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- Scott Dunn
- Backroads
- Rothschild Safaris
- Butterfield & Robinson
- Travcoa
- Zicasso

This Research report is expected to witness a significant expansion in the market for Luxury Safari Tourism. Several factors contribute to this growth, including an increase in personal expenditure, growing urbanization globally, and the widespread adoption of advanced technologies. The analysis of the market also considers the potential influence of government regulations and market dynamics on the industry.

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Luxury Safari Tourism Market Overview:

For this report, we undertook primary and secondary research in association with Tourism Economics, Amadeus Travel Intelligence, Connections Events, The Telegraph and various industry experts. Approaches include: analysing tourism Economics estimations of the number of outbound luxury trips from each region between 2014 and the present (using an arrival definition), and projected growth patterns until 2025. To compare the growth in overall travel with the growth in luxury travel, luxury travellers were defined as those with an annual household income of more than USD350,000, and bookings arrivals order costs more than USD3000 per person made by this traveller were deemed as luxury trips.

Luxury travel today is defined less by thread count and Michelin stars and more by access to the people, places and experiences that represent all that is authentic about a destination. There's no denying that comfort factors still apply and high standards of accommodation and dining will always feature on the luxury traveller's wish list. However, today's luxury traveller seeks more depth of understanding and immersion into local culture than ever before. People don't just want to see – they want to participate. The sales process is also critical and whilst the online proposition can be an asset in terms of booking more simple arrangements, clients looking for luxury experiential travel require a deep level of sophisticated knowledge and confidence during the sales process.

The report also includes a detailed analysis of the market's growth drivers, challenges, and opportunities. It provides a comprehensive overview of the market's current state and future prospects, including a detailed analysis of the market's growth drivers, challenges, and opportunities. The report also includes a detailed analysis of the market's growth drivers, challenges, and opportunities. It provides a comprehensive overview of the market's current state and future prospects, including a detailed analysis of the market's growth drivers, challenges, and opportunities.

Global Luxury Safari Tourism key players include Wilderness, TUI Group, &Beyond, Thomas Cook Group, Abercrombie & Kent Ltd, etc. Global top five manufacturers hold a share of over 35%.

South Africa is the largest market, with a share of over 15%, followed by Botswana and Kenya, both have a share of about 30 percent.

In terms of product, Adventure Travel is the largest segment, with a share of about 70%. And in terms of application, the largest application is Generation X, followed by Millennial.

Market segmentation by product type, application and region

- Adventure Travel
- Personalized Vacations
- Others

Market segmentation by application and region

- Millennial
- Generation X
- Baby Boomers
- Others

Market segmentation by region:

North America

Europe

Asia-Pacific

Middle East and Africa

South America

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