	380	380
Italian	8,387	963	9,350	1	95	96
French	3,496	535	4,031	0	140	140
Dutch	1,716	425	2,141	0	107	107
Belgium	519	159	678	0	82	82
Russian	1,638	110	1,748	1	69	70
Turkish	665	110	775	0	104	104
Polish	4,641	376	5,017	0	31	31
Ukrainian	612	101	713	1	7	8
Czech Republic	2,033	228	2,261	0	33	33
Spanish	768	508	1,276	0	31	31
Other Europeans	4,983	2,065	7,048	4	369	373
Subtotal	39,581	7,721	47,302	7	2,061	2,068
ASIA						
Japanese	62	23	85	0	42	42
Chinese	424	161	585	0	269	269
Indian	317	146	463	3	166	169
Israeli	111	79	190	0	4	4
Other Asians	650	88	738	8	207	215
Subtotal	1,564	497	2,061	11	688	699
AFRICA						
Kenyan	702	330	1,032	3	526	529
South African	2,239	520	2,759	0	153	153
Egyptian	121	99	220	1	49	50
Other Africans	1,636	864	2,500	1	1245	1,246
Subtotal	4,698	1,813	6,511	5	1,973	1,978
AMERICA						
American	1,803	600	2,403	0	337	337
Canadian	546	216	762	0	198	198
Other Americans	554	154	708	0	52	52
Subtotal	2,903	970	3,873	0	587	587
OCEANIA						
Australian	151	117	268	1	91	92
New Zealand	33	94	127	0	11	11
Subtotal	184	211	395	1	102	103
Not stated	4	0	4	0	0	0
TOTAL	48,934	11,212	60,146	24	5,411	5,435

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

Nationality	Visiting							Total
	Holidays	Friends and Relatives	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	
EUROPE								
Scandinavian	3,597	7	0	0	0	0	0	3,604
British	2,895	6	0	0	0	0	0	2,901
German	6,722	26	0	0	0	0	4	6,752
Italian	9,381	53	6	0	0	0	6	9,446
French	4,163	8	0	0	0	0	0	4,171
Dutch	2,185	56	0	0	0	0	7	2,248
Belgium	749	11	0	0	0	0	0	760
Russian	1,818	0	0	0	0	0	0	1,818
Turkish	863	16	0	0	0	0	0	879
Polish	5,020	28	0	0	0	0	0	5,048
Ukrainian	708	13	0	0	0	0	0	721
Czech Republic	2,276	11	0	0	0	0	7	2,294
Spanish	1,287	20	0	0	0	0	0	1,307
Other Europeans	7,330	65	9	3	0	3	11	7,421
Subtotal	48,994	320	15	3	0	3	35	49,370
ASIA								
Japanese	120	0	0	0	0	0	7	127
Chinese	846	8	0	0	0	0	0	854
Indian	632	0	0	0	0	0	0	632
Israeli	194	0	0	0	0	0	0	194
Other Asians	924	18	0	0	0	8	3	953
Subtotal	2,716	26	0	0	0	8	10	2,760
AFRICA								
Kenyan	1,552	8	0	1	0	0	0	1,561
South African	2,877	32	2	0	0	0	1	2,912
Egyptian	270	0	0	0	0	0	0	270
Other Africans	3,713	29	3	0	0	1	0	3,746
Subtotal	8,412	69	5	1	0	1	1	8,489
AMERICA								
American	2,715	13	6	0	0	0	6	2,740
Canadian	960	0	0	0	0	0	0	960
Other Americans	754	6	0	0	0	0	0	760
Subtotal	4,429	19	6	0	0	0	6	4,460
OCEANIA								
Australian	356	0	0	0	0	4	0	360
New Zealand	138	0	0	0	0	0	0	138
Subtotal	494	0	0	0	0	4	0	498
Not stated	4	0	0	0	0	0	0	4
TOTAL	65,049	434	26	4	0	16	52	65,581
TOTAL %	99.2	0.7	0.0	0.0	0.0	0.0	0.1	100

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	1,957	1,647	3,604
British	1,637	1,264	2,901
German	3,413	3,339	6,752
Italian	4,955	4,491	9,446
French	2,265	1,906	4,171
Dutch	1,181	1,067	2,248
Belgium	385	375	760
Russian	920	898	1,818
Turkish	704	175	879
Polish	2,336	2,712	5,048
Ukrainian	306	415	721
Czech Republic	1,103	1,191	2,294
Spanish	603	704	1,307
Other European Countries	3,847	3,574	7,421
Subtotal	25,612	23,758	49,370
ASIA			
Japanese	62	65	127
Chinese	576	278	854
Indian	402	230	632
Israeli	104	90	194
Other Asian	515	438	953
Subtotal	1,659	1,101	2,760
AFRICA			
Kenyan	770	791	1,561
South African	1,444	1,468	2,912
Egyptian	118	152	270
Other African	2,080	1,666	3,746
Subtotal	4,412	4,077	8,489
AMERICA			
American	1,507	1,233	2,740
Canadian	421	539	960
Other American	397	363	760
Subtotal	2,325	2,135	4,460
OCEANIA			
Australian	219	141	360
New Zealand	98	40	138
Subtotal	317	181	498
Not stated	0	4	4
TOTAL MARCH 2026	34,325	31,256	65,581
TOTAL FEBRUARY 2026	49,451	37,388	86,839
TOTAL PERCENT	52.3	47.7	100
% CHANGE MARCH 2026 AND FEBRUARY 2026	-30.6	-16.4	-24.5

Figure 2: International Visitors by Sex, March 2026

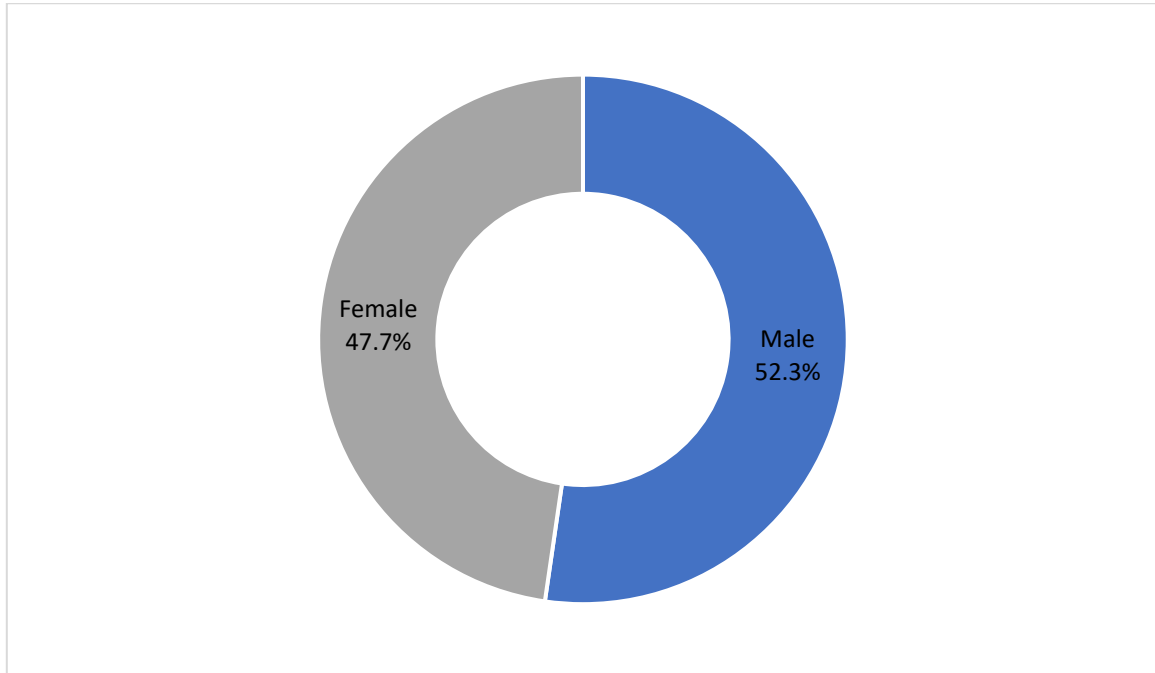


Figure 3: International Visitors by Categorized Age, March 2026

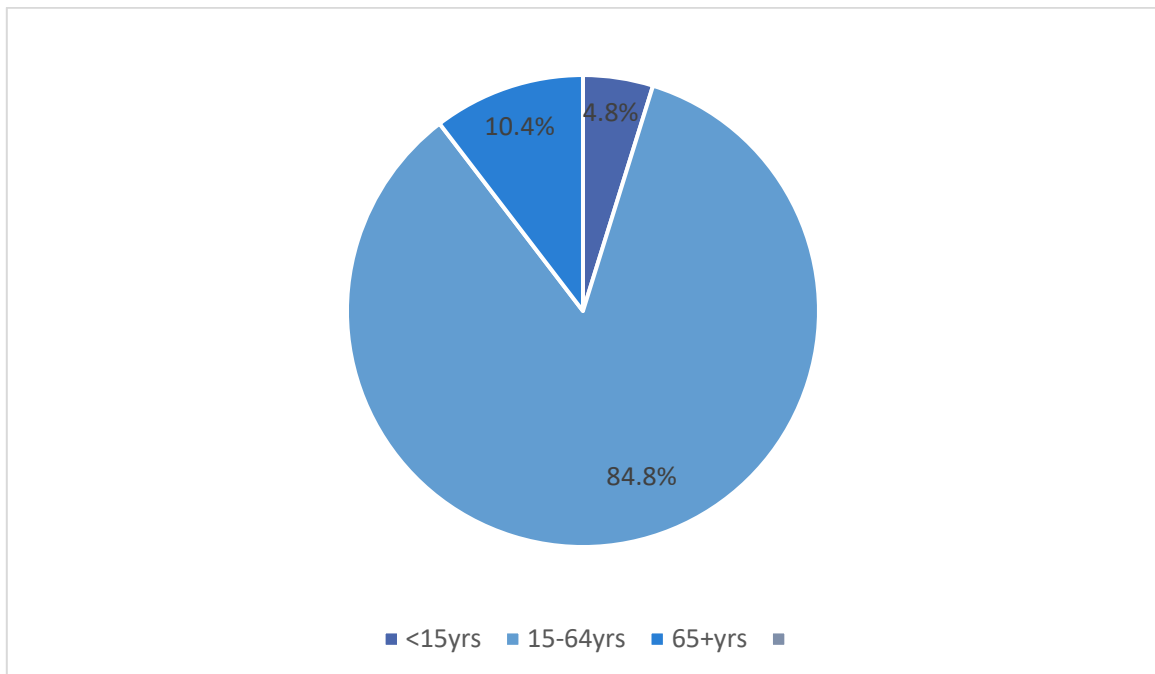


Table 5: International Visitors by Nationality and Categorized Age, March 2026

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	242	2,908	454	3,604
British	128	2,405	368	2,901
German	311	5,595	846	6,752
Italian	547	7,421	1,478	9,446
French	118	3,499	554	4,171
Dutch	42	1,825	381	2,248
Belgium	43	630	87	760
Russian	138	1,621	59	1,818
Turkish	32	831	16	879
Polish	242	4,422	384	5,048
Ukrainian	59	642	20	721
Czech Republic	134	1,978	182	2,294
Spanish	80	1,106	121	1,307
Other European	311	6,346	764	7,421
Subtotal	2,427	41,229	5,714	49,370
ASIA				
Japanese	0	116	11	127
Chinese	28	815	11	854
Indian	15	590	27	632
Israeli	13	181	0	194
Other Asian	34	871	48	953
Subtotal	90	2,573	97	2,760
AFRICA				
Kenyan	61	1,439	61	1,561
South African	174	2,567	171	2,912
Egyptian	0	265	5	270
Other African	166	3,536	44	3,746
Subtotal	401	7,807	281	8,489
AMERICA				
American	152	2,156	432	2,740
Canadian	31	718	211	960
Other American	9	711	40	760
Subtotal	192	3,585	683	4,460
OCEANIA				
Australian	17	295	48	360
New Zealand	0	138	0	138
Subtotal	17	433	48	498
Not stated	0	4	0	4
TOTAL	3,127	55,631	6,823	65,581
TOTAL (%)	4.8	84.8	10.4	100

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

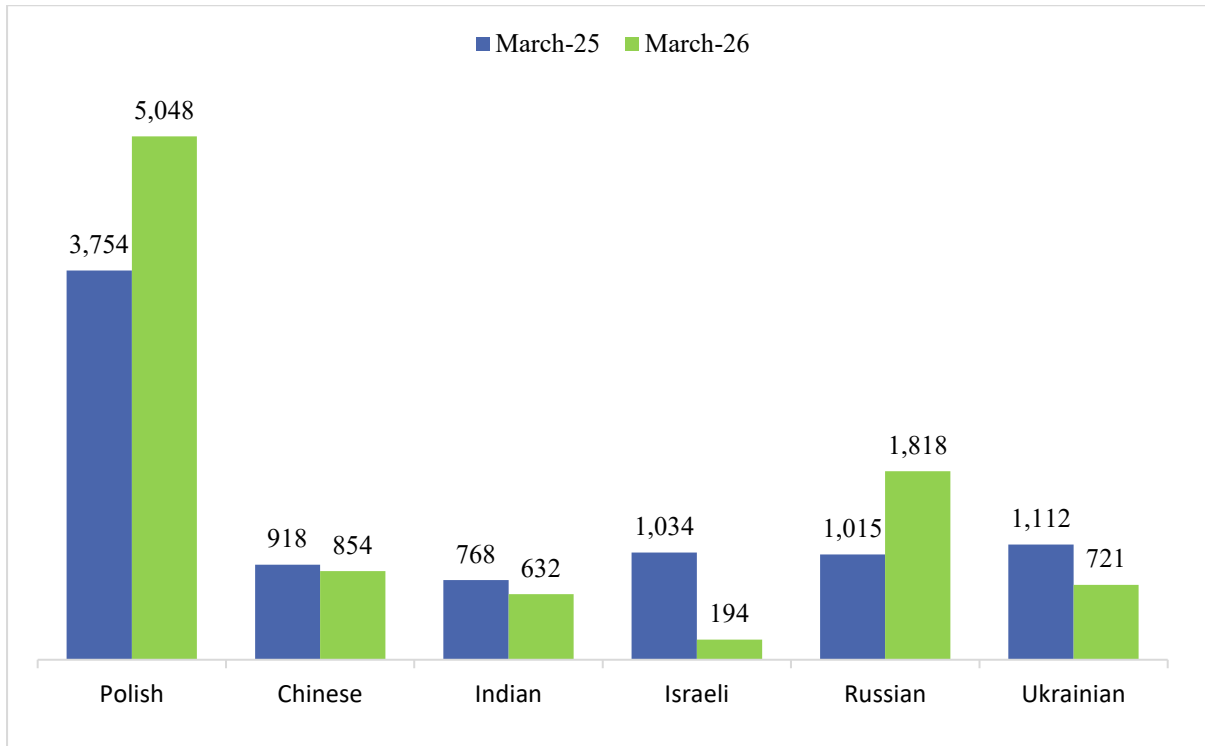


Table 6: Intended Length of Stay and Sex of International Visitors, March 2026

	Number of Arrival			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	341	195	536	0.8	341	195	536
2	544	450	994	1.5	1,088	900	1,988
3	898	864	1,762	2.7	2,694	2,592	5,286
4	1,140	1,122	2,262	3.4	4,560	4,488	9,048
5	7,378	3,808	11,186	17.1	36,890	19,040	55,930
6	2,525	1,851	4,376	6.7	15,150	11,106	26,256
7	6,870	5,930	12,800	19.5	48,090	41,510	89,600
8	6,758	7,970	14,728	22.5	54,064	63,760	117,824
9	1,299	1,054	2,353	3.6	11,691	9,486	21,177
10	1,894	2,182	4,076	6.2	18,940	21,820	40,760
11	1,180	1,651	2,831	4.3	12,980	18,161	31,141
12	1,226	1,438	2,664	4.1	14,712	17,256	31,968
13	305	378	683	1.0	3,965	4,914	8,879
14	846	1,008	1,854	2.8	11,844	14,112	25,956
15	463	623	1,086	1.7	6,945	9,345	16,290
16	72	147	219	0.3	1,152	2,352	3,504
17	75	94	169	0.3	1,275	1,598	2,873
18	50	41	91	0.1	900	738	1,638
19	27	15	42	0.1	513	285	798
20	71	65	136	0.2	1,420	1,300	2,720
21	92	111	203	0.3	1,932	2,331	4,263
22	9	26	35	0.1	198	572	770
23	14	11	25	0.0	322	253	575
24	22	11	33	0.1	528	264	792
25	9	15	24	0.0	225	375	600
26	0	9	9	0.0	0	234	234
27	0	13	13	0.0	0	351	351
28	16	36	52	0.1	448	1,008	1,456
29	7	0	7	0.0	203	0	203
30	185	138	323	0.5	5,550	4,140	9,690
31+	9	0	9	0.0	279	0	279
Total	34,325	31,256	65,581	100.0	258,899	254,486	513,385
	Intended Average Length of Stay ¹				7.5	8.1	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, March 2026

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	536	0.8	536
2	994	1.5	1,988
3	1,762	2.7	5,286
4	2,262	3.4	9,048
5	11,186	17.1	55,930
6	4,376	6.7	26,256
7	12,800	19.5	89,600
8	14,728	22.5	117,824
9	2,353	3.6	21,177
10	4,076	6.2	40,760
11	2,831	4.3	31,141
12	2,664	4.1	31,968
13	683	1.0	8,879
14	1,854	2.8	25,956
15	1,086	1.7	16,290
16	219	0.3	3,504
17	169	0.3	2,873
18	91	0.1	1,638
19	42	0.1	798
20	136	0.2	2,720
21	203	0.3	4,263
22	35	0.1	770
23	25	0.0	575
24	33	0.1	792
25	24	0.0	600
26	9	0.0	234
27	13	0.0	351
28	52	0.1	1,456
29	7	0.0	203
30	323	0.5	9,690
31+	9	0.0	279
Total	65,581	100.0	513,385
Number of beds available in March 2026			1,021,853
Bed Occupancy Rate			50.2

Annex I: Visitors Arrival from Emerging Markets, March 2026, February 2026 & March 2025

Nationality	March 2025	February 2026	March 2026	% Change March 2026 and March 2025	% Change March 2026 and February 2026
Russian	1,015	1,976	1,818	79.1	-8.0
Polish	3,754	7,295	5,048	34.5	-30.8
Ukrainian	1112	716	721	-35.2	0.7
Chinese	918	1645	854	-7.0	-48.1
Indian	768	781	632	-17.7	-19.1
Israeli	1,034	896	194	-81.2	-78.3
Total	8,601	13,309	9,267	7.7	-30.4

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	86,839	4.9
March	33,801	43,821	38,762	45,915	51,873	60,345	65,581	8.7
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	917,167	252,586	

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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