

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

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2020-2030 (USD Billion)
 - 1.2.1. Safari Tourism Market, by region, 2020-2030 (USD Billion)
 - 1.2.2. Safari Tourism Market, by Type, 2020-2030 (USD Billion)
 - 1.2.3. Safari Tourism Market, by Group, 2020-2030 (USD Billion)
 - 1.2.4. Safari Tourism Market, by Booking Mode, 2020-2030 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL SAFARI TOURISM MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
 - 2.2.1. Industry Evolution
 - 2.2.2. Scope of the Study
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

CHAPTER 3. GLOBAL SAFARI TOURISM MARKET DYNAMICS

- 3.1. Safari Tourism Market Impact Analysis (2020-2030)
 - 3.1.1. Market Drivers
 - 3.1.1.1. Growing International Tourism
 - 3.1.1.2. Rising Household Disposable Income
 - 3.1.2. Market Challenges
 - 3.1.2.1. Limited Cross Border Accessibility
 - 3.1.2.2. Political Instability & Security Concerns.
 - 3.1.3. Market Opportunities
 - 3.1.3.1. Growing Urbanization
 - 3.1.3.2. Increasing Cross Border Connectivity

CHAPTER 4. GLOBAL SAFARI TOURISM MARKET: INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model

- 4.1.1. Bargaining Power of Suppliers
- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.2. Porter's 5 Force Impact Analysis
- 4.3. PEST Analysis
 - 4.3.1. Political
 - 4.3.2. Economic
 - 4.3.3. Social
 - 4.3.4. Technological
 - 4.3.5. Environmental
 - 4.3.6. Legal
- 4.4. Top investment opportunity
- 4.5. Top winning strategies
- 4.6. COVID-19 Impact Analysis
- 4.7. Disruptive Trends
- 4.8. Industry Expert Perspective
- 4.9. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL SAFARI TOURISM MARKET, BY TYPE

- 5.1. Market Snapshot
- 5.2. Global Safari Tourism Market by Type, Performance - Potential Analysis
- 5.3. Global Safari Tourism Market Estimates & Forecasts by Type 2020-2030 (USD Billion)
- 5.4. Safari Tourism Market, Sub Segment Analysis
 - 5.4.1. Adventure Safari
 - 5.4.2. Private Safari
 - 5.4.3. Others

CHAPTER 6. GLOBAL SAFARI TOURISM MARKET, BY GROUP

- 6.1. Market Snapshot
- 6.2. Global Safari Tourism Market by Group, Performance - Potential Analysis
- 6.3. Global Safari Tourism Market Estimates & Forecasts by Group 2020-2030 (USD Billion)
- 6.4. Safari Tourism Market, Sub Segment Analysis
 - 6.4.1. Friends

- 6.4.2. Families
- 6.4.3. Couples
- 6.4.4. Solos

CHAPTER 7. GLOBAL SAFARI TOURISM MARKET, BY BOOKING MODE

- 7.1. Market Snapshot
- 7.2. Global Safari Tourism Market by Booking Mode, Performance - Potential Analysis
- 7.3. Global Safari Tourism Market Estimates & Forecasts by Booking Mode 2020-2030 (USD Billion)
- 7.4. Safari Tourism Market, Sub Segment Analysis
 - 7.4.1. Direct Booking
 - 7.4.2. Agents And Affiliates Account
 - 7.4.3. Marketplace Booking

CHAPTER 8. GLOBAL SAFARI TOURISM MARKET, REGIONAL ANALYSIS

- 8.1. Top Leading Countries
- 8.2. Top Emerging Countries
- 8.3. Safari Tourism Market, Regional Market Snapshot
- 8.4. North America Safari Tourism Market
 - 8.4.1. U.S. Safari Tourism Market
 - 8.4.1.1. Type breakdown estimates & forecasts, 2020-2030
 - 8.4.1.2. Group breakdown estimates & forecasts, 2020-2030
 - 8.4.1.3. Booking Mode breakdown estimates & forecasts, 2020-2030
 - 8.4.2. Canada Safari Tourism Market
- 8.5. Europe Safari Tourism Market Snapshot
 - 8.5.1. U.K. Safari Tourism Market
 - 8.5.2. Germany Safari Tourism Market
 - 8.5.3. France Safari Tourism Market
 - 8.5.4. Spain Safari Tourism Market
 - 8.5.5. Italy Safari Tourism Market
 - 8.5.6. Rest of Europe Safari Tourism Market
- 8.6. Asia-Pacific Safari Tourism Market Snapshot
 - 8.6.1. China Safari Tourism Market
 - 8.6.2. India Safari Tourism Market
 - 8.6.3. Japan Safari Tourism Market
 - 8.6.4. Australia Safari Tourism Market
 - 8.6.5. South Korea Safari Tourism Market

- 8.6.6. Rest of Asia Pacific Safari Tourism Market
- 8.7. Latin America Safari Tourism Market Snapshot
 - 8.7.1. Brazil Safari Tourism Market
 - 8.7.2. Mexico Safari Tourism Market
- 8.8. Middle East & Africa Safari Tourism Market
 - 8.8.1. Saudi Arabia Safari Tourism Market
 - 8.8.2. South Africa Safari Tourism Market
 - 8.8.3. Rest of Middle East & Africa Safari Tourism Market

CHAPTER 9. COMPETITIVE INTELLIGENCE

- 9.1. Key Company SWOT Analysis
 - 9.1.1. Company
 - 9.1.2. Company
 - 9.1.3. Company
- 9.2. Top Market Strategies
- 9.3. Company Profiles
 - 9.3.1. Wilderness Group Ltd.
 - 9.3.1.1. Key Information
 - 9.3.1.2. Overview
 - 9.3.1.3. Financial (Subject to Data Availability)
 - 9.3.1.4. Product Summary
 - 9.3.1.5. Recent Developments
 - 9.3.2. Thomas Cook Group
 - 9.3.3. Singita Management Company (Pty) Ltd.
 - 9.3.4. Scott Dunn Limited
 - 9.3.5. Rothschild Safaris
 - 9.3.6. Travel And Beyond Private Limited
 - 9.3.7. Abercrombie & Kent USA LLC.
 - 9.3.8. Gamewatchers Safaris Ltd.
 - 9.3.9. Backroads
 - 9.3.10. TUI Travel PLC

CHAPTER 10. RESEARCH PROCESS

- 10.1. Research Process
 - 10.1.1. Data Mining
 - 10.1.2. Analysis
 - 10.1.3. Market Estimation

- 10.1.4. Validation
- 10.1.5. Publishing
- 10.2. Research Attributes
- 10.3. Research Assumption

List Of Tables

LIST OF TABLES

- TABLE 1. Global Safari Tourism Market, report scope
- TABLE 2. Global Safari Tourism Market estimates & forecasts by Region 2020-2030 (USD Billion)
- TABLE 3. Global Safari Tourism Market estimates & forecasts by Type 2020-2030 (USD Billion)
- TABLE 4. Global Safari Tourism Market estimates & forecasts by Group 2020-2030 (USD Billion)
- TABLE 5. Global Safari Tourism Market estimates & forecasts by Booking Mode 2020-2030 (USD Billion)
- TABLE 6. Global Safari Tourism Market by segment, estimates & forecasts, 2020-2030 (USD Billion)
- TABLE 7. Global Safari Tourism Market by region, estimates & forecasts, 2020-2030 (USD Billion)
- TABLE 8. Global Safari Tourism Market by segment, estimates & forecasts, 2020-2030 (USD Billion)
- TABLE 9. Global Safari Tourism Market by region, estimates & forecasts, 2020-2030 (USD Billion)
- TABLE 10. Global Safari Tourism Market by segment, estimates & forecasts, 2020-2030 (USD Billion)
- TABLE 11. Global Safari Tourism Market by region, estimates & forecasts, 2020-2030 (USD Billion)
- TABLE 12. Global Safari Tourism Market by segment, estimates & forecasts, 2020-2030 (USD Billion)
- TABLE 13. Global Safari Tourism Market by region, estimates & forecasts, 2020-2030 (USD Billion)
- TABLE 14. Global Safari Tourism Market by segment, estimates & forecasts, 2020-2030 (USD Billion)
- TABLE 15. Global Safari Tourism Market by region, estimates & forecasts, 2020-2030 (USD Billion)
- TABLE 16. U.S. Safari Tourism Market estimates & forecasts, 2020-2030 (USD Billion)
- TABLE 17. U.S. Safari Tourism Market estimates & forecasts by segment 2020-2030 (USD Billion)
- TABLE 18. U.S. Safari Tourism Market estimates & forecasts by segment 2020-2030 (USD Billion)
- TABLE 19. Canada Safari Tourism Market estimates & forecasts, 2020-2030 (USD

Billion)

TABLE 20. Canada Safari Tourism Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 21. Canada Safari Tourism Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 22. UK Safari Tourism Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 23. UK Safari Tourism Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 24. UK Safari Tourism Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 25. Germany Safari Tourism Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 26. Germany Safari Tourism Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 27. Germany Safari Tourism Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 28. France Safari Tourism Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 29. France Safari Tourism Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 30. France Safari Tourism Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 31. Italy Safari Tourism Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 32. Italy Safari Tourism Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 33. Italy Safari Tourism Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 34. Spain Safari Tourism Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 35. Spain Safari Tourism Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 36. Spain Safari Tourism Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 37. RoE Safari Tourism Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 38. RoE Safari Tourism Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 39. RoE Safari Tourism Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 40. China Safari Tourism Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 41. China Safari Tourism Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 42. China Safari Tourism Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 43. India Safari Tourism Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 44. India Safari Tourism Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 45. India Safari Tourism Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 46. Japan Safari Tourism Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 47. Japan Safari Tourism Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 48. Japan Safari Tourism Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 49. South Korea Safari Tourism Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 50. South Korea Safari Tourism Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 51. South Korea Safari Tourism Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 52. Australia Safari Tourism Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 53. Australia Safari Tourism Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 54. Australia Safari Tourism Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 55. RoAPAC Safari Tourism Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 56. RoAPAC Safari Tourism Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 57. RoAPAC Safari Tourism Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 58. Brazil Safari Tourism Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 59. Brazil Safari Tourism Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 60. Brazil Safari Tourism Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 61. Mexico Safari Tourism Market estimates & forecasts, 2020-2030 (USD

Billion)

TABLE 62. Mexico Safari Tourism Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 63. Mexico Safari Tourism Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 64. RoLA Safari Tourism Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 65. RoLA Safari Tourism Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 66. RoLA Safari Tourism Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 67. Saudi Arabia Safari Tourism Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 68. South Africa Safari Tourism Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 69. RoMEA Safari Tourism Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 70. List of secondary sources, used in the study of global Safari Tourism Market

TABLE 71. List of primary sources, used in the study of global Safari Tourism Market

TABLE 72. Years considered for the study

TABLE 73. Exchange rates considered

List of tables and figures are dummy in nature, final lists may vary in the final deliverable

List Of Figures

LIST OF FIGURES

- FIG 1. Global Safari Tourism Market, research methodology
 - FIG 2. Global Safari Tourism Market, Market estimation techniques
 - FIG 3. Global Market size estimates & forecast methods
 - FIG 4. Global Safari Tourism Market, key trends 2022
 - FIG 5. Global Safari Tourism Market, growth prospects 2023-2030
 - FIG 6. Global Safari Tourism Market, porters 5 force model
 - FIG 7. Global Safari Tourism Market, pest analysis
 - FIG 8. Global Safari Tourism Market, value chain analysis
 - FIG 9. Global Safari Tourism Market by segment, 2020 & 2030 (USD Billion)
 - FIG 10. Global Safari Tourism Market by segment, 2020 & 2030 (USD Billion)
 - FIG 11. Global Safari Tourism Market by segment, 2020 & 2030 (USD Billion)
 - FIG 12. Global Safari Tourism Market by segment, 2020 & 2030 (USD Billion)
 - FIG 13. Global Safari Tourism Market by segment, 2020 & 2030 (USD Billion)
 - FIG 14. Global Safari Tourism Market, regional snapshot 2020 & 2030
 - FIG 15. North America Safari Tourism Market 2020 & 2030 (USD Billion)
 - FIG 16. Europe Safari Tourism Market 2020 & 2030 (USD Billion)
 - FIG 17. Asia pacific Safari Tourism Market 2020 & 2030 (USD Billion)
 - FIG 18. Latin America Safari Tourism Market 2020 & 2030 (USD Billion)
 - FIG 19. Middle East & Africa Safari Tourism Market 2020 & 2030 (USD Billion)
- List of tables and figures are dummy in nature, final lists may vary in the final deliverable

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