



Tourism Release No.5



TOURISM STATISTICAL RELEASE MAY 2026

Issued date – 11th MAY, 2026

TOURISM STATISTICS

Zanzibar recorded **40,151** international visitors in May 2026, an increase of **8.4** percent compared with **37,038** visitors in May 2025 and increase of **4.1** percent compared with **38,554** visitors recorded in the preceding month (April 2026).

European tourists dominated the market by accounting for **55.4** percent of the total visitors in May 2026. Country-wise, Germany dominated the tourism market by accounting for **10.8** percent of all visitors entered in May 2026, followed by South Afrika (**7.1** percent), while New Japan less than one percent (**0.3 percent**) the least. Other performances are shown in **Table 1**.

The data shows that in May 2026, **35,027** visitors, equivalent to **87.2** percent of the total visitors entered through the Airport. **23,324** visitors entered by international flights and **11,703** by domestic flights. The remaining **5,124** visitors entered through the seaport, **397** visitors entered through a cruise ship and **4,727** 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 May 2026, **39,644** visitors, equivalent to **98.7** percent, came for holidays, **1.0** percent for visiting friends and relatives and **0.3** percent for other purposes.

Table 4 and **Figure 2** show that **22,413** visitors (**55.8** percent) were male and **17,738** (**44.2** percent) were female. The number of males and Females in May 2026 increased by **7.6** percent and **0.1** percent, respectively, compared with April 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 **1,512** visitors (**3.8** percent) were aged less than 15 years, **36,135** visitors (**90.0** percent) were aged 15 to 64 years, and **2,504** visitors (6.2 percent) were aged 65 years and older (**Figure 3 & Table 5**).

The number of visitors from emerging markets in May 2026 (Poland, India, Russia, Israel, China, and Ukraine) increased by **1.9** percent compared with the number of visitors recorded in May 2025. Other performances are shown in (**Figure 4 & Annex I**).

Table 6 shows that a higher percentage of visitors (**26.2** percent) stayed in the country for **5** days in May 2026. Visitors' average intended length of stay in May 2026 was **7** nights.

A total of **1,021,853** bed spaces were available in May 2026. Estimates of **289,943** beds were sold during May 2026, representing a bed occupancy rate of **28.4** percent (**Table 7**).

Table 1: International Visitors by Nationality May 2026, April 2026, and May 2025.

Nationality	May 2025			April 2026			May 2026			% Change May 2026 and April 2026	% Change, May 2026 and May 2025
	Number	% Share	Rank	Number	% Share	Rank	Number	% Share	Rank		
EUROPE											
Scandinavian	1,253	3.4	8	1,442	3.7	9	1,429	3.6	7	-0.9	14.0
British	2,213	6	4	1,903	4.9	6	2,496	6.2	4	31.2	12.8
German	3,988	10.8	1	5,433	14.1	1	4,354	10.8	1	-19.9	9.2
Italian	554	1.5	15	1,656	4.3	8	681	1.7	14	-58.9	22.9
French	2,266	6.1	3	2,495	6.5	3	2,666	6.6	3	6.9	17.7
Dutch	1,472	4	7	745	1.9	12	1,029	2.6	11	38.1	-30.1
Belgium	543	1.5	17	702	1.8	13	525	1.3	17	-25.2	-3.3
Russian	616	1.7	13	959	2.5	10	674	1.7	15	-29.7	9.4
Turkish	728	2	12	688	1.8	14	1,335	3.3	8	94.0	83.4
Polish	615	1.7	14	587	1.5	17	718	1.8	13	22.3	16.7
Ukrainian	364	1	18	410	1.1	18	277	0.7	22	-32.4	-23.9
Czech Republic	329	0.9	19	177	0.5	21	344	0.9	20	94.4	4.6
Spanish	802	2.2	11	677	1.8	15	954	2.4	12	40.9	19.0
Other European	4,235	11.4		2,497	6.5		4,780	11.9		91.4	12.9
Subtotal	19,978	53.9		20,371	52.8		22,262	55.4		9	11
ASIA											
Japanese	121	0.3	23	121	0.3	23	110	0.3	24	-9.1	-9.1
Chinese	1,114	3	9	1,965	5.1	5	1,080	2.7	9	-45.0	-3.1
Indian	1,046	2.8	10	936	2.4	11	1,044	2.6	10	11.5	-0.2
Israeli	320	0.9	21	139	0.4	22	358	0.9	19	157.6	11.9
Other Asian	2,299	6.2		1,293	3.4		1,950	4.9		50.8	-15.2
Subtotal	4,900	13.2		4,454	11.6		4,542	11.3		2.0	-7.3
AFRICA											
Kenyan	1,728	4.7	6	2,272	5.9	4	1,843	4.6	5	-18.9	6.7
South African	2,344	6.3	2	4,010	10.4	2	2,867	7.1	2	-28.5	22.3
Egyptian	323	0.9	20	229	0.6	20	406	1.0	18	77.3	25.7
Other African	4,176	11.3		4,184	10.9		4,783	11.9		14.3	14.5
Subtotal	8,571	23.1		10,695	27.7		9,899	24.7		-7.4	15.5
AMERICA											
American	1,915	5.2	5	1,682	4.4	7	1,806	4.5	6	7.4	-5.7
Canadian	544	1.5	16	369	1.0	19	547	1.4	16	48.2	0.6
Other American	705	1.9		245	0.6		631	1.6		157.6	-10.5
Subtotal	3,164	8.5		2,296	6.0		2,984	7.4		30.0	-5.7
OCEANIA											
Australian	305	0.8	22	642	1.7	16	321	0.8	21	-50.0	5.2
New Zealand	116	0.313	24	86	0.2	24	132	0.329	23	53.5	13.8
Subtotal	421	1.1		728	1.9		453	1.1		-37.8	7.6
Not stated	4	0		10	0.0		11	0.0			
TOTAL	37,038	100		38,554	100.0		40,151	100.0		4.1	8.4

Figure 1: International Visitors by Entry Points, May 2026

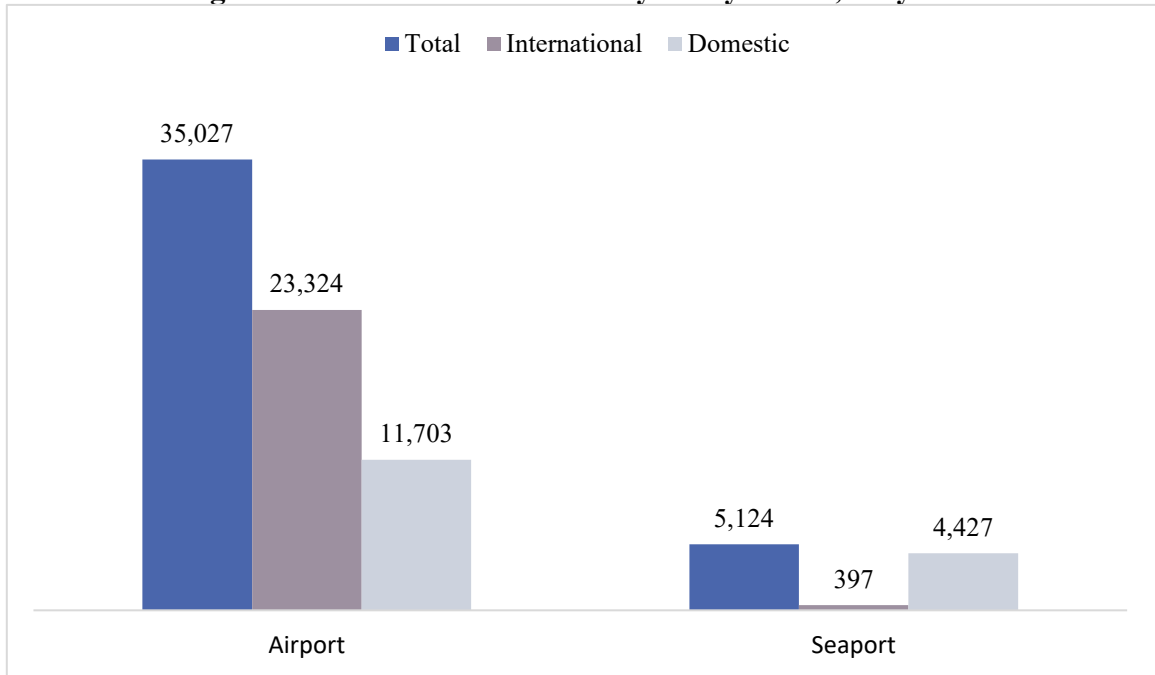


Table 2: International Visitors by Nationality through Entry Points, May2026

Nationality	Airport			Seaport		
	International Flight	Domestic Flight	Total	Cruise Ship	Sea ferries	Total
EUROPE						
Scandinavian	535	768	1,303	0	126	126
British	1,728	484	2,212	76	208	284
German	3,773	292	4,065	14	275	289
Italian	450	175	625	1	55	56
French	1,833	673	2,506	6	154	160
Dutch	343	584	927	0	102	102
Belgium	156	332	488	5	32	37
Russian	562	95	657	0	17	17
Turkish	890	164	1,054	0	281	281
Polish	351	344	695	0	23	23
Ukrainian	111	161	272	0	5	5
Czech Republic	122	218	340	0	4	4
Spanish	438	489	927	1	26	27
Other Europeans	1,868	2,755	4,623	29	128	157
Subtotal	13,160	7,534	20,694	132	1,436	1,568
ASIA						
Japanese	46	44	90	1	19	20
Chinese	488	172	660	0	420	420
Indian	541	171	712	2	330	332
Israeli	275	79	354	2	2	4
Other Asians	1,230	508	1,738	0	212	212
Subtotal	2,580	974	3,554	5	983	988
AFRICA						
Kenyan	895	442	1,337	0	506	506
South African	2,132	585	2,717	0	150	150
Egyptian	231	89	320	0	86	86
Other Africans	2,569	1,155	3,724	0	1059	1,059
Subtotal	5,827	2,271	8,098	0	1,801	1,801
AMERICA						
American	1,015	365	1,380	122	304	426
Canadian	230	180	410	35	102	137
Other Americans	332	240	572	8	51	59
Subtotal	1,577	785	2,362	165	457	622
OCEANIA						
Australian	144	55	199	84	38	122
New Zealand	25	84	109	11	12	23
Subtotal	169	139	308	95	50	145
Not stated	11	0	11	0	0	0
TOTAL	23,324	11,703	35,027	397	4,727	5,124

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

Nationality	Holidays	Visiting Friends and Relatives	Seeking Employment	Temporary Employment	Business and Conference	In Transit	Others	Total
EUROPE								
Scandinavian	1,411	18	0	0	0	0	0	1,429
British	2,467	22	0	0	0	0	7	2,496
German	4,332	18	0	4	0	0	0	4,354
Italian	681	0	0	0	0	0	0	681
French	2,650	16	0	0	0	0	0	2,666
Dutch	1,024	5	0	0	0	0	0	1,029
Belgium	513	12	0	0	0	0	0	525
Russian	674	0	0	0	0	0	0	674
Turkish	1,295	37	3	0	0	0	0	1,335
Polish	698	20	0	0	0	0	0	718
Ukrainian	277	0	0	0	0	0	0	277
Czech Republic	331	13	0	0	0	0	0	344
Spanish	938	16	0	0	0	0	0	954
Other Europeans	4,710	17	0	0	0	0	53	4,780
Subtotal	22,001	194	3	4	0	0	60	22,262
ASIA								
Japanese	110	0	0	0	0	0	0	110
Chinese	1,066	5	0	0	9	0	0	1,080
Indian	1,024	12	0	0	0	0	8	1,044
Israeli	358	0	0	0	0	0	0	358
Other Asians	1,933	17	0	0	0	0	0	1,950
Subtotal	4,491	34	0	0	9	0	8	4,542
AFRICA								
Kenyan	1,824	19	0	0	0	0	0	1,843
South African	2,821	41	0	0	0	0	5	2,867
Egyptian	402	4	0	0	0	0	0	406
Other Africans	4,696	76	0	0	9	0	2	4,783
Subtotal	9,743	140	0	0	9	0	7	9,899
AMERICA								
American	1,778	23	5	0	0	0	0	1,806
Canadian	543	4	0	0	0	0	0	547
Other Americans	631	0	0	0	0	0	0	631
Subtotal	2,952	27	5	0	0	0	0	2,984
OCEANIA								
Australian	314	0	0	7	0	0	0	321
New Zealand	132	0	0	0	0	0	0	132
Subtotal	446	0	0	7	0	0	0	453
Not stated	11	0	0	0	0	0	0	11
TOTAL	39,644	395	8	11	18	0	75	40,151
TOTAL PERCENT	98.7	1.0	0.0	0.0	0.0	0.0	0.3	100.0

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

Nationality	Male	Female	Total
EUROPE			
Scandinavian	722	707	1,429
British	1,531	965	2,496
German	2,360	1,994	4,354
Italian	424	257	681
French	1,256	1,410	2,666
Dutch	630	399	1,029
Belgium	262	263	525
Russian	292	382	674
Turkish	1,054	281	1,335
Polish	391	327	718
Ukrainian	128	149	277
Czech Republic	194	150	344
Spanish	652	302	954
Other European Countries	2,471	2,309	4,780
Subtotal	12,367	9,895	22,262
ASIA			
Japanese	26	84	110
Chinese	794	286	1,080
Indian	645	399	1,044
Israeli	240	118	358
Other Asian	1,089	861	1,950
Subtotal	2,794	1,748	4,542
AFRICA			
Kenyan	968	875	1,843
South African	1,341	1,526	2,867
Egyptian	349	57	406
Other African	2,826	1,957	4,783
Subtotal	5,484	4,415	9,899
AMERICA			
American	1,011	795	1,806
Canadian	258	289	547
Other American	201	430	631
Subtotal	1,470	1,514	2,984
OCEANIA			
Australian	181	140	321
New Zealand	117	15	132
Subtotal	298	155	453
Not stated	0	11	11
TOTAL MAY 2026	22,413	17,738	40,151
TOTAL APRIL 2026	20,831	17,723	38,554
TOTAL PERCENT	55.8	44.2	100
% CHANGE MAY 2026 AND APRIL 2026	7.6	0.1	4.1

Figure 2: International Visitors by Sex, May 2026

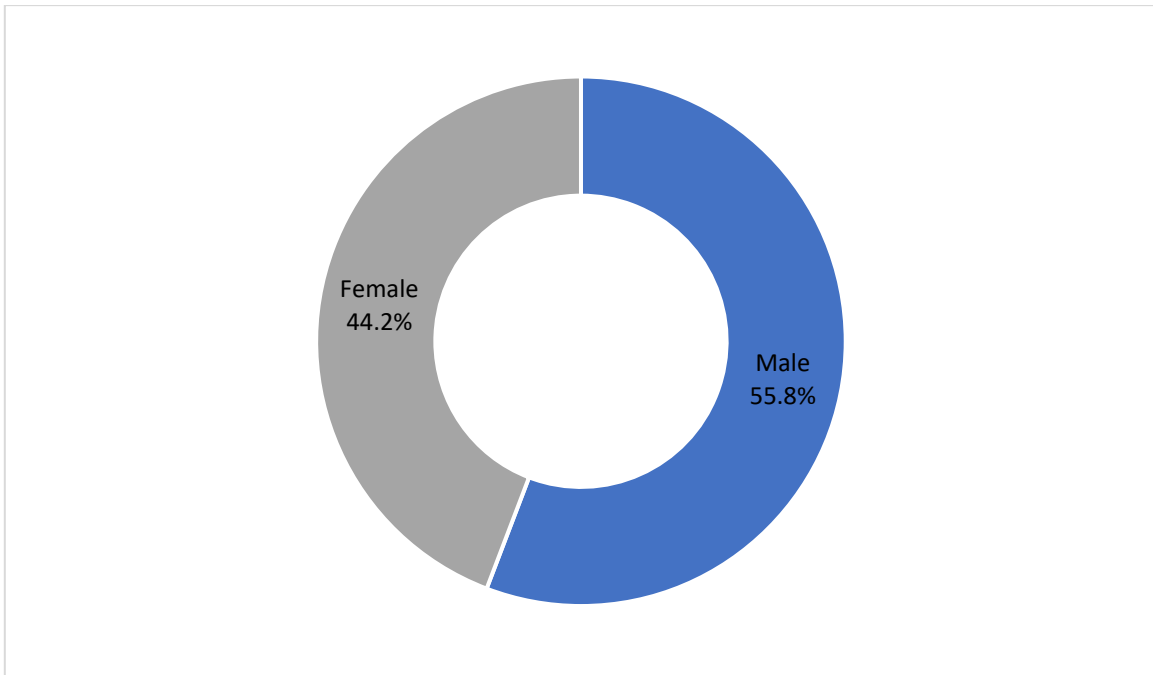


Figure 3: International Visitors by Categorized Age, May 2026

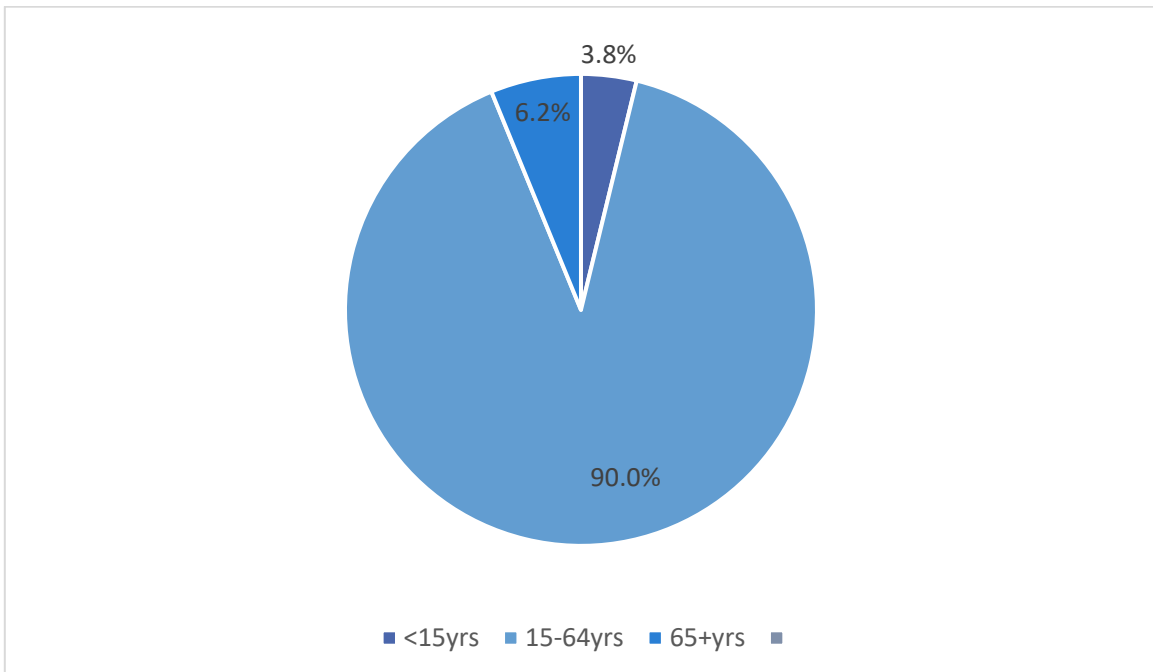


Table 5: International Visitors by Nationality and Categorized Age, May2026

Nationality	<15 yrs	15 -64 yrs	65+ yrs	Total
EUROPE				
Scandinavian	84	1,304	41	1,429
British	81	2,147	268	2,496
German	187	3,885	282	4,354
Italian	12	585	84	681
French	92	2,356	218	2,666
Dutch	36	915	78	1,029
Belgium	25	489	11	525
Russian	0	637	37	674
Turkish	53	1,265	17	1,335
Polish	30	668	20	718
Ukrainian	0	277	0	277
Czech Republic	13	293	38	344
Spanish	49	823	82	954
Other European	108	4,405	267	4,780
Subtotal	770	20,049	1,443	22,262
ASIA				
Japanese	17	93	0	110
Chinese	31	1,025	24	1,080
Indian	99	887	58	1,044
Israeli	0	358	0	358
Other Asian	110	1,627	213	1,950
Subtotal	257	3,990	295	4,542
AFRICA				
Kenyan	57	1,692	94	1,843
South African	138	2,494	235	2,867
Egyptian	0	402	4	406
Other African	152	4,501	130	4,783
Subtotal	347	9,089	463	9,899
AMERICA				
American	55	1,584	167	1,806
Canadian	52	456	39	547
Other American	31	563	37	631
Subtotal	138	2,603	243	2,984
OCEANIA				
Australian	0	271	50	321
New Zealand	0	122	10	132
Subtotal	0	393	60	453
Not stated	0	11	0	11
TOTAL	1,512	36,135	2,504	40,151
TOTAL (%)	3.8	90.0	6.2	100

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

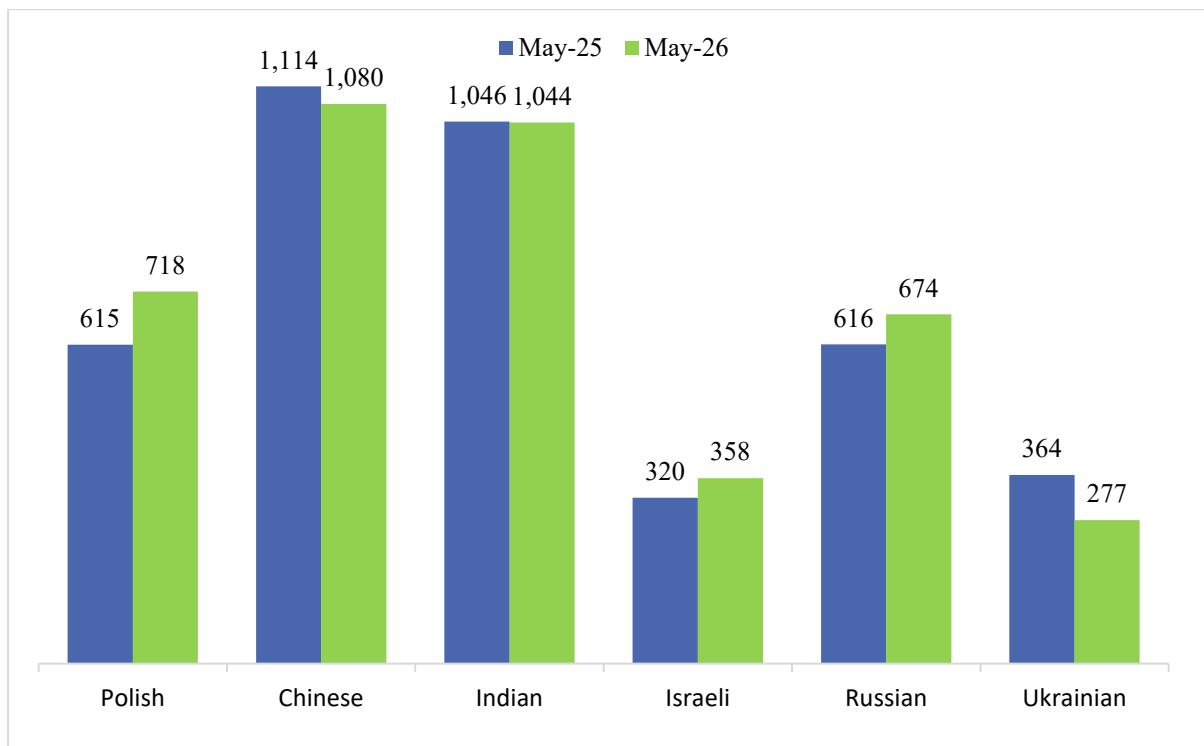


Table 6: Intended Length of Stay and Sex of International Visitors, May 2026

	Number of Arrivals			Percentage Share	Total Nights		
	Male	Female	Total		Male	Female	Total
1	333	191	524	1.3	333	191	524
2	531	285	816	2.0	1,062	570	1,632
3	1,003	664	1,667	4.2	3,009	1,992	5,001
4	995	1,358	2,353	5.9	3,980	5,432	9,412
5	7,196	3,319	10,515	26.2	35,980	16,595	52,575
6	1,524	1,294	2,818	7.0	9,144	7,764	16,908
7	4,091	3,933	8,024	20.0	28,637	27,531	56,168
8	2,599	2,810	5,409	13.5	20,792	22,480	43,272
9	895	702	1,597	4.0	8,055	6,318	14,373
10	913	1,024	1,937	4.8	9,130	10,240	19,370
11	248	346	594	1.5	2,728	3,806	6,534
12	337	335	672	1.7	4,044	4,020	8,064
13	245	272	517	1.3	3,185	3,536	6,721
14	569	529	1,098	2.7	7,966	7,406	15,372
15	209	197	406	1.0	3,135	2,955	6,090
16	41	40	81	0.2	656	640	1,296
17	54	51	105	0.3	918	867	1,785
18	53	36	89	0.2	954	648	1,602
19	37	40	77	0.2	703	760	1,463
20	76	71	147	0.4	1,520	1,420	2,940
21	76	64	140	0.3	1,596	1,344	2,940
22	15	40	55	0.1	330	880	1,210
23	22	1	23	0.1	506	23	529
24	23	20	43	0.1	552	480	1,032
25	10	2	12	0.0	250	50	300
26	15	1	16	0.0	390	26	416
27	16	0	16	0.0	432	0	432
28	3	15	18	0.0	84	420	504
29	5	0	5	0.0	145	0	145
30	256	98	354	0.9	7,680	2,940	10,620
31+	23	0	23	0.1	713	0	713
Total	22,413	17,738	40,151	100.0	158,609	131,334	289,943
	Intended Average Length of Stay ¹				7.1	7.4	7.2

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, May2026

Length of Stay	Number of visitors	Percentage Share	Total Nights
1	524	1.3	524
2	816	2.0	1,632
3	1,667	4.2	5,001
4	2,353	5.9	9,412
5	10,515	26.2	52,575
6	2,818	7.0	16,908
7	8,024	20.0	56,168
8	5,409	13.5	43,272
9	1,597	4.0	14,373
10	1,937	4.8	19,370
11	594	1.5	6,534
12	672	1.7	8,064
13	517	1.3	6,721
14	1,098	2.7	15,372
15	406	1.0	6,090
16	81	0.2	1,296
17	105	0.3	1,785
18	89	0.2	1,602
19	77	0.2	1,463
20	147	0.4	2,940
21	140	0.3	2,940
22	55	0.1	1,210
23	23	0.1	529
24	43	0.1	1,032
25	12	0.0	300
26	16	0.0	416
27	16	0.0	432
28	18	0.0	504
29	5	0.0	145
30	354	0.9	10,620
31+	23	0.1	713
Total	40,151	100.0	289,943
Number of beds available in May 2026			1,021,853
Bed Occupancy Rate			28.4

Annex I: Visitors Arrival from Emerging Markets, May 2026, April 2026 & May 2025

Nationality	May 2025	April 2026	May2026	% Change May 2026 and May 2025	% Change May 2026 and April 2026
Russian	616	959	674	9.4	-29.7
Polish	615	587	718	16.7	22.3
Ukrainian	364	410	277	-23.9	-32.4
Chinese	1,114	1965	1,080	-3.1	-45.0
Indian	1046	936	1,044	-0.2	11.5
Israeli	320	139	358	11.9	157.6
Total	4,075	4,996	4,151	1.9	-16.9

Annex II: International Visitors by Month, 2020 - 2026

Quarter/Month	2020	2021	2022	2023	2024	2025	2026	% Change
Q1	157,014	145,263	128,200	180,158	196,436	227,164	252,636	11.0
Q2	884	43,535	75,003	101,881	110,549	141,671	70,705	-44.0
Q3	12,867	89,956	165,883	174,016	201,250	288,030	0	
Q4	89,879	115,431	179,417	182,443	228,520	159,573	0	
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	38,554	3.8
May	197	9,280	20,450	26,620	29,995	37,038	40,151	8.4
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	331,341	

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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