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Ref. No. BE. 424/455/01/73

Date: 06th April, 2023

PRESS RELEASE INTERNATIONAL VISITORS FOR THE PERIOD OF JANUARY TO FEBRUARY 2023

The information presenting trend of international visitors is among of selected short-term indicators based on high-frequency data produced and disseminated by the National Bureau of Statistics in accordance with **the Statistics Act Cap. 351**. International visitors' data is amongst short-term indicators used to evaluate economic performance.

Tourists Arrivals from January – February 2023

During the period of January to February 2023, the number of international visitors increased to **290,896** up from **195,483** visitors arrived in the country during the corresponding period in 2022. The increase was 95,413 visitors; **equivalent to 48.8 percent**. On the other hand, the number of international visitors entered the country through Zanzibar were **114,169**, equivalent to **39.2** of the total international visitors.

The ever-increasing growth in international visitors is attributed to: lifting lockdown by most countries, continued Government's efforts to promote tourism attractions within and outside the country, including Tanzania the Royal Tour showcase. The purpose of international visitors came for leisure and holidays; visiting friends and relatives; business, and other purposes has been steadily increasing.

During the period under review, Tanzania continued to receive international visitors from Africa and outside Africa continent. The top six source markets from outside Africa were France with the highest number of 25,837 visitors followed by Italy (18,556), United States of America (16,567), Germany (15,705), Poland (12,369) and United Kingdom (10,657). Meanwhile, the top six source markets from Africa were Kenya (29,615), Burundi (16,832), Rwanda (7,627), Malawi (6,563), Uganda (6,511) and South Africa (5,196). The top 15 source markets out of 212 recorded 189,005 visitors accounting for **65.0 percent** share of total arrivals.

The majority of international visitors (263,934) to Tanzania came for leisure and holidays accounting for 90.7 percent; followed by those who came to visiting friends and relatives (16,307) accounting for 5.6 percent. Other purposes were visitors in transit to other countries were 6,035, accounting for 2.1 percent and business visitors were 3,418, accounting for 1.2 percent.

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