

Safari Tourism Market Size, Share & Trends Analysis Report By Type (Adventure Safari, Private Safari), By Accommodation Type, By Group (Friends, Family, Couples, Solo), By Booking Mode, By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Safari Tourism Market Growth & Trends

The global safari tourism market size is expected to reach USD 51.46 billion by 2030, expanding at a CAGR of 6.1% from 2024 to 2030, according to a new report by Grand View Research, Inc. There is a growing awareness and concern for the conservation of natural habitats and wildlife. Adventure wildlife tourism allows travelers to witness wildlife in their natural habitats and learn about conservation efforts, fostering a deeper appreciation for the environment and encouraging support for conservation initiatives. Improved transportation infrastructure, including better roads and air connectivity, has made remote and exotic wildlife destinations more accessible to travelers. This has opened opportunities for adventure wildlife tourism in previously inaccessible areas, attracting more visitors.

Millennials are inclined toward wildlife tourism due to their environmental consciousness, desire for authentic experiences, preference for adventurous and thrilling activities, the influence of social media and digital platforms, concern for animal welfare, and interest in educational opportunities. They are drawn to wildlife tourism as it allows them to connect with nature, support conservation efforts, engage in unique activities, capture visually captivating moments, and gain knowledge about wildlife and the environment. Wildlife tourism resonates with millennials' values of sustainability,

authenticity, and personal growth, providing them with meaningful experiences and the opportunity to make a positive impact on the planet.

The market is driven by factors such as the allure of abundant wildlife and diverse natural habitats, the growing interest in nature-based and adventure tourism, increasing awareness of wildlife conservation, and technological advancements. These drivers contribute to the appeal of safari tourism, attracting travelers seeking authentic and immersive experiences in the heart of nature. The market growth is further supported by responsible tourism practices, favorable government policies, and the engagement of local communities, making it a thriving sector with immense potential for the future.

Millions of individuals during the lockdown were looking for immersive experiences from their homes due to COVID-19's impact on the global tourism industry. During this time, nature and wildlife entities proved to be essential, and demand for access to wildlife sanctuaries, marine parks and reserves, and cultural safari sites increased. To promote safari tourism in the post-pandemic environment, governments across the globe are focusing on regional development, industry regulations, and public-private partnerships in the supply of safari tourism infrastructure.

For instance, in February 2021, Wildlife SOS, an Indian wildlife charity, formed a strategic partnership with the Responsible Tourism Society of India (RTSOI), a national tourism body, to launch a campaign focused on responsible and ethical wildlife tourism. The initiative aims to raise awareness among both local and international tourists, emphasizing the importance of making informed choices to prevent the support of illegal wildlife trafficking and ensure the well-being and humane treatment of animals. The collaboration between Wildlife SOS and RTSOI highlights their commitment to promoting sustainable practices and ethical standards in the tourism industry, safeguarding wildlife, and enhancing the overall tourism experience.

Safari Tourism Market Report Highlights

Based on type, adventure safari dominated the markets in 2023. Adventure safaris may include activities like walking safaris and hot air balloon rides, which are preferred by adventure-seeking travelers. This is expected to propel the market growth over the forecast period

Based on accommodation type, the demand for safari camps as accommodations is anticipated to grow at the fastest CAGR. Tented safari camps are set up to transfer places two or three times a year, spending months

at a time in one spot. This guarantees that the site is always exceptional and enables the camp to track the seasonal movements of wildlife

Based on group, safari tourism with friends dominated the global market in 2023. Group travel, including trips with friends, is a popular choice among travelers, particularly for adventure safari tourism. Millennials, in particular, show a strong interest in group travel experiences

Based on booking mode, marketplace booking is anticipated to make the largest contribution in the global market. Safari tourism through marketplace booking modes, such as online travel agencies (OTAs) or booking platforms, has gained popularity in recent years. Marketplace booking modes provide travelers a convenient and accessible platform to search, compare, and book safari experiences

Middle East & Africa safari tourism market held a dominant revenue share in 2023. Tourists are attracted to the region by the safari parks' conservation efforts and other influencing factors. Africa is gradually becoming a favored destination for international travelers seeking sunny beaches, national parks, ecotourism products, and exotic culture and food

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