

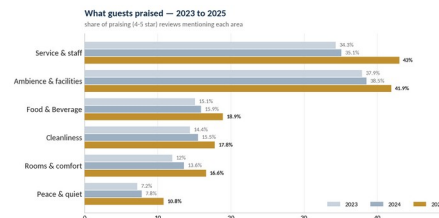
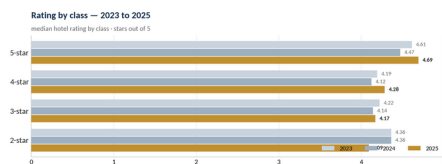
The State of Zanzibar Hotel Guest Experience — 2025

What 5,182 Google reviews said in 2025 — and how the market recovered, set against both 2023 and 2024.

HOTELS 123 across Zanzibar	GUEST REVIEWS 5,182 Google reviews • 2025	TYPICAL HOTEL RATING 4.29 up from 4.17 in 2024	5-STAR REPLY RATE 76% back up from 12% in 2024
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FIVE THINGS 2025 TOLD US

- The market recovered.** Typical rating rose 4.17→4.29 (above even 2023) and angry reviews fell 11.0%→9.4%. The 2024 dip reversed.
- The leaders came back to answering.** The median 5-star reply rate rebounded 12%→76% — the strongest engagement of the three years.
- Service overtook the beaches.** For the first time, warm staff (43%) edged ahead of ambience (42%) as the most-praised theme.
- But hygiene and the front desk stayed high.** Cleanliness (24%) and check-in (21%) remained above 2023 levels — the recovery isn't complete.
- The bottom tail is still wide.** The lowest quarter ran a 23.8% angry rate vs the top quarter's 2.8% — the market's defining divide persists.



Where does your hotel stand? Talk to us.

CVI can show whether your hotel rode the 2025 recovery or was left behind — your three-year trend, your complaint mix, your benchmark against your class. Book a free 20-minute walkthrough of your numbers.

Adrian Leshan, Business Lead • +254 705 495016 • hello@cvi.co.ke • cvi.co.ke