

Global Safari Travel Market Size study & Forecast, by Type (Adventure Travel, Personalized Vacation), by Age Group (Millennial, Generation X, Baby Boomers, Silver Hair), by Industry Vertical (Customized & Private Vacations, Safari & Adventure, Cruises, Yachting & Small Ship Expeditions, Celebration Journeys, Culinary Travel & Shopping) and Regional Analysis, 2022-2029

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Abstracts

Global Safari Travel Market is valued at approximately USD 32.3 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 5.3% over the forecast period 2022-2029. Safari Travel refers to a trip done overland. Safari travel is a journey to observe the wildlife in their natural habitat, especially on African land. Moreover, the idea and concept of wildlife safari were born and evolved in Africa. Companies operating in Safari Travel Market offer different packages such as adventure safari, water safari, cycling safari, camping safari, guided safari, and self-driving safari among others. The increasing growth of Travel & Tourism sector in post covid era and growing inclination from bloggers and influencers in safari travel as well as strategic initiatives from leading market players are key factors accelerating the market growth.

The rising expansion of travel and tourism sector in post covid era is contributing to the growth of the Global Safari Travel market. For instance, according to Statista – as of 2022, the revenue in the global travel & tourism market is estimated at USD 716.80 billion, and the global revenue is projected to grow at a CAGR of 8.46% in 2022-2026 period, to reach to a projected market volume of USD 992.10 billion by 2026. Also, growing impact of social media on the travel industry and rising emergence of online

booking platforms would create a lucrative growth prospectus for the market over the forecast period. However, high costs associated with Safari tour packages impede the market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Safari Travel Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. Middle East and Africa (MEA) region dominated the market in terms of revenue, owing to the dominance of the region as the world's top destination for safari travel and presence of leading market payers. Whereas Asia Pacific is expected to grow with the highest CAGR during the forecast period, owing to factors such as presence of national parks, safaris, and wildlife reserves as well as rising expansion of travel & tourism sector in post covid era in the region.

Major market players included in this report are:

Wilderness Safaris

Thomas Cook Group

Singita

Scott Dunn

Rothschild Safaris

Travcoa, & Beyond

Abercrombie & Kent Ltd

Gamewatchers Safaris

Backroads

Cox & Kings Ltd

Recent Developments in the Market:

In February 2020, Desert Safari UAE launched the Dubai Desert Safari tour packages for domestic and international travellers. The company rolled out a wide range of tour packages including private desert safari tours, royal desert safari tours, morning desert safari combo with quad bike & camel ride, desert safari in Hummer, and overnight desert safari among others.

In October 2021, Gaborone, Botswana based Wilderness Safari completed acquisition of Yellow Zebra Travel Limited. Yellow Zebra Travel Limited is a leading provider of tailor-made African safari holidays.

Global Safari Travel Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

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

Segments Covered Type, Age Group, Industry Vertical, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

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 Travel

Personalized Vacation

By Age Group

Millennial

Generation X

Baby Boomers

Silver Hair

By Industry Vertical

Customized & Private Vacations

Safari & Adventure

Cruises, Yachting & Small Ship Expeditions

Celebration Journeys

Culinary Travel & Shopping

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
RoLA
Rest of the World

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