



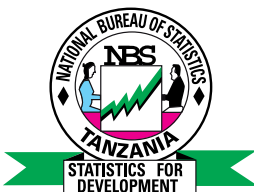
# THE 2024 INTERNATIONAL **VISITORS' EXIT SURVEY REPORT**





## **TANZANIA TOURISM SECTOR SURVEY**

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## ACRONYMS

GDP	Gross Domestic Product
IUGS	International Union of Geological Sciences
MNRT	Ministry of Natural Resources and Tourism
NBS	National Bureau of Statistics
NCA	Ngorongoro Conservation Area
TANAPA	Tanzania National Parks Authority
TATO	Tanzania Association of Tour Operators
TCT	Tourism Confederation of Tanzania
TTB	Tanzania Tourist Board
UNWTO	United Nations World Tourism Organization
WTA	World Travel Award
ZATI	Zanzibar Association of Tourism Investors
ZCT	Zanzibar Commission for Tourism
ZTITE	Zanzibar Tourism Investment and Travel Exhibition

## TANZANIA TOURISM PROFILE

Tanzania, situated in East Africa, is famous for its awe-inspiring landscapes, abundant wildlife, and vibrant cultural heritage. Known for its remarkable natural wonders, such as Mount Kilimanjaro, the Serengeti National Park, and the pristine beaches of Zanzibar, Tanzania has become a top destination for those seeking adventure, wildlife safaris, and cultural exploration.

### Geographical Features: Tanzania

is known for its diverse landscapes, including the towering, snow-covered Mount Kilimanjaro, the highest peak in Africa, and the expansive savannahs of the Serengeti. The country also features the stunning Ngorongoro Crater, a UNESCO World Heritage Site, and the renowned Selous Game Reserve, one of Africa's largest protected regions. Its coastline is adorned with beautiful islands like Zanzibar, celebrated for its spice farms, pristine beaches, and historic Stone Town.



### Wildlife and Safaris: Tanzania

is renowned for its wildlife safaris, offering unmatched opportunities to see the “Big Five” (lion, elephant, buffalo, leopard, and rhinoceros) in their natural environment. The Serengeti National Park is home to the famous Great Migration, where millions of wildebeest and zebras move across the plains in search of water and fresh grazing areas.



Other well-known wildlife destinations include Tarangire National Park, Lake Manyara National Park, and the secluded Ruaha National Park.

**Cultural Diversity:** Tanzania is a cultural mosaic, home to more than 120 ethnic groups, each with its own language and traditions. Visitors can experience the lively Maasai culture, famous for its vibrant clothing, traditional dances, and pastoral lifestyle. The Swahili culture, shaped by centuries of trade and interactions along the East African coast, thrives in coastal cities like Dar es Salaam and Zanzibar, offering a unique fusion of Arab, Indian, and African influences.



**Adventure Tourism:** For adventure seekers, Tanzania offers a wide range of thrilling activities. Climbing Mount Kilimanjaro, the world's highest freestanding mountain, is a dream experience for many. The country's national parks and reserves also provide opportunities for hiking, hot air ballooning, bird watching, and even chimpanzee trekking in the lush forests of Gombe Stream and Mahale Mountains National Parks.



**Marine Tourism:** Tanzania's Indian Ocean coastline is a paradise for marine enthusiasts. Visitors can discover vibrant coral reefs full of marine life while snorkelling or diving in spots like Mafia Island and the Mnemba Atoll. The crystal-clear waters around Zanzibar also offer fantastic opportunities for water activities such as sailing, kiteboarding, and deep-sea fishing.



**Infrastructure and Hospitality:**

Tanzania has made notable investments in its tourism infrastructure, offering a variety of accommodations to suit all budgets and preferences. Whether it's luxury lodges and tented camps in the wilderness or boutique hotels and beach resorts along the coast, visitors can find comfortable lodging to enhance their travel experience.

The country is also known for its warm and friendly hospitality, ensuring guests feel welcome and well cared for throughout their stay.



## GLOSSARY

**Average length of Stay:** the average number of nights that visitors spend in a destination.

**Business visitor:** a business visitor is a visitor whose main purpose for a tourism trip corresponds to the business and professional category of purpose.

**Country of reference:** the country of reference refers to the country for which the measurement is done.

**Cultural tourism:** the subset of tourism concerned with a country or the region's culture, specifically the lifestyle of the people in those geographical areas, the history of those peoples, their art, architecture, religion(s), and other elements that helped shape their lives.

**Domestic tourism:** includes tourism activities of a resident visitor within the country of reference either as part of a domestic tourism trip or part of an outbound tourism trip.

**Inbound tour operator:** a tourism operator who usually serves travellers arriving from an overseas country.

**Inbound tourism:** includes the activities of a non-resident visitor within the country of reference.

**Independent/Non-package Tour:** self-travel arrangement which does not include pre-arrangements, and all items and service purchased at host destination.

**Package tour:** pre-arranged trip (normally by travel agents) done outside the country with combination of elements such as air, hotel, sightseeing, and social events put together and sold at an all-inclusive price in a single transaction.

**Place of usual residence:** the geographical place where the enumerated person usually resides and is defined by the location of his/her principal dwelling.

**Purpose of visit:** refers to the reason that necessitates the trip, in the absence of which the trip would not have taken place.

**Tourism expenditure:** the amount paid for the acquisition of consumption goods and services, as well as valuables, for own use or to give away, for and during tourism trips. These include expenses incurred directly by visitors themselves, as well as costs covered or reimbursed by third parties.

**Other countries:** Include 112 surveyed countries, which are not in the top 15 source markets.

## FOREWORD

We are pleased to present the findings of the 24<sup>th</sup> International Visitors' Exit Survey, a product of collaborative engagement of the Ministry of Natural Resources and Tourism, Bank of Tanzania, National Bureau of Statistics, Immigration Services Department and Zanzibar Commission for Tourism. As we present this report, we are glad to inform you that in 2024 Tanzania's tourism sector continued to thrive, surpassing by far the pre- pandemic levels, thanks to ongoing recovery of the global economy and government promotional efforts including the "Amazing Tanzania" documentary filmed by Her Excellency, Dr. Samia Suluhu Hassan, the President of the United Republic of Tanzania, and His Excellency, Dr. Hussein Ali Mwinyi, the President of Zanzibar Revolutionary Government. Additionally, conservation efforts made by the government have led Tanzania to win different international awards such as Africa's leading Safari destination, Africa's leading national park, Africa's leading tourist attraction and Africa's leading festival and event destination.

As we witnessed a remarkable increase in the number of international visitors, a good number of them came from neighbouring countries of the EAC and SADC regions, which is crucial for enhancing the sector's resilience to shocks stemming from long haul destinations. Notably, the number of international visitor arrivals increased from 1,808,205 in 2023 to 2,141,895 in 2024 — the highest record reached. Accordingly, tourism earnings rose by 15.7 percent to USD 3,903.1 million. Consistently, majority of visitors were impressed with Tanzania as one of the unique and most attractive destinations, with friendly people and wonderful scenery.

We are convinced that, this impressive performance will carry on in 2025, as the global economic conditions continue to improve, and conducive domestic macroeconomic environment prevails coupled with enhanced efforts to market Tanzania as a unique tourist destination.

It is our hope, this report will be a vital source of information to various stakeholders in the economy. We call upon all our stakeholders to join hands with us to make Tanzania a more vibrant tourist destination, a place where everyone who visits will prove that it is unforgettable.



**Dr. Hassan Abbas**  
**Permanent Secretary**  
**Ministry of Natural Resources and Tourism**



**Mr. Emmanuel. M. Tutuba**  
**Governor**  
**Bank of Tanzania**

## ACKNOWLEDGEMENT

The Executive Committee of the Tanzania Tourism Sector Survey extends its heartfelt gratitude to various stakeholders from within and outside the collaborating institutions who generously contributed to the completion of the International Visitors' Exit Survey for 2024.

We sincerely thank each traveller who voluntarily took the time to fill out the exit survey questionnaire. Visitors' willingness to provide information and candid feedback has been instrumental and is highly appreciated. Special appreciation is also extended to the staff of the Immigration Services Department, particularly at the departure points of Julius Nyerere International Airport, Abeid Amani Karume International Airport, Kilimanjaro International Airport, Horohoro, Namanga, Tunduma, Mtukula and Manyovu, who hosted the committee during the two weeks of data collection.

The guidance received from the Chief Executive Officers of the participating institutions namely: the Ministry of Natural Resources and Tourism (MNRT); Bank of Tanzania (BOT); National Bureau of Statistics (NBS); Immigration Services Department (ISD); and Zanzibar Commission for Tourism (ZCT) is highly valued.

The dedicated team responsible to produce this report included Edward Mtarima Kohi (Director of Tourism – MNRT) and Suleiman Missango (Director, Economic Research and Policy – BOT). Other members of the Steering Committee are Theresa Mugobi (Director of Tourism – MNRT), Daniel Masolwa (Director for Economic Statistics – NBS), Hamza Shabani (Commissioner, Finance and Administration – ISD) and Aviwa Issa (Director for Human Resource, Planning and Administration – ZCT).

The survey data analysis and report writing were conducted by Technical Team, led by Paskasi Mwiru (MNRT) and Villela Waane (BOT). Other members of the team include Placydia Kamazima, Phillip Mboya, Gloria Mbiha, Gabriel Mafie, Elisha Mkandya, Tumaini Longishu, Taimur Kattanga, Sheila Mussa, Yohana Luhasile, Julius Moshi, Lugano Mwamakimbula, and Rweyemamu Barongo from BOT; Josephat Msimbano from MNRT; Valerian Tesha, Eliaranya Lema, Jovitha Rugemalila and Shagihilu Shagihilu from NBS; Kassian Magige from ISD and Maabad Jaffar from ZCT.

## EXECUTIVE SUMMARY

This section provides a summary of global and Tanzania tourism developments as well as findings of the 24<sup>th</sup> cycle of the International Visitors' Exit Survey that was conducted in 2024.

### Global tourism developments

Global tourism registered a remarkable recovery in 2024, almost reaching pre-pandemic levels with 1.4 billion international tourist arrivals. This represents a 99 percent recovery from pre-pandemic levels, driven by strong post-pandemic demand in Europe and robust performance from large source markets as well as the ongoing recovery of destinations in Asia and the Pacific.

### Tourism developments in Tanzania

Tourism continued to improve, reflected by an increase in tourist arrivals from 1,808,205 in 2023 to 2,141,895 in 2024. The number of arrivals in 2024, exceeded the pre-pandemic levels by 40 percent and increased by 18.5 percent from 2023, reflecting full recovery of the sector. Consequently, tourism earnings rose by 15.7 percent to USD 3,903.1 million from USD 3,373.8 million recorded in 2023.

In addition, Tanzania continued to shine as one of the best tourist destinations in Africa securing several prestigious awards, including:

- i. Tanzania was recognised as Africa's leading Safari destination, highlighting the country's diverse attractions and cultural heritage.
- ii. Serengeti National Park retained its title as Africa's leading national park for the sixth consecutive year, underscoring its exceptional wildlife conservation efforts.
- iii. The Mount Kilimanjaro was recognized as Africa's leading tourist attraction, celebrating its iconic status and appeal to adventures worldwide.
- iv. Tanzania Tourist Board received the accolade of Africa's leading tourist board, reflecting its effective promotion of the country's tourism assets; and
- v. Zanzibar was honoured as Africa's leading festival and event destination underscoring its prominence in hosting premier events and festivals.

These awards underscore Tanzania's commitment to preserving its natural wonders and delivering exceptional and unforgettable tourism experience.

### **Main Findings of the 2024 International Visitors' Exit Survey**

- i. The traditional source markets<sup>1</sup> continued to dominate with the United States of America leading, followed by Italy and Kenya in URT. In Zanzibar, Italy maintained its first position in the list of source markets, followed by Germany and France.
- ii. Leisure and holidays were the main purpose of visit in both URT and Zanzibar accounting for 74.3 percent and 91 percent, respectively. Holiday makers mostly preferred the package tour arrangement, whereas business and VFR visitors preferred the non-package tour arrangement.
- iii. The overall average length of stay remained at 10 nights in URT and increased to 7 nights from 6 nights in 2023 in Zanzibar.
- iv. Main tourism activities were wildlife safaris, beach, visiting friends and relatives, and business; Consistently, Ngorongoro, Serengeti, beaches, Stone Town and Tarangire continued to be the most visited attractions.
- v. Tourism earnings in URT increased by 15.7 percent to USD 3,903.1 million in 2024 from USD 3,373.8 million in 2023. Tourism earnings in Zanzibar amounted to USD 997.8 million, an increase of 10.1 percent compared with USD 906.6 million in 2023.

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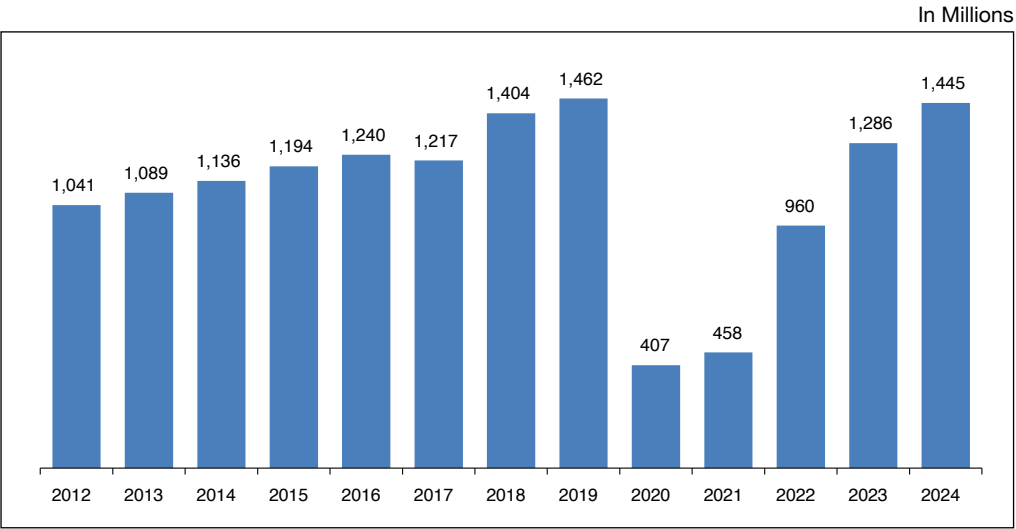
<sup>1</sup> Traditional source markets refer to countries or regions that have historically been the main sources of tourists for a destination, based on established travel patterns, cultural and economic ties.

# Chapter 1: Recent Developments in the Tourism Industry

## 1.1 Global Perspective

Global tourism made a remarkable recovery in 2024, reaching pre-pandemic levels with 1.4 billion international tourist arrivals. This represents a 99 percent recovery from the pandemic levels and an 11 percent increase over 2023.<sup>2</sup> This robust recovery was driven by strong post-pandemic demand in Europe and good performance from large source markets as well as the ongoing recovery of destinations in Asia and the Pacific. Increased air connectivity and visa facilitation also supported the resurgence of international travel (Chart 1.1).

Chart 1.1: Global International Tourist Arrivals, 2012-2024



Source: UNWTO Barometer, January 2025

Region-wise, the Middle East recorded the strongest growth, surpassing its pre-pandemic level by 34 percent. Europe and Africa surpassed pre-pandemic levels by one percent and seven percent, respectively. Similarly, a strong recovery was recorded in the Americas, Asia, and the Pacific (Table 1.1).

<sup>2</sup> January 2025 UN World Tourism Barometer

**Table 1.1: International Tourist Arrivals by Regions, 2019 – 2024**

Region	Arrivals (Million)						Recovery from 2019 (%)
	2019	2020	2021	2022	2023	2024	
World	1,462	407	458	960	1,286	1,445	99
Europe	742	240	301	597	700	747	101
Asia and the Pacific	360	59	25	92	233	316	88
Americas	219	70	82	167	198	214	97
Africa	69	19	20	48	66	74	107
Middle East	71	19	30	68	87	95	134

Source: UNWTO Barometer, January 2025

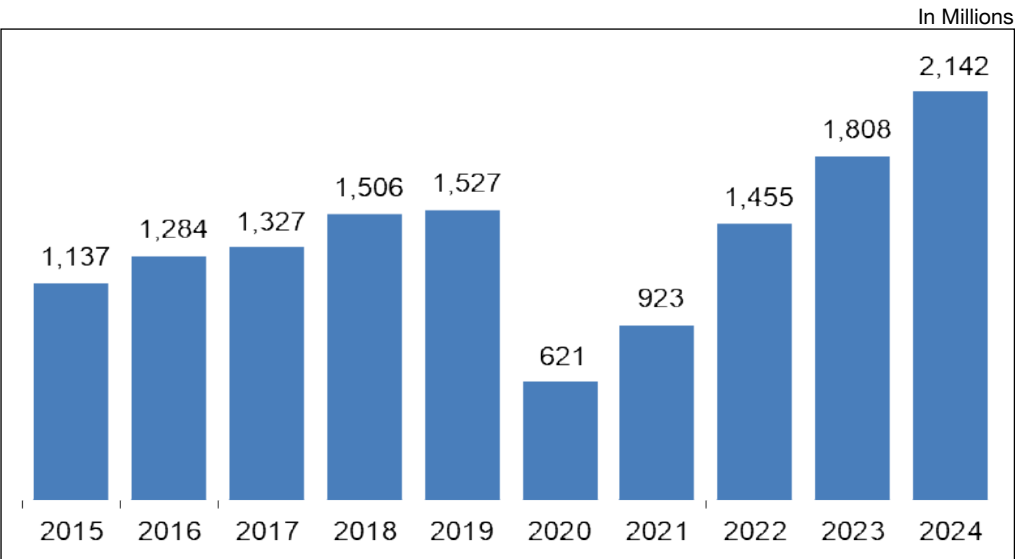
The rise in the number of travellers was also reflected in spending, with international tourist receipts reaching USD 1.6 trillion in 2024, representing a 4 percent and 3 percent increase from the receipts earned in 2019 and 2023, respectively. Exports from tourism (including passenger transport) reached USD 1.9 trillion in 2024, about three percent higher than the pre-pandemic level. Overall, the global tourism sector showed strong resilience and adaptability, contributing to the socio-economic development of both traditional and emerging destinations.

**1.2 Tanzania’s Perspective**

**1.2.1 Tourism Performance:**

Tourism in Tanzania rebounded significantly, reflected by increased tourism earnings by 15.7 percent to USD 3,903.1 million in 2024 from USD 3,373.8 million registered in 2023, mainly due to increase of tourist arrivals from 1,808,205 in 2023 to 2,141,895 in 2024. The tourism sector has recovered fully and surpassed the pre-pandemic levels by 40 percent. In five years before COVID-19, international visitor arrivals showed an average annual growth of seven percent while after the COVID-19 pandemic, the rate of international visitors grew at an average of 48 percent annually (Chart 1.2)

**Chart 1.2: International Tourist Arrivals in Tanzania, 2015-2024**



Source: Immigration Services Department

***Several activities and events took place in 2024 that have a positive bearing in tourism activities:***

**1. The Amazing Tanzania Documentary**

The success of “Tanzania - The Royal Tour” documentary, which showcased Tanzania’s stunning landscapes and cultural heritage, inspired the launch of another film, “Amazing Tanzania” documentary, which was launched on 15<sup>th</sup> May 2024, during the China-Tanzania Tourism and Culture year in Beijing, China. This documentary aims at promoting Tanzania’s rich and diverse tourism resources, showcasing iconic attractions like the Mount Kilimanjaro, Serengeti National Park, and the Spice Island of Zanzibar. The film features recordings by Her Excellency, Dr. Samia Suluhu Hassan, the President of the United Republic of Tanzania and His Excellency, Dr. Hussein Ali Mwinyi, the President of the Zanzibar Revolutionary Government, alongside the renowned Chinese actor Jin Dong. This initiative is part of Tanzania’s efforts to attract more tourists, to boost the tourism industry. The success of the documentary will underscore the potential of cinematic promotion to position Tanzania as a prime travel destination, increase market diversification and highlight its rich heritage on the global stage.



*Signing of Amazing Tanzania Documentary*

## **2. Tanzania shines at Global Awards 2024**

Tanzania has once again cemented its place among the top tourism destinations in Africa after bagging five prestigious awards at the 31<sup>st</sup> annual World Travel Awards (WTA) held at Diamond Leisure Beach Resort in Mombasa. The event brought together tourism royalties from across Africa to honour those pushing the boundaries of excellence and innovation in the travel industry. Tanzania claimed double honours, being recognized as Africa's Leading Safari Destination in 2024, while the Tanzania Tourist Board (TTB) was recognized as Africa's leading Tourist Board. Serengeti National Park continued its dominance of the title of Africa's leading National Park for the sixth consecutive year, while the Mount Kilimanjaro was named Africa's leading tourist attraction. In the same event, Zanzibar solidified its position as Africa's leading festival and event destination, a significant achievement that highlights the Island's growing influence in the tourism industry.



*Tanzania delegates during the award*

## **3. Tanzania Launches National Tourism and Conservation Awards**

Tanzania has taken a significant step to enhance its thriving tourism and conservation industries by launching its first-ever national awards. The awards aim at recognizing individuals and institutions making notable contributions to the preservation of the country's tourist attractions, promotion of tourism services, and effective management of national parks, game reserves and conservation areas.



*Launching of National Tourism and Conservation Awards*

This reflects Tanzania's commitment to strengthening both the tourism and conservation of natural and cultural attractions, which play a critical role in the country's economic development. The awards will raise global awareness of Tanzania's rich biodiversity and cultural heritage, attracting more international tourists who prioritize sustainability.

#### **4. Ngorongoro recognized as World's Geological Heritage Site**

The Ngorongoro Crater was designated and included in the list of the Second 100 International Union of Geological Sciences (IUGS) Heritage Sites. The Ngorongoro crater is part of the Ngorongoro Conservation Area (NCA), which spans vast savannah woodlands, forests, and high plains. The Crater is also part of the larger Serengeti



*Ngorongoro Crater*

ecosystem, renowned for the annual wildebeest migration, and its proximity to Olduvai Gorge—a site crucial to understanding early human history thus enhancing its global importance. The IUGS has included Ngorongoro crater in the list of the second 100 heritage sites due to its high scientific value.

## 5. Zanzibar Named Nature Destinations – World 2024



*Jozani Forest*

*Zanzibar Beach*

Zanzibar was recognized as the second-best island destination in the world by the Bounce Travel service provider index published in May 2024. This recognition highlights Zanzibar's stunning beaches, rich cultural heritage, and vibrant marine life. The index acknowledges the historic Stone Town as a must-see tourism attraction, with pristine beaches with crystal-clear waters and lush spice plantations offering unforgettable experiences for nature and water sports lovers.

## 6. Zanzibar Joins Global Sustainable Tourism Council

Zanzibar officially joined the Global Sustainable Tourism Council (GSTC) in May 2024, aligning with its commitment to sustainable tourism development, as highlighted in Zanzibar's Sustainable Tourism Declaration. The joining of the GSTC provides Zanzibar with an opportunity to foster intercultural connections and harmony and hence, promotes the Island's tourism attractiveness.



*Global Sustainable Tourism Council (GSTC)*

**7. Zanzibar Association of Tourism Investors becomes a new affiliate member of UNWTO.**



*ZATI receiving the certificate of affiliate member of UNWTO.*

The United Nations World Tourism Organization (UNWTO) endorsed the Zanzibar Association of Tourism Investors (ZATI) as a new affiliate member in November 2024. This is a significant milestone for ZATI as it strengthens its position in the global tourism network and opens opportunities for collaboration and innovation in the tourism sector while fostering innovation and sustainable development. ZATI is the second member from Tanzania to join UNWTO after the Tanzania Association of Tour Operators (TATO) that joined in 2023.

**8. Ruaha National Park Launches Hot Air Balloon Tours**

Ruaha National Park Hot Air Balloon tour was launched in October 2024, as part of the Park's 60th anniversary celebrations. The park is a key player in ecotourism, offering visitors unique experiences such as game drives, bird watching, and walking safaris. The introduction of hot air balloon rides is expected to attract more tourists and enrich visitors' experience in the park.



*Launching of Hot Air Balloon services*

## 9. International Kite Surfing Competition 2024

Zanzibar Cup Kusi is an international kitesurfing competition launched in August 2024 by Zanzibar National Sports Council. The competition is part of the initiative to boost sports tourism on the Island, fostering cultural exchange and unity among participants from different backgrounds, and promoting peace and brotherhood through sport. It attracted participants from various countries including Austria, Italy, South Africa, the United Kingdom, Poland, the Czech Republic, and Spain.



*Winners of the Zanzibar Cup Kusi 2024*

## 10. New Airline routes

The strong recovery of the tourism sector was also supported by the introduction of new airline routes. The country attracted several airlines, enhancing its connectivity and accessibility. Some of the airlines include:

- (i) **World2fly:** In June 2024, World2fly made its inaugural landing in Zanzibar, bringing over 400 tourists from Madrid, Spain. This flight marks the beginning of a new weekly route between Madrid and Zanzibar, operating every Saturday. The route is expected to boost the number of visitors from Southern Europe, particularly Spain and Portugal, by providing reliable travel options to Zanzibar.

- (ii) **Jambojet:** In July 2024, Jambojet introduced a new route between Mombasa and Zanzibar. The route addresses the lack of direct flights between the two coastal cities, offering a more convenient alternative to the lengthy road or ferry journeys and indirect flight routes used currently. Jambojet operates four non-stop flights per week, with plans to increase it to six aligning with the tourism growth strategy and providing affordable and convenient connectivity within East Africa.
- (iii) **TUI Fly:** In November 2024, TUI introduced a new flight between Zanzibar and Netherlands, The Airline flies twice a week, bringing 300 travellers to the Isles.



*Inauguration ceremony of TUI Airline at AAKIA*

## 11. Land Rover Festival in Arusha

Arusha, a city known for its vibrant culture and as a gateway to Tanzania's safari destinations hosted a remarkable event that's drawing attention from around the globe. The Land Rover Festival took place in October 2024. The festival aimed at celebrating the vehicle's versatility and its pivotal role in the safari industry. Participants enjoyed activities such as a 12- kilometre convoy to Arusha National Park and family friends' entertainment. The event was a unique opportunity for Arusha to shine on the international stage, highlighting its cultural richness and the spirit of adventure that is at the heart of the city.



*Land Rover Festival Convoy in Arusha*

## Chapter 2: Results of the Visitors' Exit Survey

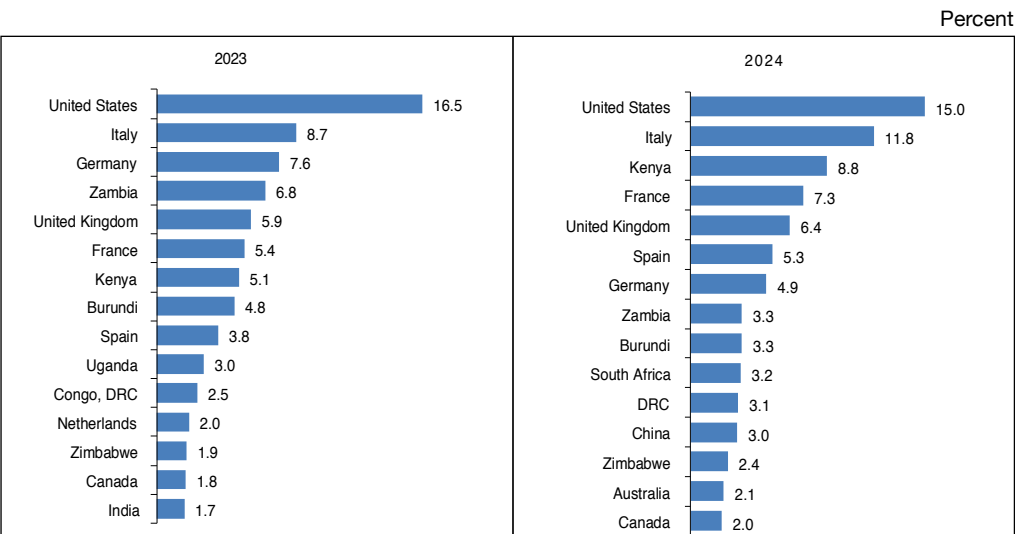
### 2.1 Introduction

This chapter highlights key findings of the International Visitors' Exit Survey conducted during tourists' high peak season in August 2024. The survey covered eight exit points using a structured questionnaire to obtain information about visitors' demographics as well as travel experience and expenditure. It also highlights areas that need improvement to enhance visitors' satisfaction.

### 2.2 Source Markets

The survey findings indicate that traditional source markets continued to dominate. The top 15 source markets accounted for over 80 percent of the total visitors with the United States of America, Italy and Kenya leading. The list remained broadly like the preceding year, except for South Africa, China, and Australia, which were new entrants. For the first time, China was on the list of the top 15 source markets attributable to promotional efforts made by the Government including, the “Amazing Tanzania” documentary launched in China (Chart 2.1).

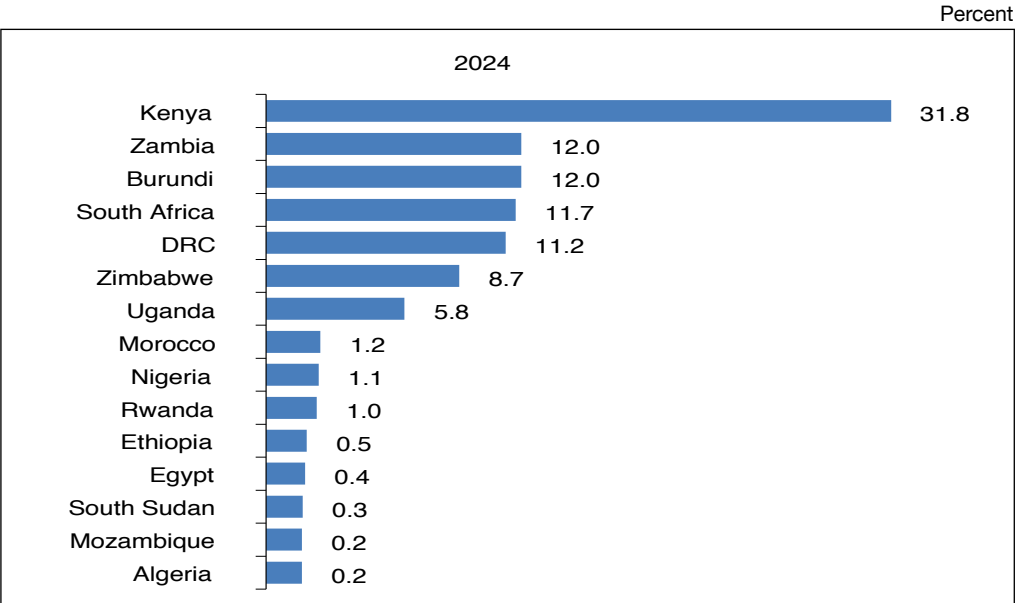
**Chart 2.1: Top 15 Source Markets for the URT**



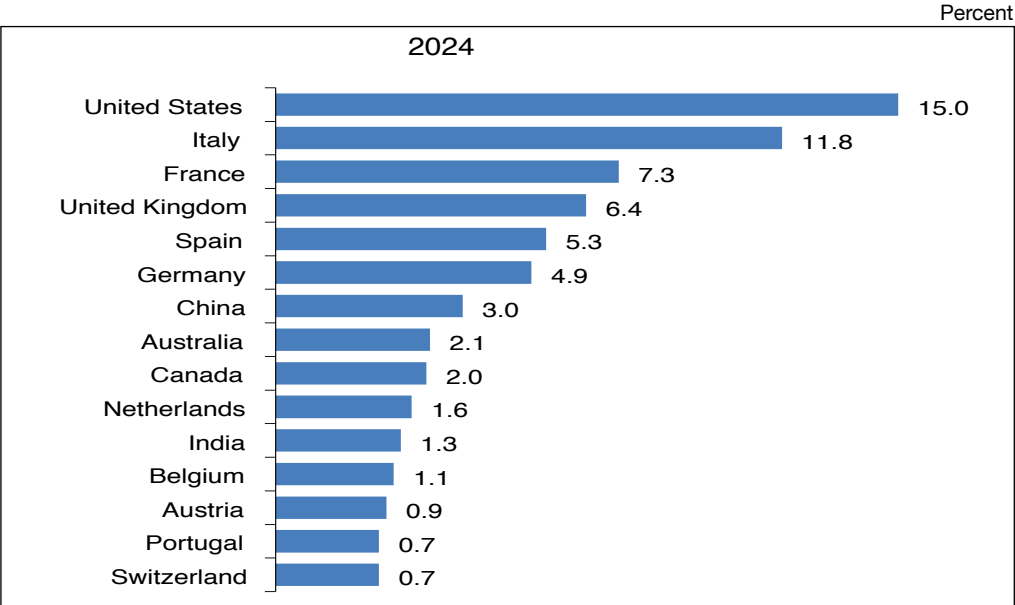
Region wise, visitors from African countries were mainly from Kenya, Zambia and Burundi, while those from other regions were dominated by the United States of America and Italy (Chart 2.2).

Chart 2.2: Top 15 Source Markets for URT by Regions

African Source Markets

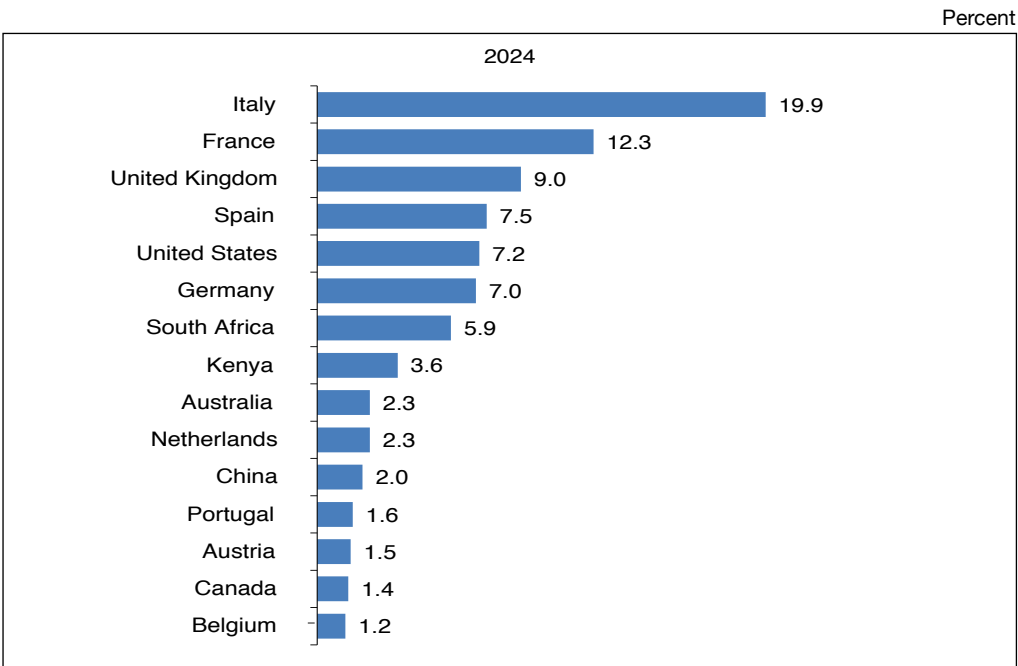
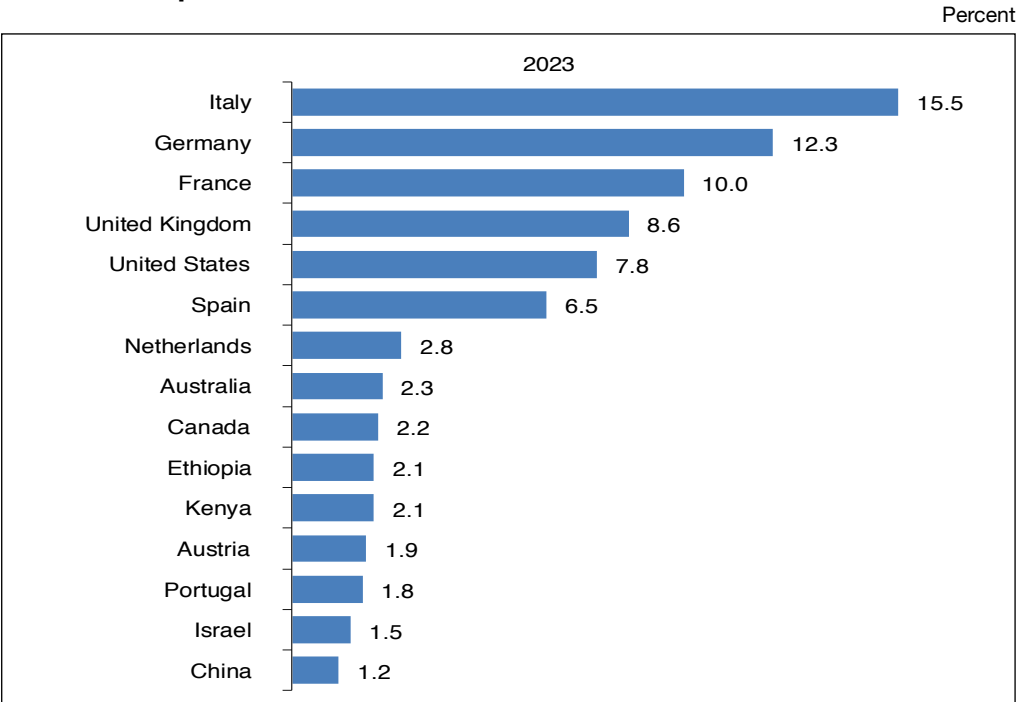


Other Long-haul Destinations



In Zanzibar, the list of the top 15 source markets accounted for about 85 percent of the total visitors. Italy maintained its first position as a source market for Zanzibar. Other important source markets were France, Spain, and the United Kingdom (Chart 2.3).

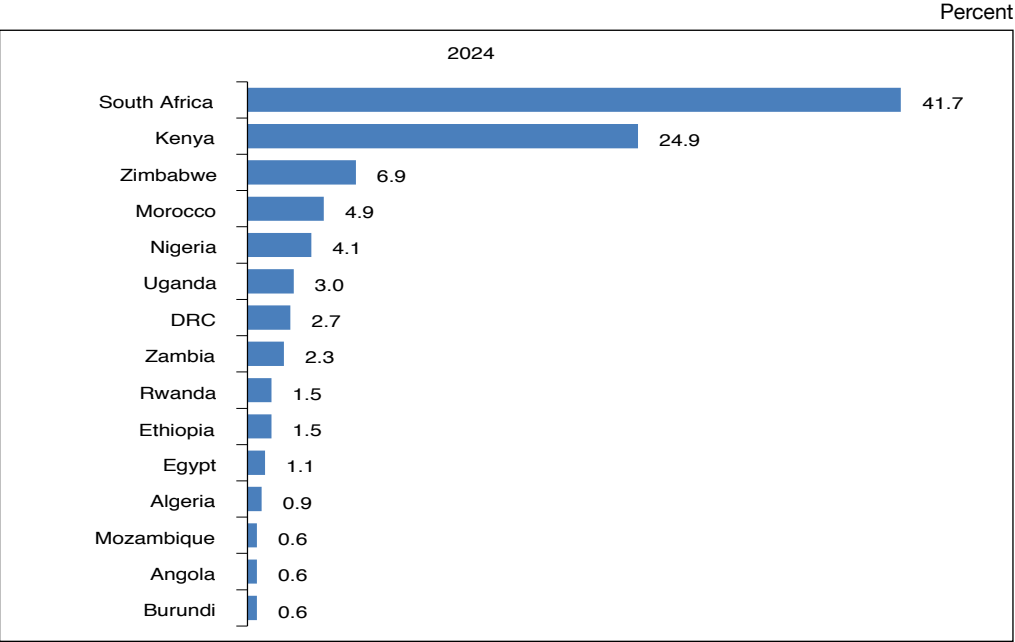
Chart 2.3: Top 15 Source Markets for Zanzibar



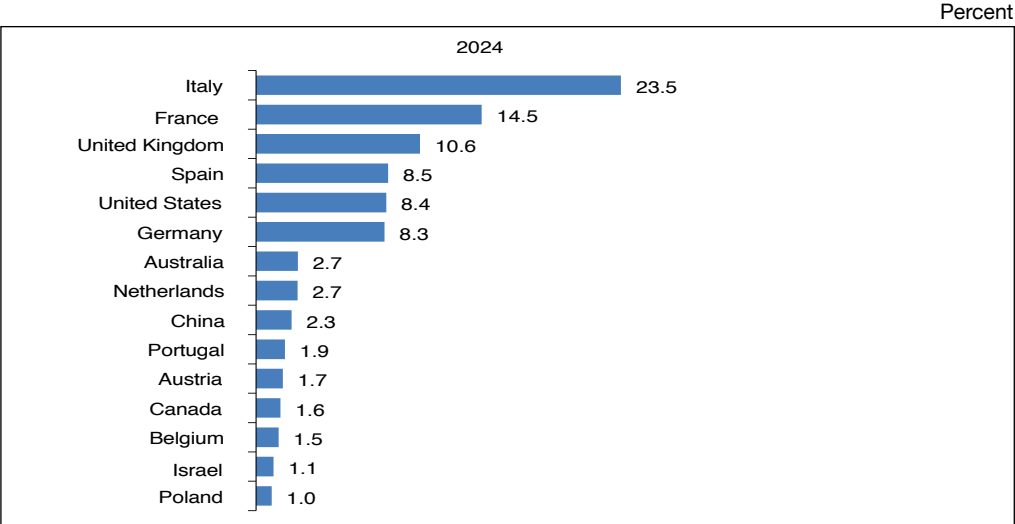
In Zanzibar, majority of African visitors came from South Africa and Kenya, while from other regions Italy and France dominated (Chart 2.4).

Chart 2.4: Top 15 Source Market for Zanzibar by Regions

African Source Markets



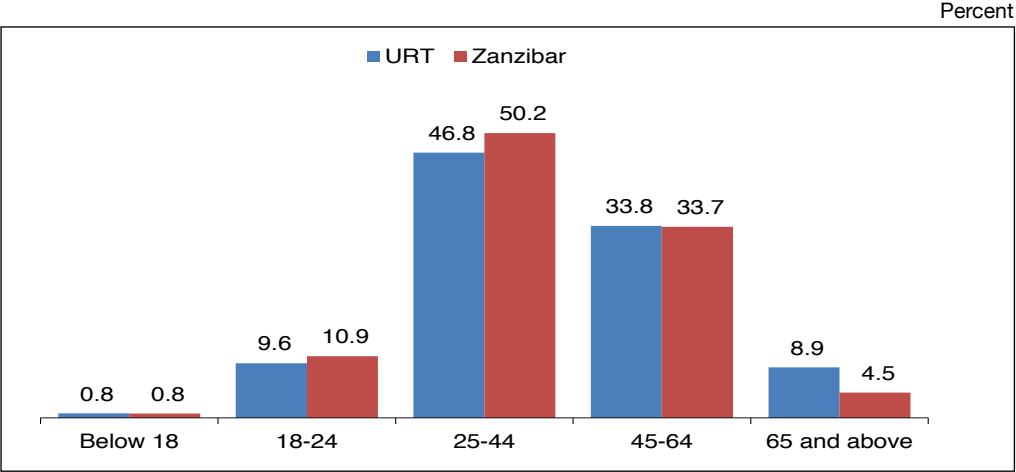
Other Long-haul Destinations



2.3 Age Group

The survey results indicate that the majority of visitors in both the United Republic of Tanzania and Zanzibar were in the age group of 25 - 44 years old, accounting for nearly half of the total visitors. Visitors in the age group of 45-64 years, were second in premirence, accouting-third of the surveyed visitors (Chart 2.5).

Chart 2.5: Distribution of Visitors by Age Group



The majority of visitors across the top 15 source markets were in the age group of 25-44, which was the leading group in bringing in more visitors than other groups. The majority of visitors from the United States of America were senior citizens, while visitors in the age group of 45-64 mainly came from Canada and Spain (Table 2.1).

Table 2.1: Visitors from Top 15 Source Markets by Age Group, URT

Percent

Country of residence	Age group					Total
	Below 18	18-24	25-44	45-64	65 and above	
United States	5.3	8.0	27.9	27.6	31.2	100
Italy	9.8	13.7	47.8	24.8	4.0	100
Kenya	15.0	14.2	47.8	20.6	2.4	100
France	12.5	17.8	41.1	26.0	2.7	100
United Kingdom	19.1	15.0	35.5	25.7	4.8	100
Spain	7.8	14.5	41.0	33.0	3.7	100
Germany	10.8	19.1	36.5	29.0	4.6	100
Burundi	10.3	14.3	52.3	20.6	2.4	100
Zambia	2.6	4.3	61.5	31.2	0.4	100
South Africa	9.0	14.1	45.2	25.2	6.6	100
DRC	8.2	5.4	59.7	24.9	1.7	100
China	2.5	7.0	62.0	23.9	4.5	100
Zimbabwe	4.5	6.8	65.1	22.8	0.8	100
Australia	5.7	7.9	32.4	32.4	21.7	100
Canada	6.0	22.0	26.7	34.0	11.3	100

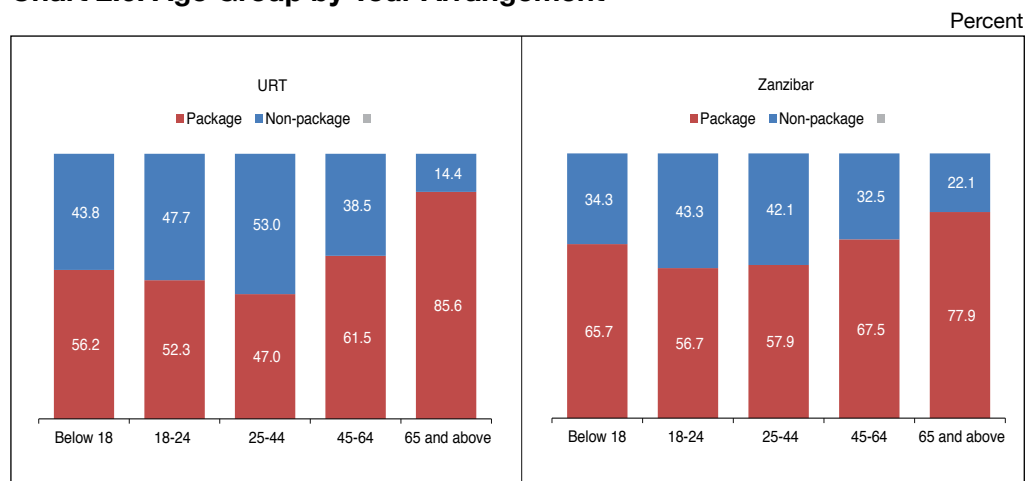
China and Italy had a high share of visitors in the age group of 25-44 in Zanzibar. The pattern for the source markets is consistent with the recorded number of visitors across all age groups, except the United States of America, which had a significant share of senior citizens (Table 2.2).

**Table 2.2: Visitors from Top 15 Source Markets by Age Group, Zanzibar**

Country of residence	Age group					Percent
	Below 18	18-24	25-44	45-64	65 and above	Total
Italy	10.8	13.8	52.1	20.5	2.8	100
France	14.2	17.6	41.9	24.3	2.0	100
United Kingdom	20.8	15.4	36.4	23.1	4.3	100
Spain	8.9	13.4	47.9	28.2	1.6	100
United States	8.2	14.6	43.9	18.1	15.2	100
Germany	12.3	20.9	41.4	24.1	1.3	100
South Africa	9.8	16.0	46.5	21.3	6.5	100
Kenya	12.7	18.0	46.9	20.4	2.0	100
Australia	7.6	11.4	44.9	26.6	9.5	100
Netherlands	18.7	13.5	31.0	35.5	1.3	100
China	1.5	9.0	60.2	29.3	0.0	100
Portugal	16.7	19.4	31.5	30.6	1.9	100
Austria	7.9	17.8	48.5	24.8	1.0	100
Canada	8.7	18.5	39.1	30.4	3.3	100
Belgium	23.3	11.6	34.9	30.2	0.0	100

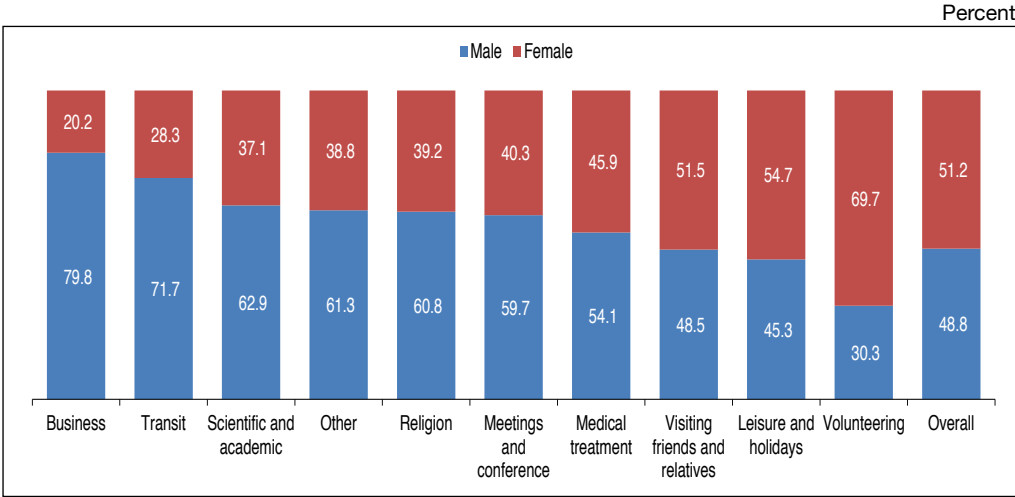
Most visitors in all age groups used the package tour arrangement both in URT and Zanzibar, save for visitors aged 25 – 44 years to URT who mainly used the non-package tour arrangement. Additionally, majority of senior citizens used the package tour arrangement (Chart 2.6).

**Chart 2.6: Age Group by Tour Arrangement**

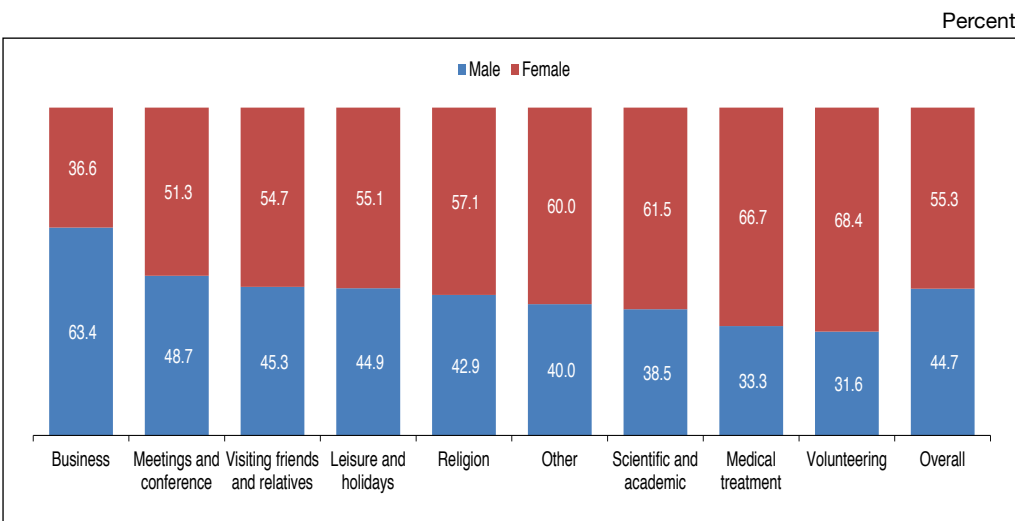


The number of female visitors to URT was higher compared to male visitors. Male visitors were dominant in business, transit, as well as in academic and scientific. On the other hand, female visitors were dominant in volunteering, leisure and holidays, and VFR (Chart 2.7). In Zanzibar, more than half of the visitors were female and dominated most of the purposes (Chart 2.8).

**Chart 2.7: Gender by Purpose of Visit, URT**



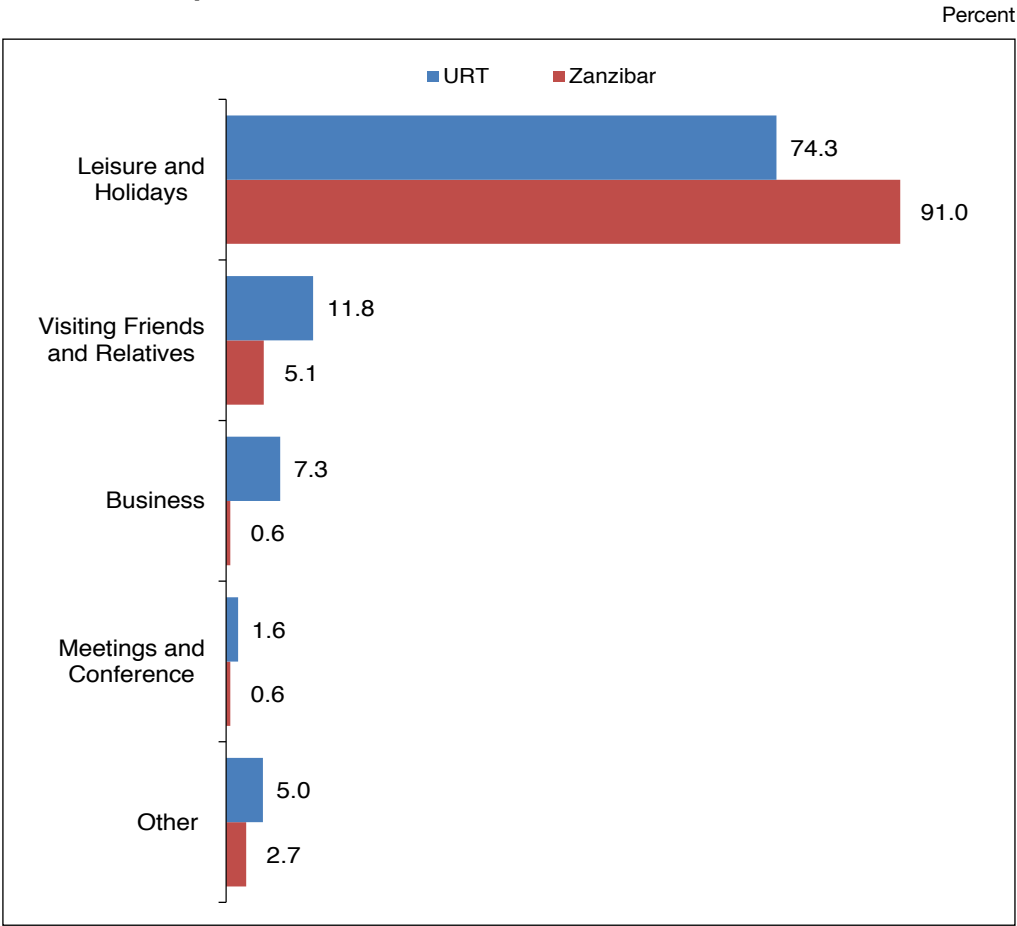
**Chart 2.8: Gender by Purpose of Visit, Zanzibar**



2.4 Purpose of Visit

In 2024, about 74.3 percent of visitors to URT came for leisure and holidays, followed by those visiting friends and relatives. In Zanzibar, 91 percent of visitors came for leisure and holidays, followed by visiting friends and relatives (Chart 2.9). A similar trend was observed in the previous surveys. The dominance of leisure and holidays reflects unique tourist attractions including abundance of wildlife and white sand beaches. The main source of markets for holiday and leisure purposes to URT came from the United States, Italy, and France. In the region, the positive long-standing interaction between URT and neighbouring countries was reflected in a high number of visitors from Kenya, who were visiting for religious purposes, while visitors from Burundi were visiting for scientific and academic purposes, and those from Zambia and DRC came for Business (Table 2.3).

Chart 2.9: Purpose of Visit, URT and Zanzibar



**Table 2.3: Visitors from Top 15 Source Markets by Purpose of Visit for URT**

Country of residence	Purpose of visit							Percent
	Leisure and holidays	Volunteering	Scientific and academic	Meetings and conference	Visiting friends and relatives	Business	Other	Total
United States	18.9	15.0	11.4	7.3	3.0	0.5	4.8	15.1
Italy	14.6	25.8	0.0	0.0	2.3	0.4	0.6	11.6
Kenya	2.9	2.6	5.7	24.2	40.5	6.3	32.0	8.8
France	9.2	4.5	0.0	2.4	1.4	0.1	0.3	7.2
United Kingdom	7.0	10.1	1.4	2.0	6.8	0.3	0.6	6.3
Spain	6.9	4.1	2.9	0.0	0.6	0.4	0.0	5.3
Germany	5.7	5.6	2.9	2.4	3.5	0.7	0.9	4.8
Burundi	0.5	0.0	37.1	2.0	14.2	3.4	29.5	3.2
Zambia	0.5	0.0	2.9	1.2	1.3	35.1	4.8	3.2
South Africa	3.8	0.0	0.0	4.8	0.9	1.0	0.9	3.1
China	3.6	11.6	0.0	0.8	0.6	0.8	0.9	3.0
DRC	0.7	0.0	1.4	2.8	7.1	16.6	10.5	3.0
Zimbabwe	0.7	0.0	0.0	0.8	0.7	23.0	1.4	2.3
Australia	2.7	1.9	0.0	0.4	0.4	0.0	0.0	2.1
Canada	2.6	1.5	4.3	0.8	0.7	0.2	0.0	2.1
Other	19.7	17.2	30.0	48.0	16.1	11.2	12.5	18.9
Grand total	100	100	100	100	100	100	99.7	100

Note: "Other" in purpose of visit category includes visitors who came for purposes other than those listed in the main categories. This includes visitors coming for weddings, medical purposes, transit, religious, among others.

In Zanzibar, most holiday visitors came from Italy and France, while the United Kingdom topped in volunteering, as well as visiting friends and relatives. Kenya mostly led in bringing visitors for meetings and conferences as well as visiting friends and relatives (Table 2.4).

**Table 2.4: Visitors from Top 15 Source Markets by Purpose of Visit for Zanzibar**

Country of residence	Purpose of Visit							Percent
	Leisure and holidays	Volunteering	Scientific and academic	Meetings and conference	Visiting friends and relatives	Business	Other	Total
Italy	20.6	15.0	0.0	0.0	7.4	2.4	0.0	19.9
France	13.2	25.8	0.0	5.1	3.7	2.4	0.0	12.3
United Kingdom	8.5	2.6	7.7	5.1	20.1	0.0	0.0	9.0
Spain	8.0	4.5	15.4	0.0	1.7	0.0	0.0	7.5
United States	7.4	10.1	23.1	10.3	1.7	7.3	0.0	7.2
Germany	7.3	4.1	0.0	2.6	7.1	0.0	7.1	7.0
South Africa	6.3	5.6	0.0	2.6	2.8	12.2	0.0	5.9
Kenya	2.2	0.0	15.4	23.1	21.8	19.5	85.7	3.6
Netherlands	2.4	0.0	0.0	5.1	1.4	0.0	0.0	2.3
Australia	2.4	0.0	0.0	0.0	1.7	0.0	7.1	2.3
China	1.6	11.6	0.0	2.6	1.7	2.4	0.0	2.0
Portugal	1.5	0.0	30.8	0.0	2.3	0.0	0.0	1.6
Austria	1.5	0.0	0.0	0.0	0.3	0.0	0.0	1.5
Belgium	1.1	1.5	0.0	5.1	3.1	0.0	0.0	1.2
Other	14.6	17.2	7.7	38.5	21.2	51.2	0.0	15.2
Grand total	100	100	100	100	100	100	100	100

Note: "Other" in purpose of visit category includes visitors who came for purposes other than those listed in the main categories. This includes visitors coming for weddings, medical purposes, transit, religious, among others.

2.5 Travel Arrangement

2.5.1 Travel Arrangement in URT

The proportion of visitors travelling to the URT under the package tour arrangement increased to 56.3 percent in 2024 from 49 percent in the preceding year and consistently rising for the past 4 years since 2021 (Chart 2.10). Most visitors under the package tour arrangements came from the United States, China, and Australia (Chart 2.11). Meanwhile, Zambia, Burundi and DRC led in bringing visitors under the non-package tour arrangement.

Chart 2.10: Visitors Trend by Tour Arrangement, URT

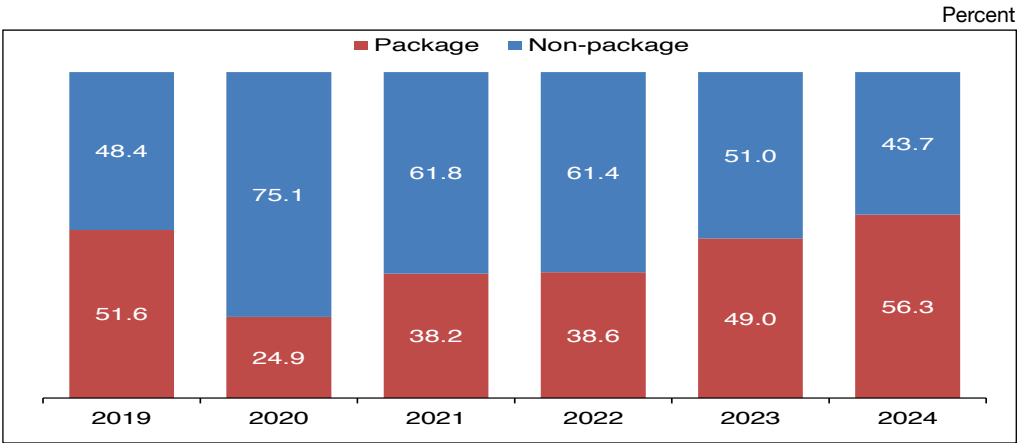
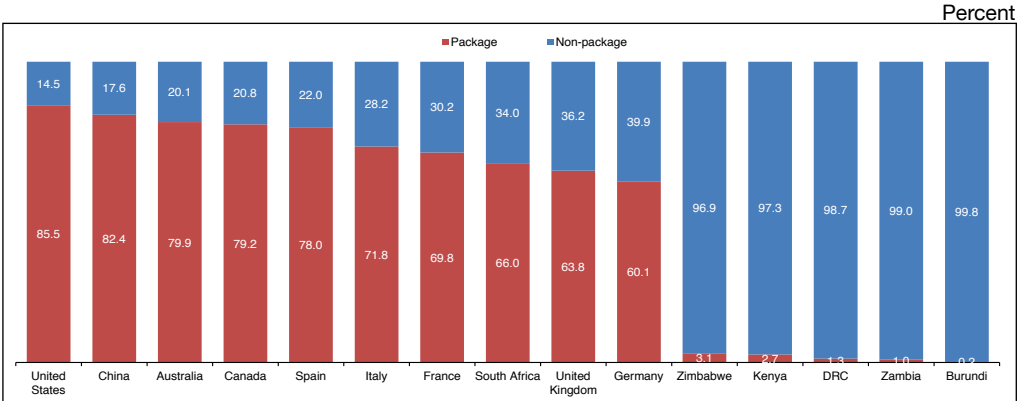
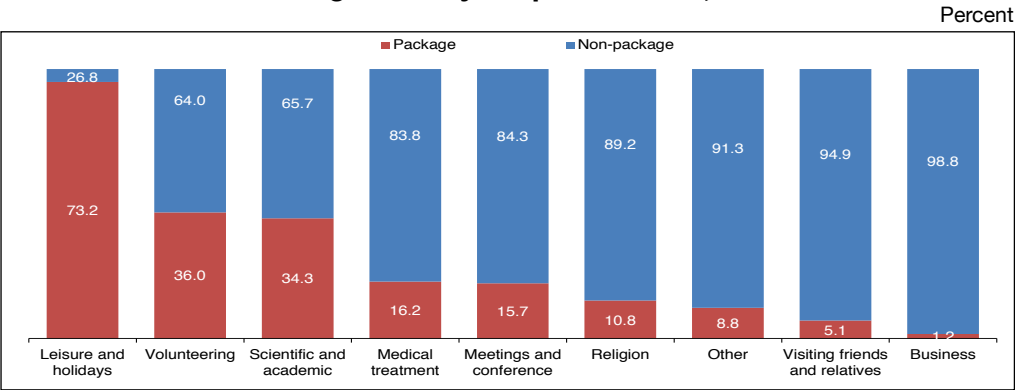


Chart 2.11: Visitors from Top 15 Source Markets by Tour Arrangement, URT



Most travellers who came to the URT for leisure and holiday purpose preferred the package tour arrangement, while other purposes of visit preferred the non-package tour arrangement (Chart 2.12). It is worth noting that, most holiday visitors came from Europe.

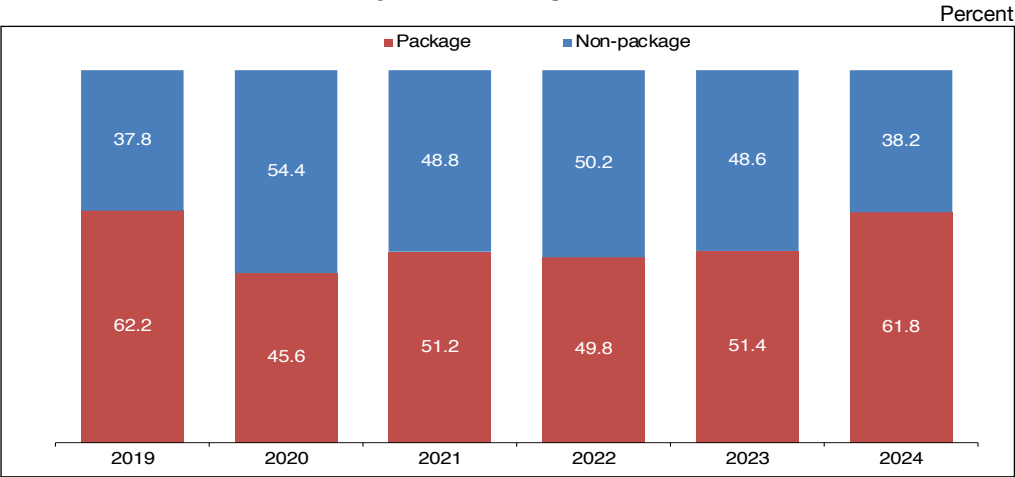
Chart 2.12: Travel Arrangement by Purpose of Visit, URT



2.5.2 Travel Arrangement in Zanzibar

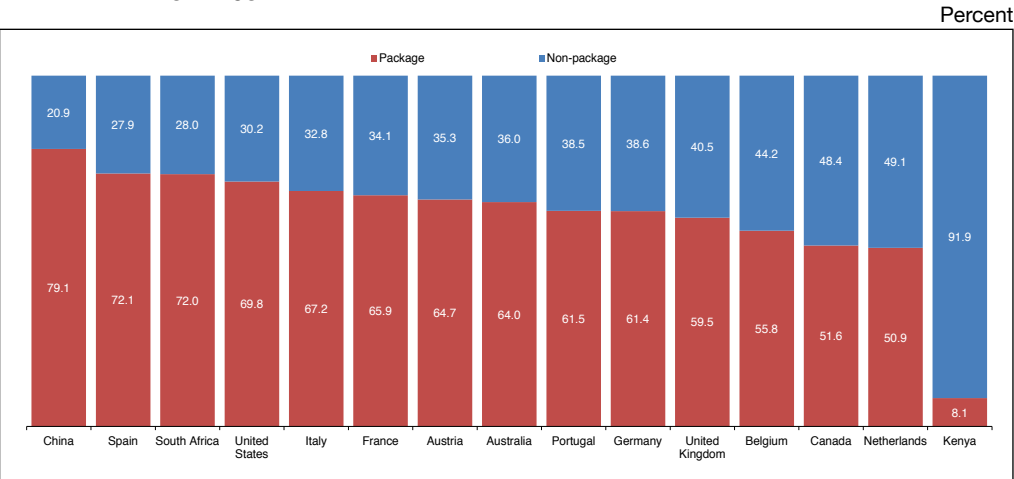
In Zanzibar, the package tour arrangement also remained the most preferred option by most visitors, gaining from the previous year’s position by 10.4 percentage points (Chart 2.13).

Chart 2.13: Visitors Trend by Tour Arrangement, Zanzibar

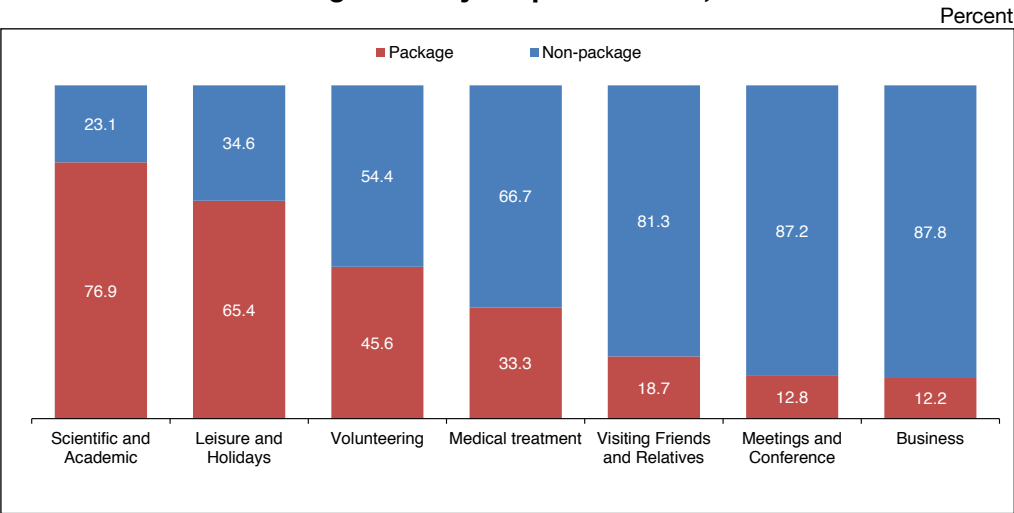


Zanzibar remains a destination that is widely visited by long-haul travellers under the package tour arrangement. China, Spain, and South Africa topped the travel by the package tour arrangement in 2024, while the majority of Kenyan visitors led in the non-package tour arrangement (Chart 2.13). Most scientific and academic as well as leisure and holiday travellers preferred the package tour arrangement, while other categories utilized the non-package tour arrangement (Chart 2.14).

**Chart 2.14: Visitors from Top 15 Source Markets by Tour Arrangement, Zanzibar**



**Chart 2.15: Travel Arrangement by Purpose of Visit, Zanzibar**



## 2.6 Nights Spent and Length of Stay

### 2.6.1 Nights Spent

In 2024, the survey results show that 43 percent of the visitors spent 8 to 14. A similar pattern was observed during the previous surveys (Chart 2.16). Majority of visitors who stayed for 8 to 14 nights in URT were holiday makers. Visitors who came to visit friends and relatives as well as business visitors mainly stayed for 4 to 7 nights (Table 2.5)

Chart 2.16: Visitors Proportion by Nights Spent, URT

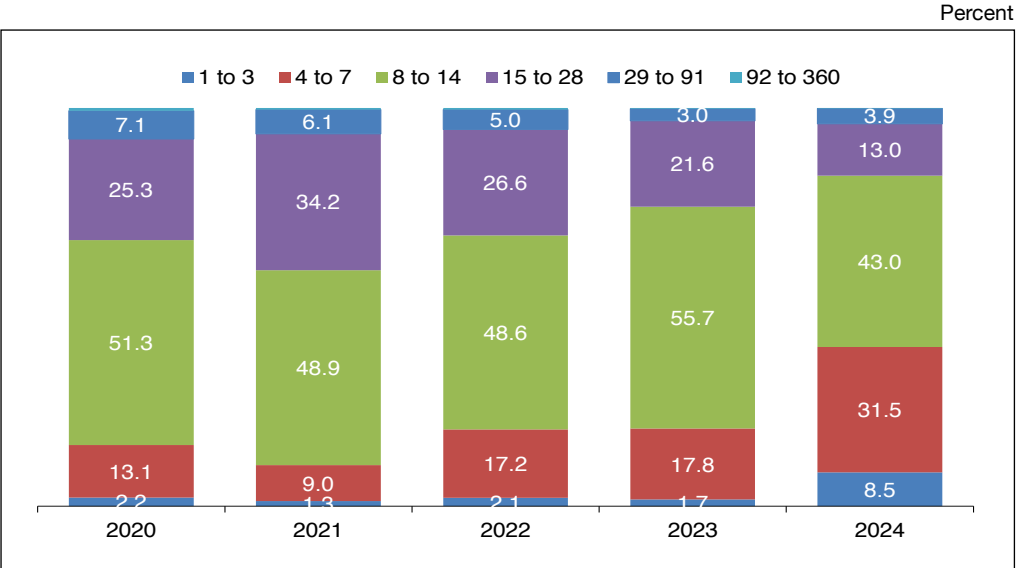


Table 2.5: Distribution of Visitors by Nights Spent and Purpose of Visit, URT

Percent

Night Spent	Purpose of visit										Total
	Leisure and holidays	Business	Visiting friends and relatives	Medical treatment	Meetings and conference	Religion	Scientific and academic	Volunteering	Transit	Other	
1 to 3	3.4	25.8	19.2	12.2	21.4	29.7	37.1	0.0	77.3	20.0	8.5
4 to 7	31.4	45.9	27.6	21.6	43.5	51.4	10.0	3.4	20.7	30.0	31.5
8 to 14	51.3	14.5	22.9	17.6	21.0	5.4	20.0	25.5	1.5	18.8	43.0
15 to 28	12.7	7.9	17.2	20.3	9.7	5.4	15.7	30.7	0.0	15.0	13.0
29 to 91	1.2	6.0	12.6	28.4	4.0	8.1	10.0	40.4	0.5	15.0	3.9
92 to 360	0.0	0.1	0.4	0.0	0.4	0.0	7.1	0.0	0.0	1.3	0.1
Total	100	100	100	100	100	100	100	100	100	100	100

In Zanzibar, about 55 percent of visitors spent 8 to 14 nights, followed by those who spent 15 to 28 nights. The same pattern was observed in the previous surveys (Chart 2.17). The majority of visitors who stayed for 8 to 14 nights came for leisure and holidays, business as well as visiting friends and relatives (Table 2.6).

Chart 2.17: Visitors Proportion by Night Spent, Zanzibar

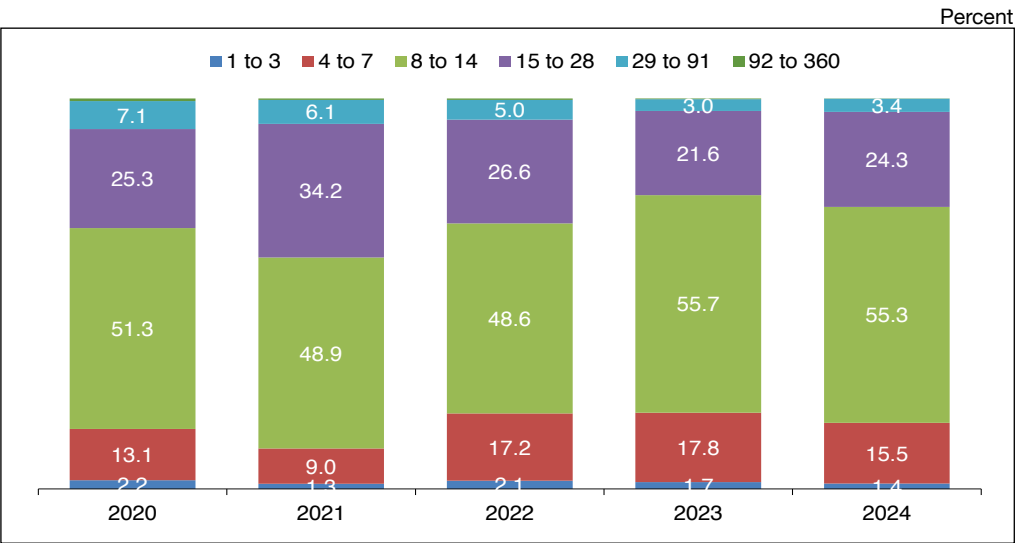


Table 2.6: Distribution of Visitors by the Nights Spent and Purpose of Visit, Zanzibar

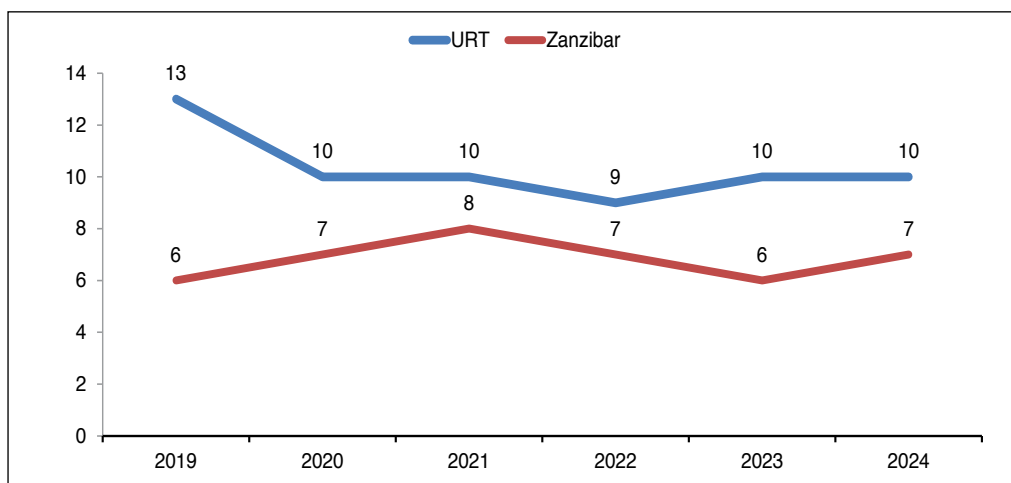
Percent

Night Spent	Purpose of visit							Total
	Leisure and holidays	Business	Visiting friends and relatives	Meetings and conference	Scientific and academic	Volunteering	Other	
1 to 3	0.6	14.6	6.8	25.6	0.0	7.6	17.6	1.4
4 to 7	14.8	34.1	21.5	25.6	38.5	17.1	64.7	16
8 to 14	57.2	41.5	42.8	28.2	15.4	26.6	5.9	55
15 to 28	24.8	9.8	20.4	17.9	30.8	22.2	0.0	24
29 to 91	2.5	0.0	8.2	2.6	15.4	25.3	11.8	3.4
92 to 360	0.0	0.0	0.3	0.0	0.0	1.3	0.0	0.1
Total	100	100	100	100	100	100	100	100

2.6.2 Average Length of Stay

The overall average length was 10 nights similar to the previous survey. It is worth noting that the average length of stay has consistently remained 10 nights over the past five years. For Zanzibar, the overall average length of stay was 7 nights, an increase of one night from 2023 (Chart 2.18).

**Chart 2.18: Average Length of Stay, URT and Zanzibar, 2019 – 2024**



In URT, visitors who came from France stayed the longest with an overall average of 15 nights, followed by Germany and Canada. Under leisure and holidays, visitors who stayed the longest were mainly from long-haul source markets (Table 2.12). In the case of Zanzibar, visitors from Italy, Spain, South Africa, Germany, and the Netherlands stayed the longest with an average of 8 nights (Table 2.8).

**Table 2.7: Average Length of Stay of Top 15 Source Market by Purpose, URT**

Country of residence	Purpose of visit					Average
	Leisure and holidays	Business	Medical treatment	Visiting friends and relatives	Other	
United States	12	9	-	7	12	11
Italy	11	3	-	10	16	12
Kenya	7	5	6	8	8	6
France	13	7	-	17	24	15
United Kingdom	13	7	-	16	15	13
Spain	13	4	-	16	15	12
Germany	12	9	-	18	20	14
Burundi	6	7	16	4	5	6
Zambia	7	10	-	7	9	9
South Africa	10	6	-	11	-	9
China	7	7	-	6	-	7
DRC	8	9	13	9	13	10
Zimbabwe	6	4	-	10	3	6
Australia	11	6	-	19	27	13
Canada	14	9	-	15	17	14
Average	10	7	11	11	14	10

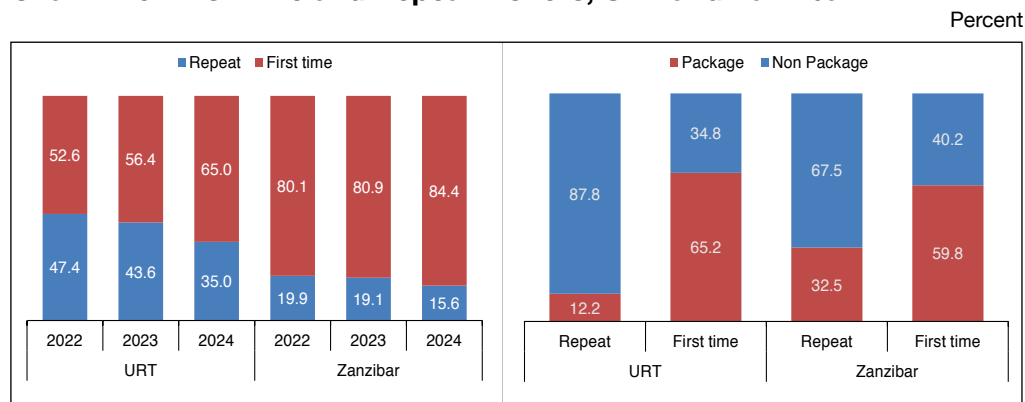
**Table 2.8: Average Length of Stay of Top 15 Source Market by Purpose, Zanzibar**

Country of residence	Purpose of visit					Average
	Leisure and holidays	Business	Medical treatment	Visiting friends and relatives	Other	
Italy	8	7	-	7	8	8
France	7	4	-	7	7	7
United Kingdom	6	4	-	7	9	7
Spain	7	-	-	11	7	8
United States	6	5	-	3	3	5
Germany	8	2	-	8	7	8
South Africa	8	7	-	12	-	8
Kenya	6	6	4	5	3	5
Netherlands	9	2	-	10	4	8
Australia	5	-	-	3	6	5
China	5	2	-	7	24	6
Portugal	6	-	-	7	8	6
Austria	6	-	-	14	7	7
Canada	6	1	-	5	7	5
Belgium	7	8	-	6	3	6
Average	7	5	4	7	7	7

## 2.7 First-time and Repeat Visits

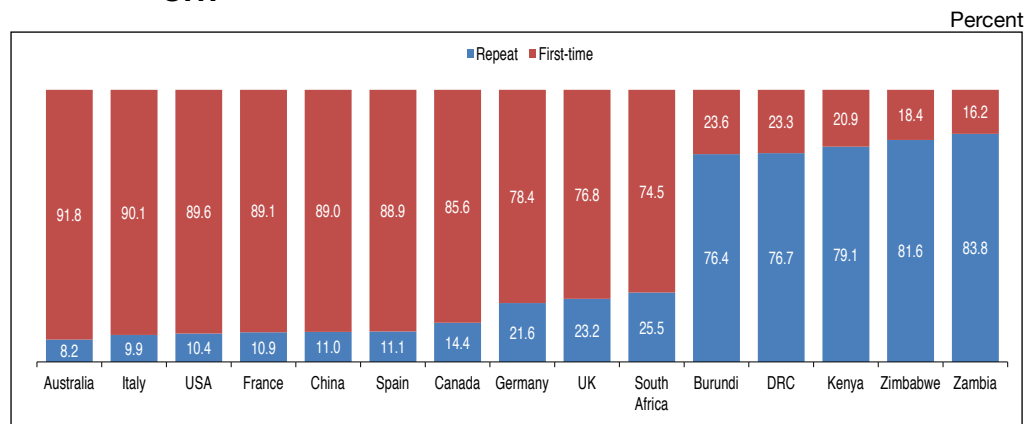
In 2024, the survey's findings indicate that 65 percent of the respondents in URT were first-time visitors compared to 56.4 percent in 2023. The same trend was observed in Zanzibar, albeit at different levels. Like the previous surveys, the majority of first-time visitors both in URT and Zanzibar preferred the package tour arrangement, whereas repeat visitors mostly used the non-package tour arrangement, due to their familiarity with the destination (Chart 2.19).

**Chart 2.19: First-time and Repeat Visitors, URT and Zanzibar**



A large number of first-time visitors came from long-haul source markets such as Australia, Italy, the United States and France. On the other hand, repeat visitors were primarily from Zambia, Zimbabwe, Kenya, and the Democratic Republic of Congo, consistent with business and family ties with Tanzania (Chart 2.20).

**Chart 2.20: First-time and Repeat Visitors by Top 15 Source Markets, URT**



In URT, the main purpose of visit for the majority of first-time visitors was leisure and holidays, while repeat visitors came for business as well as visiting friends and relatives. In Zanzibar, most of the first-time and repeat visitors came for leisure and holidays as well as visiting friends and relatives (Table 2.9).

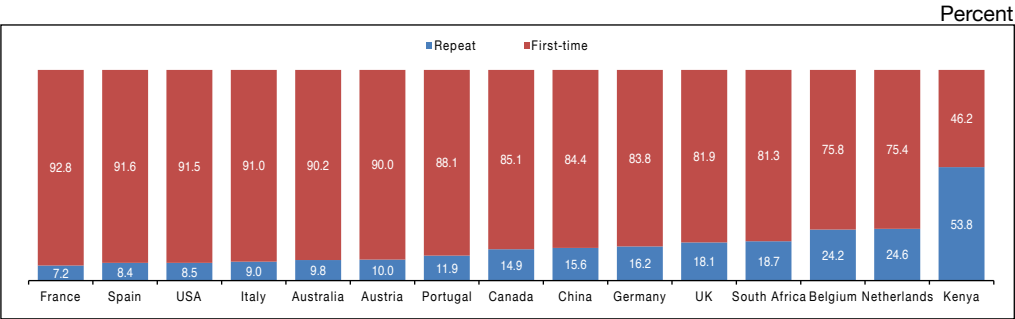
**Table 2.9: First-time Visitors and Repeat Visitors by Purpose of Visit, URT and Zanzibar**

Percent

Purposes of visit	URT		Zanzibar	
	Repeat visitors	First-time visitors	Repeat visitors	First-time visitors
Leisure and holidays	24.7	85.7	62.8	92.6
Visiting friends and relatives	33.1	5.2	26.5	3.1
Business	29.5	3.3	1.2	2.4
Meetings and conference	4.4	1.5	2.9	0.8
Medical treatment	1.2	0.2	4.3	0.6
Transit	3.2	1.0	0.5	0.3
Volunteering	1.0	2.1	0.7	0.0
Religion	1.2	0.3	0.7	0.0
Scientific and academic	0.5	0.3	0.5	0.0
Other	1.1	0.4	0.0	0.2
Total	100	100	100	100

The largest proportion of first-time visitors to Zanzibar came from France, Spain, The United States of America, and Italy, while repeat visitors came mainly from the Kenya and Netherlands (Chart 2.21).

**Chart 2.21: First-time and Repeat Visitors by Top 15 Source Markets, Zanzibar**



2.8 Travel Party

In URT, visitors who travelled with friends and relatives dominated in 2024 which is different from the pattern observed in the past five years. The trend of travel party shows that majority of visitors to URT came alone with a declining share over time. Visitors who came with parents were the least in all years (Table 2.10). Visitors who travelled alone ranked second, followed by those who travelled with their spouse (Chart 2.22).

**Chart 2.22: Visitors by Travel party, URT.**

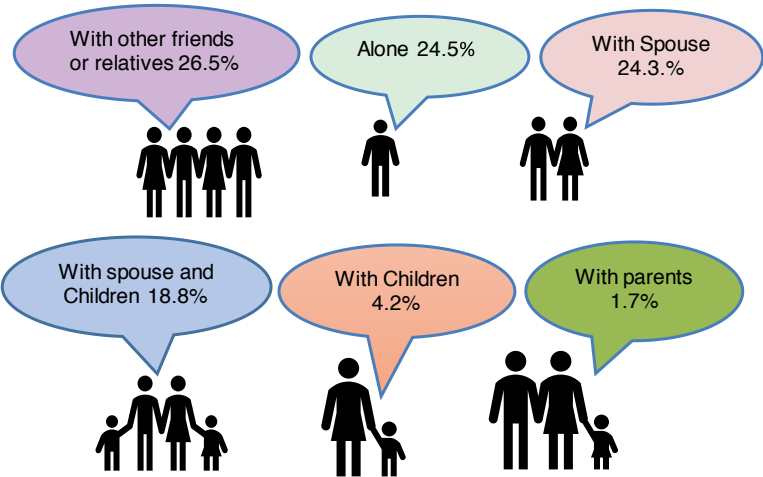
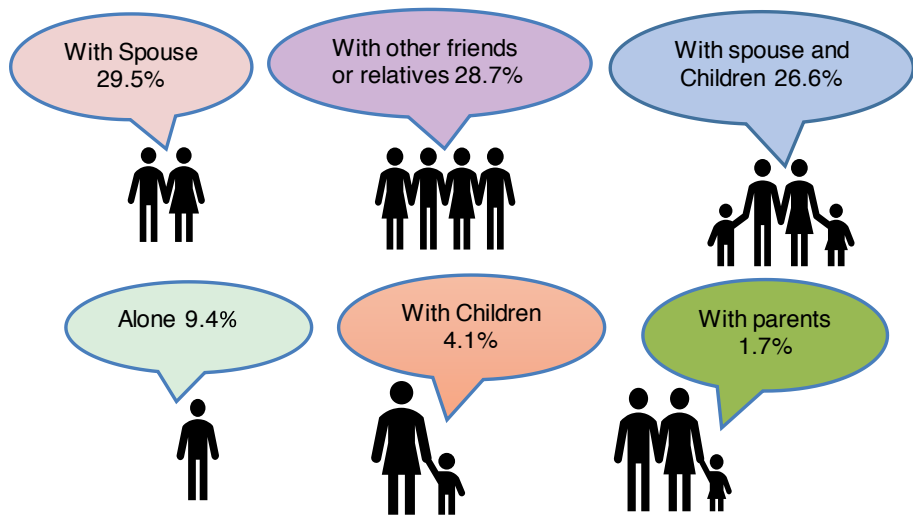


Table 2.10: Trend of Visitors by Travel Party

Travel party	URT			Zanzibar		
	2022	2023	2024	2022	2023	2024
With other friends and relatives	25.3	22.0	26.5	25.8	24.0	28.7
Alone	32.9	32.1	24.5	10.1	11.7	9.4
With Spouse	26.0	26.4	24.3	39.9	36.2	29.5
With spouse and children	9.3	13.4	18.8	15.3	20.8	26.6
With children	3.9	4.2	4.2	4.9	4.5	4.1
With parents	2.6	1.8	1.7	4.1	2.8	1.7
Total	100	100	100	100	100	100

In Zanzibar, visitors who travelled with a spouse continue to dominate (Chart 2.23). The trend of travel party shows that majority of visitors came with a spouse in all years, followed by those who came to visit friends and relatives particularly from 2021 to 2024. Similar to URT, visitors who came with parents were the least in all years (Table 2.11). The survey results show that in URT, the majority of visitors under all travel parties came for leisure and holidays, followed by those visiting friends and relatives (Table 2.11). A similar array was observed in Zanzibar (Table 2.12).

Chart 2.23: Visitors by Travel Party, Zanzibar



**Table 2.11: Distribution of Travel Party and Purpose of Visit, URT**

Purpose of Visit	Percent					
	Alone	With children	With other friends and relatives	With parents	With spouse and children	With spouse/partner
Leisure and holidays	44.4	62.2	74.3	84.3	92.6	91.2
Visiting friends and relatives	21.2	31.1	10.0	12.3	6.3	5.1
Business	21.8	1.4	5.1	0.0	0.4	2.1
Volunteering	2.5	1.9	3.5	0.8	0.1	0.5
Meetings and conference	4.2	0.2	1.9	0.0	0.2	0.4
Scientific and academic	0.7	0.9	0.7	0.8	0.0	0.3
Transit	0.6	0.0	1.1	0.0	0.0	0.2
Religion	1.0	0.3	0.9	0.0	0.0	0.1
Medical treatment	0.7	1.4	0.7	1.9	0.2	0.0
Other	2.9	0.6	1.8	0.0	0.1	0.2
Total	100	100	100	100	100	100

**Table 2.12: Distribution of Travel Party and Purpose of Visit, Zanzibar**

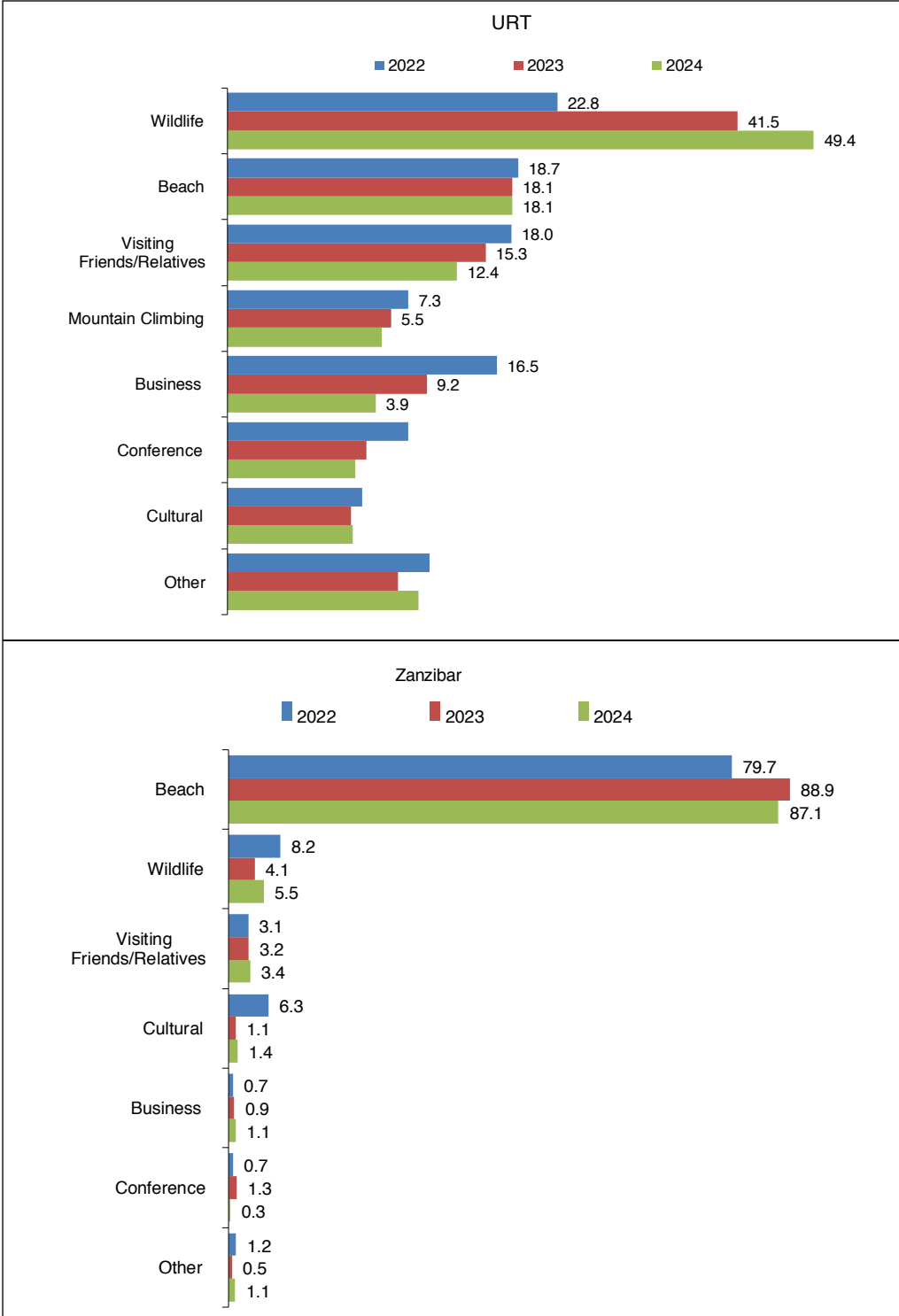
Purpose of visit	Percent					
	Alone	With children	With other friends and relatives	With parents	With spouse and children	With spouse/partner
Leisure and holidays	70.5	87.9	91.0	95.0	94.8	94.2
Visiting friends and relatives	14.2	10.7	2.6	5.0	5.0	4.1
Volunteering	5.9	0.0	5.4	0.0	0.0	0.6
Business	3.7	0.0	0.2	0.0	0.2	0.5
Meetings and conference	3.6	0.0	0.4	0.0	0.0	0.3
Scientific and academic	0.8	0.0	0.3	0.0	0.0	0.1
Medical treatment	0.5	0.0	0.0	0.0	0.0	0.0
Religion	0.2	1.4	0.1	0.0	0.0	0.0
Transit	0.3	0.0	0.0	0.0	0.0	0.0
Other	0.5	0.0	0.0	0.0	0.0	0.1
Total	100	100	100	100	100	100

## 2.9 Main Tourism Activity

Wildlife, beach, visiting friends and relatives and business continued to be the main tourism activities in URT with wildlife accounting for the largest share. In Zanzibar, beach tourism continued to dominate as the main tourism activity (Chart 2.24).

Chart 2.24: Main Tourism Activities

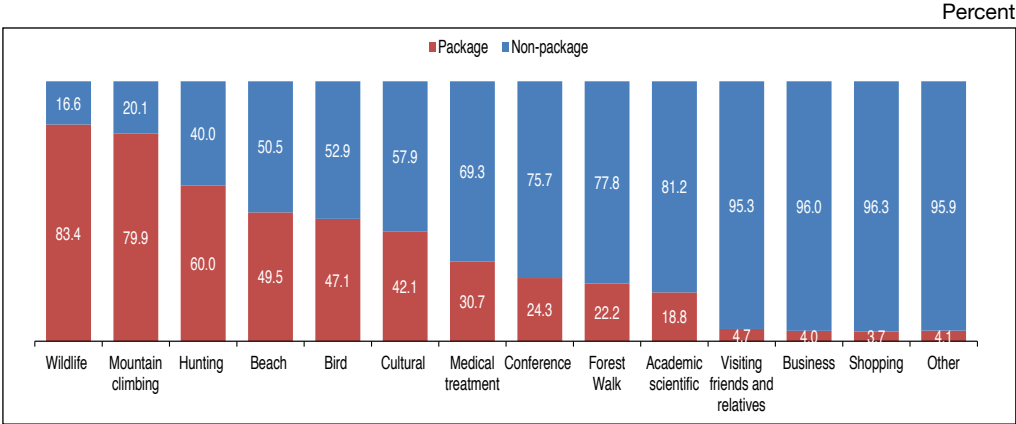
Percent



2.10 Tourism Activity by Travel Arrangement

The survey findings show that most visitors who came for wildlife, mountain climbing and hunting used the package tour arrangement, whereas visitors who came under the non-package tour arrangement were dominant in shopping, business, visiting friends and relatives, conferences, and academic and scientific activities (Chart 2.25).

Chart 2.25: Tourism Activity by Travel Arrangement



2.11 Most Visited Tourist Attractions

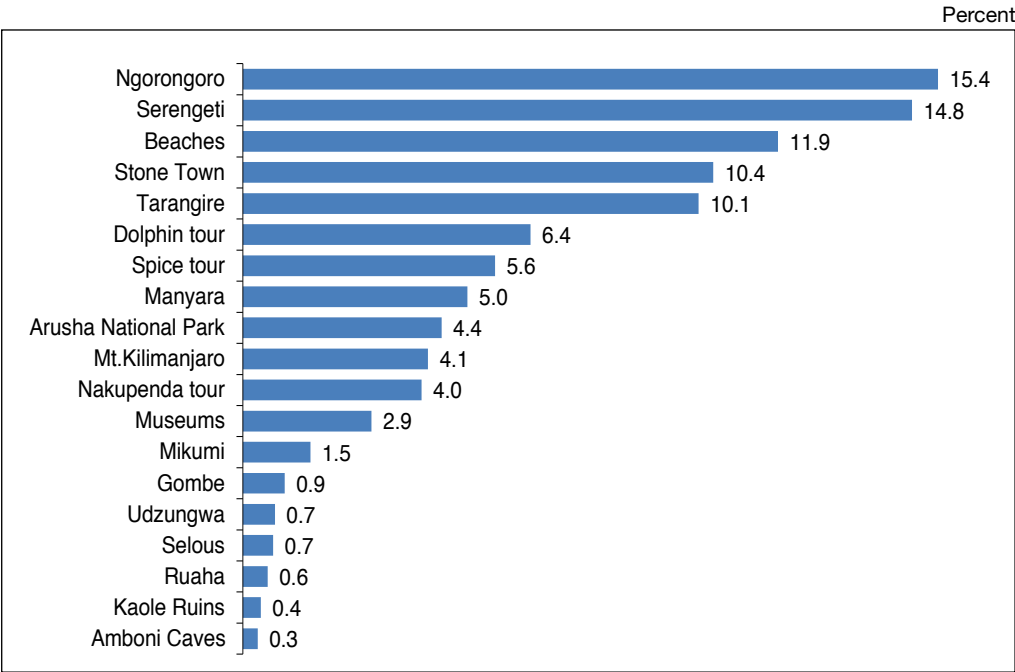
Ngorongoro, Serengeti, beaches, Stone Town and Tarangire continued to be the most visited attractions and accounted for about 63 percent of total visitors (Chart 2.26). Zanzibar white sandy beaches in Nungwi, Kendwa, Kiwengwa and Paje were the most visited. Meanwhile, the unique features of Ngorongoro—the world’s largest caldera, Serengeti—the high density of wildlife and the popular annual migration of wildebeest, Tarangire—known as one of the world’s largest concentration of elephants; continue to explain the prominence of Tanzania as one of the unique tourist destinations in the world. This is supported by significant world recognition in which, Tanzania secured several prestigious awards in 2024 including:

- i. Tanzania was recognised as Africa’s leading destination, highlighting the country’s diverse attractions and cultural heritage.
- ii. Serengeti National Park retained its title as Africa’s leading national park for the sixth consecutive year, underscoring its exceptional wildlife conservation efforts.

- iii. Mount Kilimanjaro was recognized as Africa’s leading tourist attraction, celebrating its iconic status and appeal to adventures worldwide.
- iv. Tanzania Tourist Board received the accolade of Africa’s leading tourist board, reflecting its effective promotion of the country’s tourism assets; and
- v. Zanzibar was honoured as Africa’s leading festival and event destination underscoring its prominence in hosting premier events and festivals.

These awards underscore Tanzania’s commitment to preserving its natural wonders and delivering exceptional and unforgettable tourism experiences.

**Chart 2.26: Most Visited Tourist Attractions**





*Scenic beauty at the Ngorongoro Crater*



*Wildebeest crossing Grumeti River at Serengeti National Park*



*White sand beach in Spice Island - Zanzibar*



*Elephants at Tarangire National Park*

## 2.12 Visitors' Impression

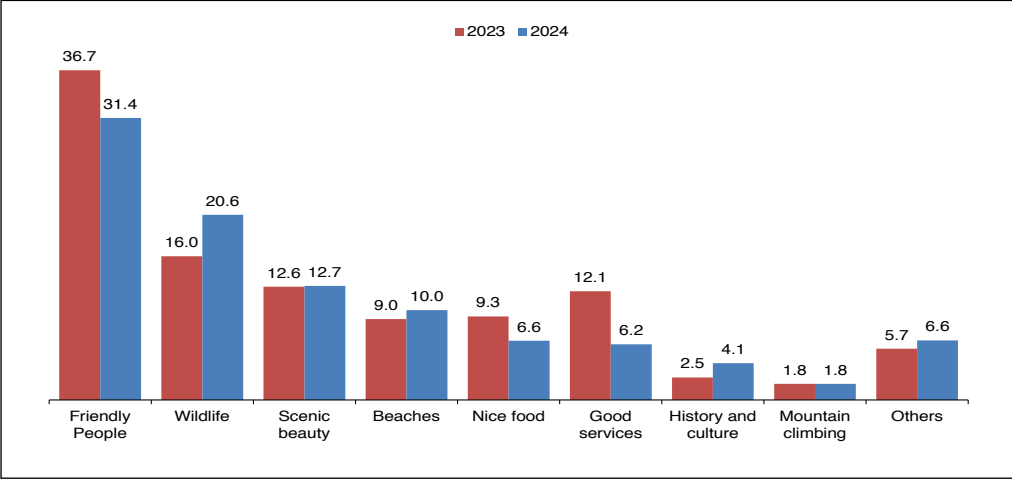
Over the years, the friendliness of Tanzanians has been one of the important assets giving a positive impression to visitors. This friendliness has played a significant role in attracting visitors for several reasons including:

- i. Creating a welcoming atmosphere that makes visitors feel comfortable and valued which sets a tone for a memorable experience.
- ii. Making it easier for visitors to engage in meaningful cultural exchanges such as learning about traditions and languages.
- iii. Kindness and hospitality have made visitors more likely to share positive stories with friends, and family or on social media encouraging others to come to Tanzania. Survey results indicate that about 36 percent of visitors learned about their destination Tanzania from friends and relatives; and
- iv. A warm reception is likely to leave a lasting impression, encouraging visitors to return and revive their positive experiences. This is reflected by the number of repeat visitors recorded over the years. In the last three years, an average of 42 percent of total arrivals were repeat visitors.

Visitors were also impressed with wildlife, pristine white sand beaches and scenic beauty. Furthermore, a variety of delicious and natural foods complement the overall appeal of the destination Tanzania (Chart 2.27).

Chart 2.27: Visitors' Impression

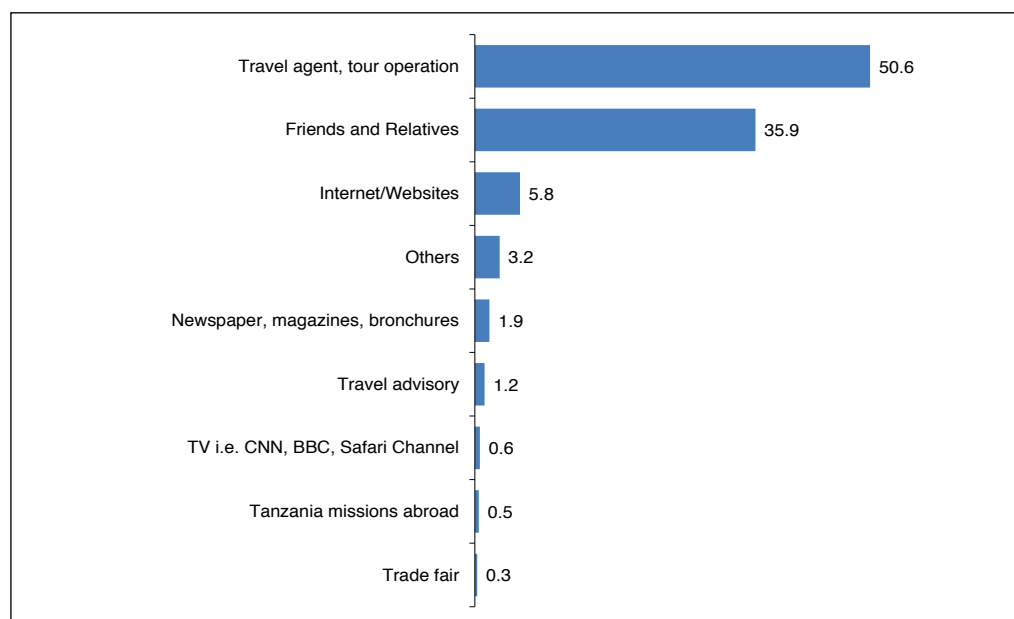
Percent



## 2.13 Source of Information

About 51 percent of visitors learnt about destination Tanzania through travel agents and tour operators, which is an increase of around 9 percent compared to the 2023 survey findings. This reflects enhanced promotion initiatives through travel agencies and tour operators. Additionally, friends and relatives ‘*word of mouth*’ played a key role in promoting the destination Tanzania following good experiences during their visits (Table 2.13)

**Chart 2.28: Source of Information about Destination Tanzania**



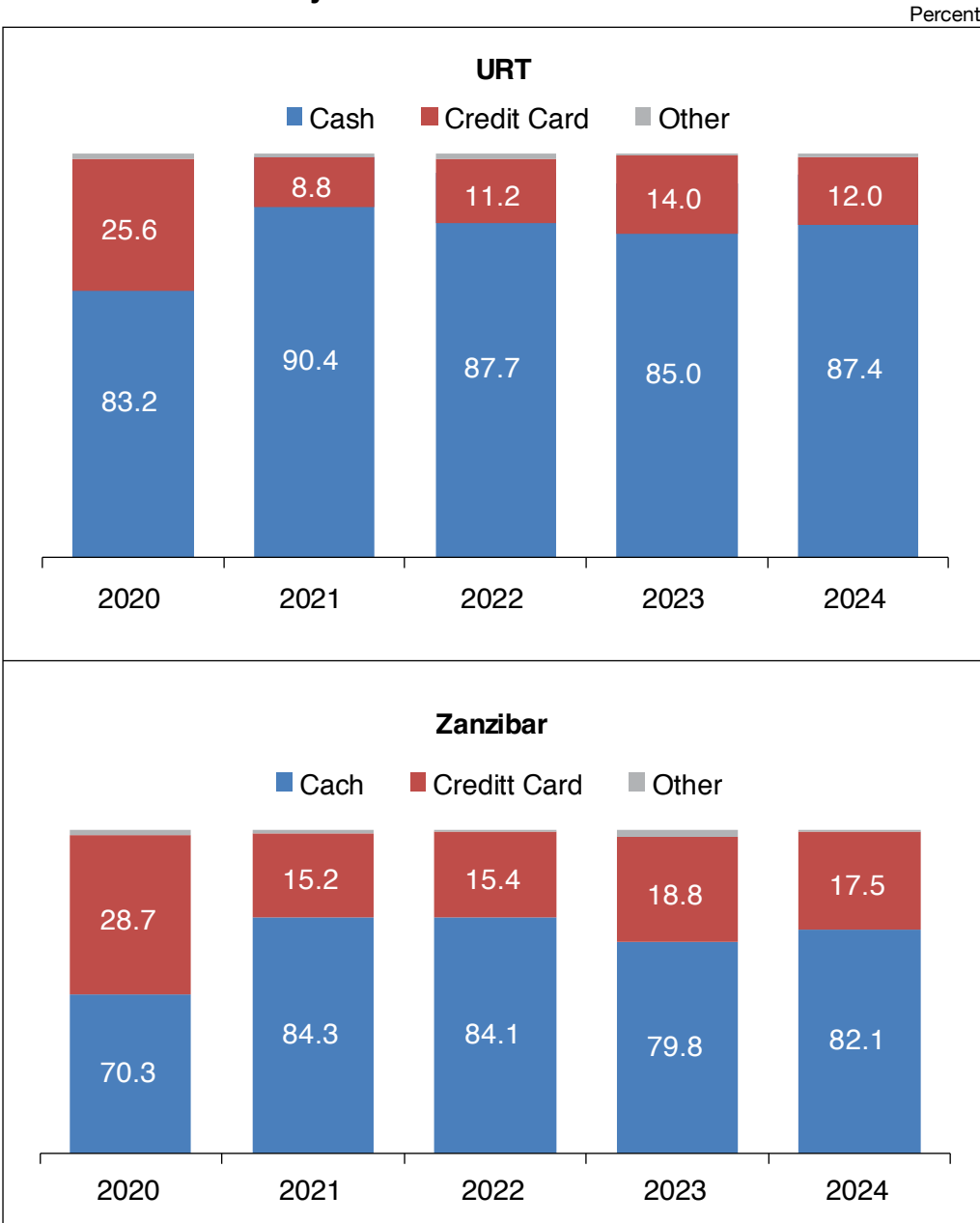
**Table 2.13: Source of Information about Destination Tanzania**

	Percent				
Source of Information	2020	2021	2022	2023	2024
Travel agent, tour operation	23.9	28.7	34.0	41.8	50.6
Friends and Relatives	57.5	42.6	43.6	40.0	35.9
Internet/Websites	8.7	19.8	9.5	5.9	5.8
Others	2.8	5.3	6.9	5.3	3.2
Newspaper, magazines, brochures	3.0	1.0	1.8	3.5	1.9
Travel advisory	2.3	1.4	2.0	2.1	1.2
TV i.e. CNN, BBC, Safari Channel	0.3	0.4	0.4	0.3	0.6
Tanzania missions abroad	0.3	0.3	0.6	0.7	0.5
Trade fair	1.2	0.6	0.5	0.4	0.3
Total	100	100	100	100	100

2.14 Mode of Payment

Cash remains the dominant mode of payment for visitors while in Tanzania, followed by credit/debit cards. However, the proportion of visitors who used other modes of payment such as bank transfers and mobile money remained minimal (Chart 2.29).

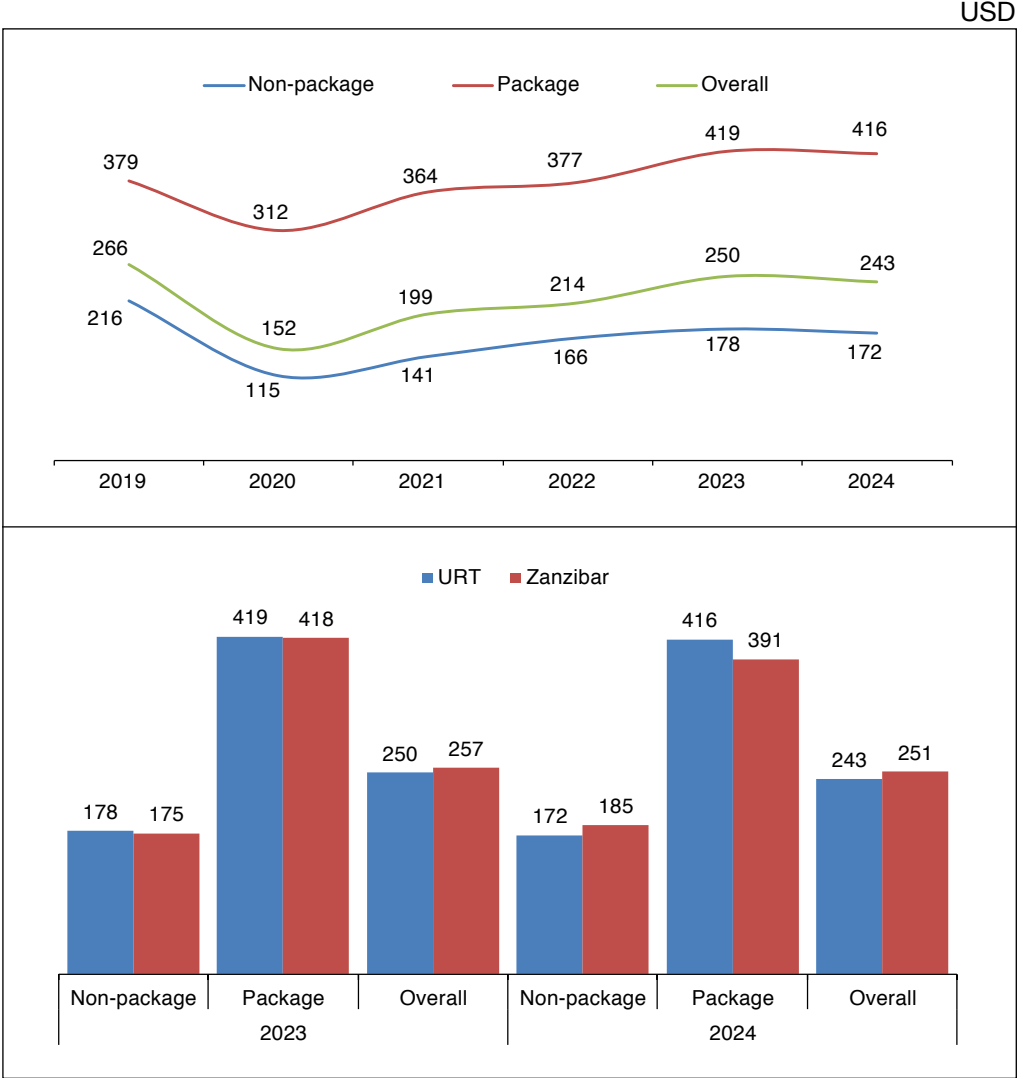
Chart 2.29: Mode of Payment in Tanzania



2.15 Average Expenditure

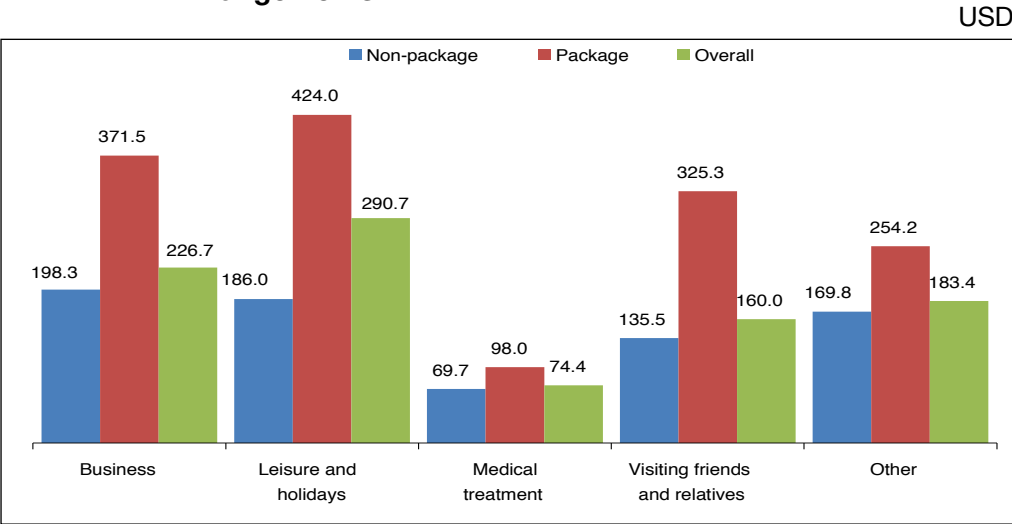
The overall average expenditure in URT was USD 243 in 2024, slightly lower than USD 250 in 2023. Similarly, the overall average expenditure in Zanzibar was USD 251 compared to USD 257. Notably, the overall average expenditure per person per night has been increasing for the past five years save for 2020, which was affected by the outbreak of the COVID-19 pandemic. The average expenditure of visitors under both tour arrangements indicates a similar pattern, with the average expenditure of package visitors in 2023 and 2024 surpassing the pre-pandemic levels (Chart 2.30).

Chart 2.30: Average Expenditure by Tour Arrangement

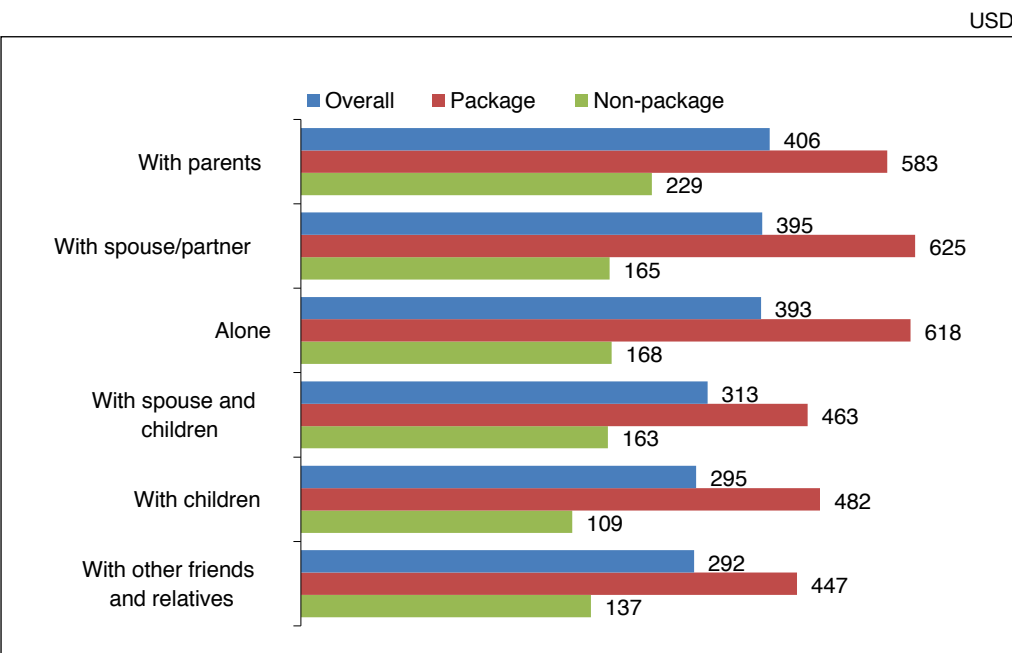


Just like in the previous surveys, holidaymakers spent the most, with an average expenditure of USD 290.7 per person per night, followed by business visitors. Visitors who came for medical treatment spent the least, with average expenditure of USD 74.4 (Chart 2.31)

**Chart 2.31: Average Expenditure by Purpose of Visit and Travel Arrangements**



**Chart 2.32: Average Expenditure by Travel Party and Tour Arrangements**



Looking at the overall average expenditure by travel party, the findings indicate that visitors who came with parents spent the most, followed by visitors who travelled with a spouse and alone. Visitors who travelled with friends and relatives spent the least, indicating an overall average expenditure of USD 292.1. In all travel parties, the average expenditure of visitors who came under the package tour arrangement was higher than that of the non-package visitors (Chart 2.32)

The overall average expenditure of hunters was highest at USD 460 per person per day, followed by those who came for wildlife safaris at USD 399. On the other hand, visitors who came for medical tourism spent the least registering an overall average expenditure of USD 64.5 per person per night (Table 2.14).

**Table 2.14: Average Expenditure by Activity and Tour Arrangements**

USD

Activity	Travel Arrangement		Overall
	Non-package	Package	
Academic scientific	428.8	162	295.4
Beach tourism	120.3	239	179.6
Bird watching	244.7	536	390.3
Business	134.5	565	349.8
Conference tourism	211.8	366	288.9
Cultural tourism	128.3	477	302.7
Hunting	11.1	909	460.1
Treatment	31	98	64.5
Mountain Climbing	268.2	410	339.1
Shopping	365	-	365
Visiting Friends and Relatives	94.8	212	153.4
Wildlife Safaris	212.5	586	399.2
Other	118.8	448	283.4

In the top 15 tourism source markets, visitors from China spent the most, registering an average expenditure of USD 491.8 per person per night, followed by visitors from Canada and the United States of America. Visitors from these source markets had high expenditures in both the non-package and package tour arrangements. Visitors from the Democratic Republic of Congo and Burundi spent the least (Table 2.15).

**Table 2.15: Average Expenditure of the Top 15 Source Markets by Tour Arrangements, URT**

Country of usual residence	Travel Arrangement		Overall
	Non-package	Package	
United States of America	234	456	345
Italy	109	496	264
Kenya	94	198	133
France	198	489	295
United Kingdom	134	356	178
Spain	154	335	214
Germany	162	304	191
Burundi	111	347	150
Zambia	249	316	271
South Africa	146	248	171
China	323	746	492
DRC	88	82	86
Zimbabwe	145	319	180
Australia	110	575	226
Canada	294	556	346

## 2.16 Tourism Earnings

Tourism earnings in URT increased by 15.7 percent to USD 3,903.1 million in 2024, from USD 3,373.8 million recorded in 2023. This increase is partly driven by an increase in international arrivals. Out of 3,903.1 million, leisure and holidays visitors, which accounted for 96.6 percent of the total earnings spent USD 3,770.8 million, while earnings from tourists who came for business purposes were the least (Table 2.16). The findings also indicate that about 68.8 percent of total earnings were received from visitors who came under the package tour arrangement, while the rest were received from the tourists who came under the non-package tour arrangement.

**Table 2.16: Tourism Earnings by Travel Arrangement and Purpose of Visit, URT**

Purpose of visit	Travel Arrangement		Total Earnings
	Package	Non-package	
Business	2.3	14.4	16.7
Leisure and holidays	2,667.5	1,103.3	3,770.8
Visiting friends and relatives	3.6	56.1	59.7
Other	12.5	43.4	56.0
Tourism Earnings	2,685.9	1,217.2	3,903.1

Tourism earnings in Zanzibar amounted to USD 997.8 million, an increase of 10.1 percent compared with USD 906.6 million in 2023. This was driven by an increase in the number of tourist arrivals and average length of stay. Tourist arrivals to Zanzibar were 601,006 in 2024, an increase of 10.8 percent from 2023. while the average length of stay was 7 nights, an increase of one day from the number recorded in 2023. A large share of earnings was from visitors who came for leisure and holidays, which was USD 996.0 million. Earnings from visitors under the package tour arrangement accounted for 63.6 percent compared to 80.6 percent in 2023 (Table 2.17).

**Table 2.17: Tourism Earnings by Travel Arrangement and Purpose of Visit, Zanzibar**

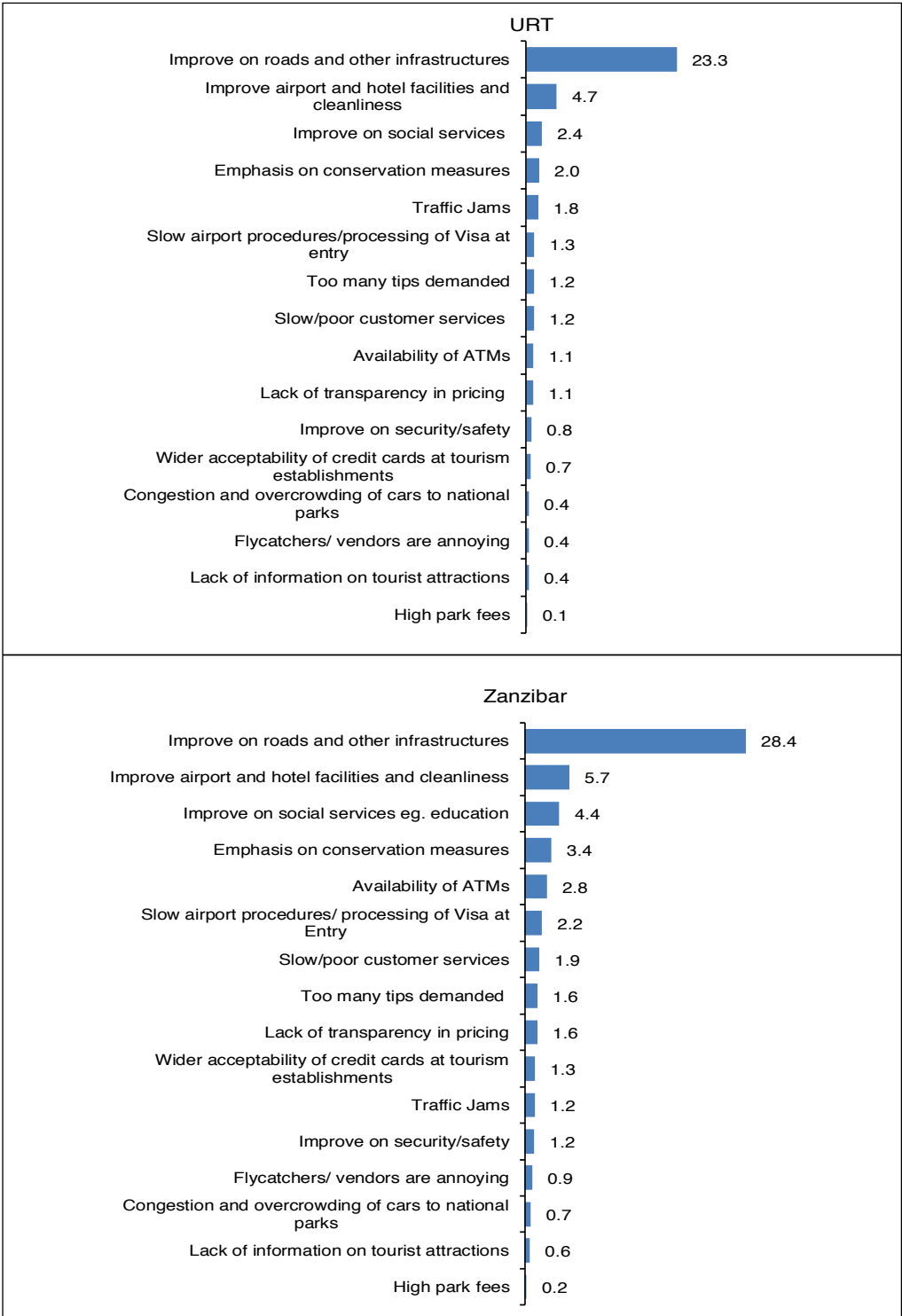
			USD Millions
Purpose of visit	Travel Arrangement		Total Earnings
	Package	Non-package	
Business	0.1	0.1	0.1
Leisure and holidays	634.4	361.7	996.0
Visiting friends and relatives	0.4	1.0	1.5
Other	0.0	0.1	0.1
Tourism Earnings	634.9	362.6	997.8

### 2.17 Areas for Improvement

Visitors provided feedback on areas that need improvement. The major areas indicated were road and transport infrastructure, processing of visa at entry points, and enhancing conservation measures. Worth noting is that one of the flagships projects the Government has been pursuing is the transport infrastructure—road, railway, and air transport. Upon completion of these initiatives, there will be significant improvement in the country’s transport network. The Government emphasized on the use of online visa processing, which is more convenient, timesaving, user friendly and transparent. Online visa submission reduces the need to wait in long queues or schedule appointments at consulates and provides clear instructions on required documents, fees, and processing time.

Chart 2.33: Areas for Improvement

Percent



## Chapter 3: Sector Outlook

### 3.1 Global Outlook

As depicted in chapter one, the number of global tourists increased in 2024, representing a 99 percent recovery from the pre-pandemic levels and 11 percent when compared to 2023. This development was bolstered by strong post-pandemic demand, robust performance from large source markets and the ongoing recovery of destinations in Asia and the Pacific.

UNWTO forecasts the tourism industry to grow by 3-5 percent in 2025, assuming a continued recovery of Asia and the Pacific and solid growth in most other regions. The tourism earnings are projected to reach USD 11.94 trillion in 2025 and further grow to USD 22.27 trillion by 2037. This projection hinges on global economic conditions remaining favourable, inflation continuing to ease, and a slowdown in geopolitical conflicts. However, downside risks to the projection include geopolitical conflicts, travel restrictions and visa requirements in some parts of the world.

### 2.2 Domestic outlook

The significant improvement observed in Tanzania's tourism industry is consistent with the recovery of global international tourism. The record high number of international arrivals in 2024 cements the good performance during the year. With government efforts to enhance promotion and creating a conducive investment environment, Tanzania's tourism industry is expected to continue improving in the short to medium term.

The tourism industry has remained a major contributor to foreign exchange earnings in URT, demonstrating notable performance in the economy. The sector highlights the need for collaboration among government institutions, local communities, tourism stakeholders, and private businesses to implement effective strategies.

Among the major areas identified for improvement were road and transport infrastructure, processing of visa at entry points, and enhancing conservation measures. Worth noting is that one of the flagships projects the Government has

been pursuing is the transport infrastructure—road, railway, and air transport. Upon completion of these initiatives, there will be significant improvement in the country's transport network. The Government has insisted on the use of online visa processing, which is more convenient, timesaving, user friendly and transparent. Further, the Government has continued to enhance collaboration with the private sector to develop market and conserve tourism products.

## Appendices

## **Appendix A: Methodology**

### **I. Introduction**

The survey followed the standard methodology for conducting International Visitors' Exit Surveys in Tanzania since 2001. Its purpose was to gather comprehensive information to support policy review, planning, and decision-making processes. Additionally, the survey aims to aid promotional activities to attract more visitors. It encompassed various aspects, including sample design, survey tools, scope and coverage, training, data collection and processing, as well as expenditure estimations.

### **II. Scope of the Survey**

The survey targeted departing international visitors. An individual is classified as an international visitor if he/she travels to a country outside his/her usual residence for a period of not more than twelve months, with the primary purpose of visit being other than an activity remunerated from within the country visited.

### **III. Sample Size**

The sample survey managed to conduct random interviews with 7,593 respondents, representing a total of 15,329 departing international visitors. This sample size was deemed adequate to achieve the survey's objectives.

### **IV. Survey Coverage**

The survey was conducted at exit border points. It covered eight major departure points namely, Julius Nyerere International Airport, Kilimanjaro International Airport, Abeid Amani Karume International Airport, as well as the Horohoro, Namanga, Tunduma, Mutukula, and Manyovu.

### **V. Training of Interviewers**

Before fieldwork commenced, a one-day training session was conducted for enumerators and supervisors to familiarize with the questionnaire and interviewing techniques. Mock interviews were held among enumerators during the session to equip them with the required skills. They were also trained on field editing, data quality control procedures, and fieldwork coordination. The training was guided by the Interviewers' Manual, which served as a reference document.

## VI. Data Collection

After the training, eight teams were formed, one for Zanzibar and seven for Mainland Tanzania. The data collection was conducted during the peak tourist season, which is between July to September. The exercise lasted for two weeks, running from August 19 to September 01, 2024. Fieldwork supervision was conducted by the Technical Committee staff, who visited the teams to assess their work and ensure data quality through consistency checks and verification of questionnaire completeness.

## VII. Interviewer Manual

The Enumerators' Manual was reviewed and served as a reference guide for enumerators during the survey. The manual included information and guidelines on the concepts and definitions of key terms used in the questionnaire. It also provided descriptions of the questions and outlined a data cross-checking mechanism to ensure accuracy.

## VIII. Questionnaire

The questionnaire was designed to align with users' data needs, ensuring the information collected could support tourism promotion and macroeconomic policy formulation. While the content was largely similar to previous years' questionnaires, minor modifications were made. It consisted of 28 questions divided into four main sections: visitor profiles, travel behaviours, expenditure patterns, and visitor comments (**Appendix B**).

**Questions 1 to 11** aimed at establishing visitor profiles (nationality, country of residence, age group, gender, purpose of visit, main activities, type of tourism activity and source of information about Tanzania).

**Questions 12 to 18** were on travel behaviour namely, type of tour arrangement (package/non-package), items in the package and number of nights spent.

**Questions 19 to 22** were structured to get information on tourists' expenditure in Tanzania.

**Questions 23 to 25** were designed to seek information on whether visitors were familiar with the Royal Tour Documentary, whether it was their first trip to Tanzania and if they would likely come again.

**Question 26 to 28** were seeking information from visitors regarding areas of impression or improvement and their satisfaction with the quality of services provided.

## IX. Data Processing

Data processing was conducted using the Kobo toolbox database, a web-based application.

## X. Tourist Expenditure Estimation

The Tourist Expenditure Model which was developed during the comprehensive visitors' exit survey in 2001 was used to estimate tourism earnings. The variables used in the models are total number of tourist arrivals by purpose of visit, proportion of visitor by travel arrangement, average expenditure by travel arrangement and purpose of visit, and average length of the stay.

The model is depicted in the following equation:

$$E_v = (E_p \cdot V_p \cdot T) + (E_{NP} \cdot V_{NP} \cdot T)$$

Whereby:

$E_v$  = Total tourist expenditure in Tanzania

$E_p$  = Average package tour expenditure per visitor per night, derived from the survey

$E_{NP}$  = Average Non-package tour expenditure per visitor per night, derived from the survey

$V_p$  = Number of arrivals under **package** travel arrangement (The arrivals as recorded by the Immigration Services Department, adjusted into package visitors by purpose using survey results)

$V_{NP}$  = Number of arrivals under **Non-package** travel arrangement (The arrivals as recorded by the Immigration Services Department, proportionately adjusted into non-package visitors using survey patterns)

$T$  = Average length of stay as computed from immigration statistics.

The Simplified Model

Country of Residence	Purpose of Visit	Total Visitors (Sourced from ISD)	Number of Visitors by travel arrangement		Average Length of stay	Average Expenditure per person per night US\$		Total Expenditure (\$)
			Package	Non-package		Package	Non-package	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
	Business							
	Holiday							
	VFR							
	OTHER							

Procedure and assumptions used for the estimation of tourist expenditure for 2024:

- i. Calculation of average package tour expenditure involved deduction of estimated cost for international fare to Tanzania and commission accruing to an international tour wholesaler. Information on cost of international transport from source markets was updated using current information gathered from international carriers that bring visitors to Tanzania.
- ii. It was assumed that 10 percent of the value of the package is retained by the international tour wholesaler to meet overhead costs and commission. The assumption was based on a study on Tourism Earnings in Tanzania that was conducted in 2000.
- iii. Immigration data on arrivals by purpose of visit were distributed according to package and non-package arrangements using the travel arrangement ratios as established in the survey.
- iv. To be able to estimate annual tourists’ expenditure, survey results were applied to the total number of tourist arrivals as recorded by the Immigration Services Department. It is worth mentioning that given the homogeneity nature of visitors’ characteristics, information collected during the two weeks’ survey is justifiable to represent the total population.
- v. Immigration Services Department also provides the number of tourist arrivals for Zanzibar that enables estimation of tourist expenditure for Zanzibar.
- vi. The average length of stay used was between one to twenty-eight nights.

Appendix B: Questionnaire



**THE 2024 INTERNATIONAL VISITORS' EXIT SURVEY**

Please read the instructions carefully before filling the form.

**INTRODUCTION**

We hope your stay in Tanzania was a pleasant one and a rewarding experience. Before you leave, you are kindly requested to complete this questionnaire as accurate as you can. The information will help us improve the tourism industry. The Ministry of Natural Resources and Tourism, National Bureau of Statistics, Bank of Tanzania, Immigration Services Department and the Zanzibar Commission for Tourism are jointly carrying out this survey.

*Your Cooperation is highly appreciated*

*FOR OFFICIAL USE ONLY:*

*CODE NUMBER:* \_\_\_\_\_

*NAME OF THE RESEARCHER:* \_\_\_\_\_

*DATE:* \_\_\_\_\_ *SIGNATURE:* \_\_\_\_\_

NAME OF THE DATA ENTRANT: \_\_\_\_\_

1. Nationality \_\_\_\_\_ Country of usual residence \_\_\_\_\_

2. What is your age group (*tick one only*)

< 18	18-24	25-44	45 -64	65+
[    ]	[    ]	[    ]	[    ]	[    ]

3. With whom are you travelling? (*tick one only*)

Alone	[    ]	<b><i>If alone, go to question 7</i></b>
With spouse/partner	[    ]	
With spouse and childrenn	[    ]	
With children/parents	[    ]	
With friends	[    ]	
With relatives	[    ]	

4. Are you are sharing expenses with people you are travelling with?

(tick) Yes [    ] No. [    ] (***if no go to question 7***)

5. What is the number of persons travelling with you, whose expenses you are sharing? (***except yourself***) [    ]

6. Write the number of persons you shared expenses with according to the following age groups (***except yourself***)

Age group	< 18	18-24	25-44	45 -64	65+
Number	[    ]	[    ]	[    ]	[    ]	[    ]

7. Gender (***Including yourself***)    Number of females

Number of males

8. What is your MAIN purpose of visit to Tanzania (***tick one only***)

Meetings and Conference	[    ]	Leisure and holidays	[    ]
Business	[    ]	Medical treatment	[    ]
Visiting Friends and Relatives	[    ]	Religion	[    ]
Scientific and Academic	[    ]	Transit	[    ]
Volunteering	[    ]	Other (specify).....	[    ]

9. What were your MAIN activities in Tanzania, in this trip? (list in order of preference 1 being the most preferred i.e. 1,2,3..)

Wildlife Safari/Game viewing	[ ]	Mountain Climbing	[ ]
Beach tourism	[ ]	Hunting Tourism	[ ]
Cultural tourism	[ ]	Visiting Friends and Relatives	[ ]
Business	[ ]	Shopping (for business)	[ ]
Bird-watching	[ ]	Meetings and conferences	[ ]
Medical treatment	[ ]	Forest Walk	
Scientific and academic		Other (please specify) .....	

10. Which attractions did you visit on this trip (**tick all that apply**)

Amboni caves	[ ]	Mikumi	[ ]	Ruaha	[ ]	Ngorongoro	[ ]
Arusha Nat. Park	[ ]	Selous	[ ]	Manyara	[ ]	Stone Town	[ ]
Kaole ruins	[ ]	Tarangire	[ ]	Mt. Kilimanjaro	[ ]	Nakupenda Tour	[ ]
Udzungwa	[ ]	Serengeti	[ ]	Gombe	[ ]	Beaches	[ ]
						Specify	
Jozani Forest	[ ]	Dolphin Tour	[ ]	Spice Tour	[ ]	Museum	[ ]
						Specify	
Other (Specify) .....							

11. What was the MAIN source of information about Tanzania (**tick one only**)

Travel agents/ Tour operators	[ ]	Inflight magazines	[ ]
Friends/relatives	[ ]	Tanzania missions abroad	[ ]
Royal tour documentary		Internet/Website (Please specify)	
Trade fair	[ ]	Radio Station (please specify).....	[ ]
Newspapers. Magazines, brochures	[ ]	TV i.e. CNN, BBC, Safari Channel (please specify): .....	[ ]
Travel advisory	[ ]	Other (please specify ).....	

12. Did you travel in package tour or independently?  
(If you travelled independently, go to question 16)

Package	Independently

13. If travelled in package tour, what items were included in your package  
**(tick all that apply)**

International transport	[ ]	Sightseeing/excursion/game activities	[ ]
Accommodation	[ ]	Guided tour	[ ]
Food and drinks	[ ]	Travel insurance	[ ]
Transportation within Tanzania	[ ]	Other (please specify) .....	[ ]
Visa	[ ]		

14. Total cost of the package tour:

Currency	Amount

15. Is the total cost for the whole group? (tick) Yes [ ] No [ ]

16. Total number of nights INCLUDING nights spent in other countries

17. Number of nights spent in:

Tanzania Mainland	
Zanzibar Islands	

18. What is the cost of international transport (Return air ticket) per person?

Currency	Amount

18. What was your first point of entry to Tanzania? (tick)

Tanzania Mainland	
Zanzibar Islands	

19. How much money did you spend WHILE in Tanzania during this trip including cash, Debit/Credit cards, Digital currency?

**(please give your best estimate in case you do not remember the exact figures)**

Currency	Amount

20. Please give a breakdown of the amount indicated on question 19;

Items	Currency code	Amount
Accommodation (hotel, lodge, camp site etc)		
Food and drinks		
Transportation within Tanzania by		
Air (Including charter hire)		
Road (Including car hire)		
Water (Including Boat hire)		
Railway		
Cultural services charges (Museums, Historical sites, etc.)		
Hot air Ballon		
Sports and recreational (kitesurfing, cycling etc)		
Diving, snorkelling and water games		
Sightseeing and excursion (Safari)		
Mountain climbing		
Hunting		
Access/entry/gate fees		
Visa fees		
Fuel (Transit cars, foreign owned vehicles excluding trucks)		
Charges related to international vehicle pick up		
Gifts such as precious metals, crafts, etc and personal shopping		
Tips		
Donations (tick) Health [ ], Education [ ], Sports [ ], Charity [ ], Religious [ ], social and cultural [ ],		
Shopping (for business)		
Others (please specify): .....		

21. Is the above breakdown for the whole party? (Tick) Yes [ ] No [ ]

22. Which modes of payment did you use mostly in Tanzania?

**(List in order of preference 1 being the most preferred i.e 1,2,3..)**

Cash [ ] Credit/Debit Card [ ] Mobile Money [ ] Digital Currency [ ]

Other (Please specify): .....

23. Did the Royal Tour Documentary influence your decision to visit Tanzania?  
Yes [    ]    No [    ]  
Please explain \_\_\_\_\_  
\_\_\_\_\_

24. Is this your first trip to Tanzania? (tick)            Yes [    ]    No [    ]

25. Will you come again? Yes [    ]    No [    ]

26. What impressed you most during your trip to Tanzania? **(Please specify)**  
.....  
.....  
.....

27. Were you satisfied with the quality of services provided to you while in Tanzania? Yes [    ]    No [    ]  
Please explain .....  
.....  
.....

28. What would you consider the most important areas that need improvements?  
**(Please specify) :** .....  
.....  
.....  
.....

## Appendix C: Interviewed International Visitors by Country of Residence

S/N	Source country	Visitors	Share (%)
1.	United states	2,311	15.1
2.	Italy	1,776	11.6
3.	Kenya	1,342	8.8
4.	France	1,097	7.2
5.	United Kingdom	963	6.3
6.	Spain	815	5.3
7.	Germany	742	4.8
8.	Burundi	493	3.2
9.	Zambia	493	3.2
10.	South Africa	480	3.1
11.	China	465	3.0
12.	DRC	459	3.0
13.	Zimbabwe	356	2.3
14.	Australia	324	2.1
15.	Canada	322	2.1
16.	Netherlands	241	1.6
17.	Uganda	240	1.6
18.	India	212	1.4
19.	Denmark	166	1.1
20.	Belgium	165	1.1
21.	Austria	139	0.9
22.	Switzerland	111	0.7
23.	Portugal	110	0.7
24.	Israel	108	0.7
25.	United Arab Emirates	91	0.6
26.	Poland	83	0.5
27.	Japan	82	0.5
28.	Malaysia	56	0.4
29.	Morocco	53	0.3
30.	Singapore	53	0.3

<b>S/N</b>	<b>Source country</b>	<b>Visitors</b>	<b>Share (%)</b>
31.	Taiwan	52	0.3
32.	Brazil	50	0.3
33.	Greece	50	0.3
34.	Nigeria	47	0.3
35.	Norway	44	0.3
36.	Rwanda	43	0.3
37.	New Zealand	41	0.3
38.	Russian federation	39	0.3
39.	Ireland	33	0.2
40.	Oman	32	0.2
41.	Sweden	30	0.2
42.	Saudi Arabia	28	0.2
43.	Mexico	25	0.2
44.	Bahrain	23	0.2
45.	Cyprus	23	0.2
46.	Ethiopia	21	0.1
47.	Korea, Democratic people's republic	19	0.1
48.	Colombia	18	0.1
49.	Egypt	17	0.1
50.	Trinidad and Tobago	17	0.1
51.	Turkey	17	0.1
52.	Finland	15	0.1
53.	Ghana	13	0.1
54.	Mozambique	12	0.1
55.	South Sudan	12	0.1
56.	Luxembourg	11	0.1
57.	Ukraine	11	0.1
58.	Algeria	10	0.1
59.	Comoros	10	0.1
60.	Czech Republic	10	0.1
61.	Iceland	10	0.1
62.	Romania	9	0.1

S/N	Source country	Visitors	Share (%)
63.	Argentina	8	0.1
64.	Sudan	8	0.1
65.	Belarus	7	-
66.	Indonesia	7	-
67.	Pakistan	7	-
68.	Serbia	7	-
69.	Angola	6	-
70.	Cameroon	6	-
71.	Croatia	6	-
72.	Kuwait	6	-
73.	Andorra	5	-
74.	Lebanon	5	-
75.	Madagascar	5	-
76.	Malawi	5	-
77.	Philippines	5	-
78.	Bulgaria	4	-
79.	Chile	4	-
80.	Hungary	4	-
81.	Korea, republic of	4	-
82.	Namibia	4	-
83.	Reunion	4	-
84.	Slovenia	4	-
85.	Sri Lanka	4	-
86.	Swaziland	4	-
87.	Albania	3	-
88.	Bangladesh	3	-
89.	Bosnia and Herzegovina	3	-
90.	Botswana	3	-
91.	Ecuador	3	-
92.	Macedonia, the former Yugoslav republic	3	-
93.	Niger	3	-
94.	Papua New Guinea	3	-

S/N	Source country	Visitors	Share (%)
95.	Slovakia	3	-
96.	Somalia	3	-
97.	Tunisia	3	-
98.	Afghan	2	-
99.	Armenia	2	-
100.	Benin	2	-
101.	Latvia	2	-
102.	Palau	2	-
103.	Qatar	2	-
104.	Thailand	2	-
105.	Central African Republic	1	-
106.	Cote d' Ivoire	1	-
107.	Dominica	1	-
108.	Fiji	1	-
109.	Gambia	1	-
110.	Georgia	1	-
111.	Grenada	1	-
112.	Kiribati	1	-
113.	Maldives	1	-
114.	Malta	1	-
115.	Nepal	1	-
116.	Senegal	1	-
117.	Vietnam	1	-
	Total	15,329	100

‘-‘Too small

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MINISTRY OF NATURAL RESOURCES AND TOURISM  
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[WWW.BOT.GO.TZ](http://WWW.BOT.GO.TZ)

ZANZIBAR COMMISSION FOR TOURISM (ZCT)  
[WWW.ZANZIBARTOURISM.NET](http://WWW.ZANZIBARTOURISM.NET)

NATIONAL BUREAU OF STATISTICS (NBS)  
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