

Safari Tourism Market to Hit USD 69.9 Bn by 2033, CAGR 6.8% (2024-2033)

Safari Tourism Market to Grow from USD 36.8 Billion in 2023 to USD 69.9 Billion by 2033 at a CAGR of 6.8%

NEW YORK, NY, UNITED STATES, January 31, 2025 /EINPresswire.com/ -- Market Overview

The [safari tourism market](#) was valued at USD 36.8 billion in 2023. It is expected to reach USD 69.9 billion by 2033, with a CAGR of 6.8% during the forecast period from 2024 to 2033.



The Safari Tourism Market encompasses travel experiences focused on wildlife exploration, primarily in natural habitats such as national parks, game reserves, and conservation areas. It caters to adventure seekers, nature enthusiasts, and eco-tourists seeking immersive encounters



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Tajammul Pangarkar

with wildlife, often in regions like Africa, South Asia, and South America. This market is driven by the growing demand for sustainable and experiential travel, offering unique opportunities to connect with nature while promoting conservation efforts.

The Safari Tourism Market is experiencing steady growth, fueled by increasing global interest in eco-tourism and wildlife conservation. Governments in key regions, such as Africa, are actively investing in infrastructure development,

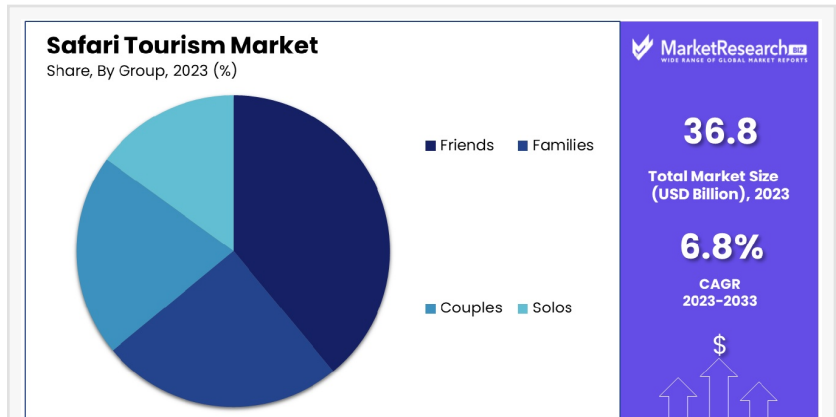
including improved transportation, accommodation, and park facilities, to enhance the visitor experience.

Additionally, regulatory frameworks are being strengthened to ensure sustainable tourism practices, protecting biodiversity while supporting local economies. Policies promoting public-private partnerships are also gaining traction, enabling better resource allocation and fostering innovation in the sector. However, challenges such as climate change, poaching, and habitat

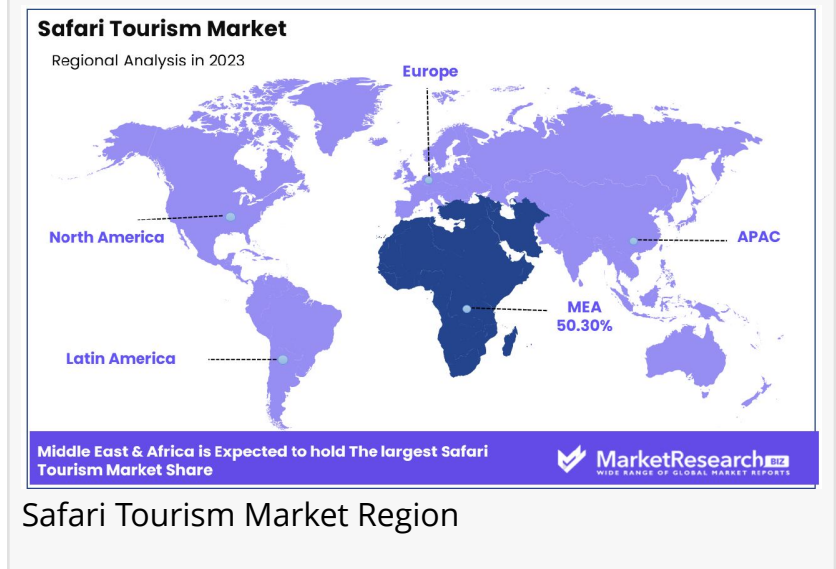
destruction require ongoing attention to maintain the balance between tourism growth and environmental preservation.

The Safari Tourism Market presents significant opportunities for both new entrants and established players. For new businesses, there is potential to develop niche offerings, such as luxury safari experiences, eco-friendly lodges, or specialized wildlife tours. Existing players can expand their portfolios by integrating technology, such as virtual reality or AI-driven wildlife tracking, to enhance customer engagement.

Collaborations with local communities and conservation organizations can also create value-added experiences while promoting sustainability. Furthermore, leveraging digital marketing strategies to target high-net-worth individuals and eco-conscious travelers can drive business growth. By aligning with global trends in sustainable tourism, companies can position themselves as leaders in this evolving market.



Safari Tourism Market Share



Safari Tourism Market Region

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Key Takeaway

The safari tourism market is expected to grow from USD 36.8 billion in 2023 to USD 69.9 billion by 2033, with a CAGR of 6.8%, driven by rising demand and sustainable tourism.

Safari Resorts & Lodges dominate the accommodation segment, offering luxurious and authentic experiences close to wildlife reserves.

Marketplace Booking leads the booking mode segment, preferred for its convenience, competitive pricing, and user reviews.

The Friends group dominates, driven by younger travelers seeking adventure and unique shared experiences.

Adventure Safari remains the dominant type, as travelers seek thrilling wildlife encounters and immersive nature experiences.

The Middle East & Africa dominate with a 50.3% market share, supported by iconic safari destinations and strong conservation efforts.

Use Cases

Adventure Seekers: Safari tourism offers thrilling experiences for adventure lovers. People looking for unique, adrenaline-pumping activities, like game drives or walking safaris, are drawn to Africa's iconic wildlife. Tourists explore vast savannahs to see majestic animals like lions, elephants, and rhinoceroses in their natural habitat.

Luxury Travelers: High-net-worth individuals (HNWIs) choose safari tourism for its combination of exclusivity, luxury, and nature. Upscale lodges and private game reserves offer top-tier amenities, from five-star accommodations to private chefs and personalized guides, making it a premium travel experience.

Wildlife Conservationists and Researchers: Researchers, environmentalists, and wildlife conservationists use safari tourism as an educational tool. They travel to national parks and wildlife reserves to study species in the wild, raise awareness about conservation, and support eco-friendly practices in the tourism industry.

Family Vacations: Families looking for an unforgettable vacation experience may choose safari tourism. The market has seen a rise in family-friendly safari packages that are safe, fun, and educational for children. These tours allow families to bond over wildlife experiences while also learning about ecosystems and environmental preservation.

Eco-Tourists: Eco-tourism is a rapidly growing segment, where travelers seek to minimize their environmental impact. Safari tourism aligns with eco-conscious travelers' values as they engage in responsible tourism practices, stay at eco-lodges, and support local communities through conservation-focused experiences.

Driving Factors

Rising Disposable Income and Travel Enthusiasm: The growing middle class, particularly in emerging economies like China and India, has more money to spend on unique travel experiences. People are increasingly choosing experiential travel over traditional vacations, with safari tourism offering that perfect blend of adventure and luxury. This trend is especially strong among millennials and Gen X travelers who prioritize memorable experiences over material possessions.

Sustainable Tourism Movement: Environmental consciousness is driving demand for eco-friendly safari experiences. Travelers are seeking responsible tourism options that contribute to wildlife conservation and local community development. Safari operators are responding by implementing green practices, supporting conservation efforts, and creating programs that

benefit local communities. This sustainable approach is attracting environmentally conscious tourists willing to pay premium prices for responsible travel experiences.

Social Media and Digital Marketing Impact: The visually stunning nature of safari experiences makes them highly shareable on social media platforms. Stunning photos of wildlife encounters and dramatic landscapes drive significant interest and bookings. Instagram and YouTube influencers showcasing their safari adventures have created a must-experience perception among their followers, particularly younger travelers seeking unique content for their social media profiles.

Infrastructure and Accessibility Improvements: Better air connectivity to safari destinations, improved road networks, and modern lodging facilities have made safaris more accessible to a broader range of travelers. Many African countries are investing in tourism infrastructure, making previously remote areas more reachable. This development has also led to the emergence of different price points in safari experiences, from luxury lodges to more affordable camping options.

Wildlife Conservation Awareness: Growing global concern about endangered species and habitat loss has increased interest in witnessing wildlife in their natural habitats. Many travelers view safaris as a now or never opportunity to see certain species, especially with ongoing concerns about climate change and habitat destruction. This urgency drives demand, particularly for destinations known for unique or endangered species.

Report Segmentation

By Type

- Adventure Safari
- Private Safari
- Others

By Accommodation Type

- Safari Resorts & Lodges
- Safari Camps
- Treehouses
- Others

By Group

- Friends
- Families
- Couples
- Solos

By Booking Mode

- Marketplace Booking
- Direct Booking
- Agents and Affiliates Account

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Regional Analysis

The Middle East and Africa account for a large 50.30% share of the safari tourism market, thanks to their rich wildlife, diverse ecosystems, and unique cultures. Africa, in particular, is known for famous safari destinations like Serengeti, Masai Mara, and Kruger National Park. These places offer vast landscapes and the chance to see the "Big Five" animals—lions, elephants, buffalo, leopards, and rhinoceroses—living freely in their natural habitats, which attracts tourists worldwide. Additionally, the region's focus on wildlife conservation and sustainable tourism practices is helping to grow this market share.

Growth Opportunities

Rising Interest in Sustainable Travel: As more travelers seek eco-friendly and sustainable vacation options, safari tourism offers an attractive solution. Travelers are increasingly choosing destinations that prioritize wildlife conservation and environmental protection. Safari operators that emphasize eco-friendly practices and contribute to conservation efforts can tap into this growing demand.

Expanding Middle-Class in Emerging Markets: The rising middle-class populations in countries like India, China, and other parts of Asia are creating a new wave of potential safari tourists. As disposable incomes rise, more people from these regions are looking to travel internationally, including to African safari destinations. This trend presents an opportunity for safari tourism providers to diversify their offerings and cater to these emerging markets.

Adventure and Wellness Tourism Integration: Safari tourism can be integrated with wellness tourism by offering packages that include yoga, meditation, and spa treatments in the wilderness. The growing trend of combining adventure with relaxation is attracting affluent travelers. Safari operators can create customized itineraries that blend the thrill of wildlife exploration with opportunities for rejuvenation in serene environments.

Digitalization and Virtual Experiences: Virtual safaris and digital tours are becoming increasingly popular, especially during global disruptions like the COVID-19 pandemic. By investing in advanced technologies such as virtual reality (VR) or augmented reality (AR), safari tourism businesses can provide immersive experiences to remote audiences. This allows them to reach a broader market, including those who may not be able to travel but still wish to experience wildlife.

Luxury Safari Experiences: There's a growing market for luxury safari experiences, with high-net-worth individuals seeking exclusive and personalized tours. Offering private safaris with luxurious accommodations, fine dining, and bespoke services can cater to this affluent demographic. Operators can capitalize on the trend for premium experiences by providing exceptional service, exclusivity, and unique, off-the-beaten-path safari adventures.

Key Players

- Wilderness
- Thomas Cook Group
- Singita
- Scott Dunn Ltd.
- Rothschild Safaris
- &Beyond
- Travcoa Tours & Safaris
- Abercrombie & Kent USA, LLC
- Gamewatchers Safaris Ltd.
- Backroads
- TUI Group

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Conclusion

In conclusion, the markets analyzed are all experiencing growth driven by evolving consumer preferences, technological advancements, and increasing demand for customized, high-quality products. Key trends, such as the adoption of sustainable practices, integration of smart technologies, and rising disposable incomes, are shaping the competitive landscape. While challenges such as market saturation, price sensitivity, and regional differences persist, opportunities abound for companies to capitalize on niche segments, leverage digital platforms, and innovate to meet the specific needs of their target audiences. As these industries continue to expand, businesses that adapt to changing trends, prioritize customer-centric strategies, and invest in innovation will be well-positioned for long-term success.

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