

Global Safari Tourism Market Size study & Forecast, by Type (Adventure Safari, Private Safari, Others), by Group (Friends, Families, Couples, Solos), by Booking Mode (Direct Booking, Agents and Affiliates Account, Marketplace Booking) and Regional Analysis, 2023-2030

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Abstracts

Global Safari Tourism Market is valued approximately at USD 33.37 billion in 2022 and is anticipated to grow with a CAGR of more than 5.60% over the forecast period 2023-2030. Safari tourism involves traveling to natural habitats, primarily in Africa but also in other regions, to observe and experience wildlife in their natural environment. It offers an opportunity to witness and appreciate the diverse range of wildlife species. Safari tours typically involve guided game drives, walking safaris and sometimes even camping in designated areas. Besides wildlife encounters, safari tourism often encompasses cultural interactions, scenic landscapes, and conservation education. It provides a unique and immersive experience for nature enthusiasts and wildlife lovers, allowing them to connect with nature, support local communities, and contribute to the preservation of endangered species and their habitats. Moreover, growing international tourism and rising household disposable income are anticipated market drivers. Furthermore, growing urbanization and increasing cross border connectivity emerged as the growth opportunities in the market during the forecast period of 2023-2030.

According to the World Tourism Organization (UNWTO) in 2022, the global tourism industry experienced a decline in international tourist arrivals, dropping to 406.89 million in 2020. However, there has been a gradual recovery, with numbers increasing to 455.7 million in 2021. Notably, 2022 witnessed a significant rebound, with a remarkable surge in international arrivals reaching approximately 963 million. This recovery in

international tourism has positively impacted various sectors, including safari tourism, as more travelers seek out unique and immersive experiences in nature's wilderness. According to Statista in 2023, the United States had the highest gross adjusted per capita household disposable income among OECD countries in 2021, followed by Luxembourg and Australia. This economic prosperity provides individuals in these countries with the means to engage in leisure activities, including safari tourism. With higher discretionary income, individuals can afford to explore unique and adventurous experiences, such as wildlife safaris, which often come with higher costs due to their exclusive nature and remote locations. However, limited cross border accessibility and Political instability & security concerns may hamper the market growth.

The key regions considered for the Global Safari Tourism Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. The Middle East & Africa region is the dominant region in the global safari tourism market due to its diverse wildlife, rich cultural heritage, and attractive safari destinations. The region's investment in infrastructure and tourism facilities, along with government support and marketing efforts, has further fueled its dominance. Geographical proximity to key source markets and convenient travel options have also contributed to the region's appeal. Overall, the Middle East & Africa region offers a unique and well-rounded safari experience, making it a preferred choice for tourists worldwide. Asia Pacific region is experiencing rapid growth in the safari tourism market due to several key factors. These include the region's diverse wildlife, increasing disposable income and middle-class population, improved tourism infrastructure and proactive government initiatives. The presence of unique safari destinations and the growing interest in wildlife experiences have attracted tourists from both domestic and international markets. The region's focus on marketing campaigns and collaborations with tour operators has further enhanced its appeal.

Major market player included in this report are:

Wilderness Group Ltd.

Thomas Cook Group

Singita Management Company (Pty) Ltd.

Scott Dunn Limited

Rothschild Safaris

Travel And Beyond Private Limited

Abercrombie & Kent USA LLC.

Gamewatchers Safaris Ltd.

Backroads

TUI Travel PLC

Recent Developments in the Market:

In May 2023, Travel & Beyond has revealed its plans to renovate the Phinda Forest Lodge located in the &Beyond Phinda Private Game Reserve in KwaZulu Natal, South Africa. Instead of a complete rebuild, the refurbishment will focus on utilizing the existing lodge and room structures to minimize environmental impact. By doing so, the lodge can maintain its original 'Zulu-zen' concept while integrating modern architectural features for an enhanced guest experience.

In April 2023, Wilderness introduced the Wilderness Mokete tented camp in the Mababe Concession of Botswana. Located within a vast area of 124,000 acres between the Okavango Delta and Chobe National Park, this secluded retreat provides exceptional opportunities to observe abundant wildlife, such as elephants, buffalos, lions, and hyenas. Serving as the inaugural camp in this area, it offers a unique and unparalleled experience for visitors.

Global Safari Tourism Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Type, Group, Booking Mode, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Adventure Safari

Private Safari
Others

By Group:

Friends
Families
Couples
Solos

By Booking Mode:

Direct Booking
Agents And Affiliates Account
Marketplace Booking

By Region:

North America
U.S.
Canada

Europe
UK
Germany
France
Spain
Italy
ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC

Latin America
Brazil
Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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