

UK Safari Tourism Market to Reach USD 4.1 Billion by 2035, Driven by Luxury Travel and Sustainable Tourism Trends

The UK safari tourism market is projected to grow at a 6.1% CAGR, fueled by rising demand for luxury, eco-friendly, and bespoke travel experiences.

NEWARK, DE, UNITED STATES, May 23, 2025 /EINPresswire.com/ -- The [UK safari tourism market](#) is on a remarkable growth trajectory, with industry analysts projecting a surge in value from USD 2.2 billion in 2025 to

USD 4.1 billion by 2035, representing a Compound Annual Growth Rate (CAGR) of 6.1% over the forecast period. This upward trend signals a robust demand for wildlife-based travel experiences among British travellers and reflects a broader shift towards experiential and sustainable tourism.



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Growing Demand for Luxury Safari Experiences Among UK Travellers

Driven by a rising appetite for luxury safari holidays from the UK and increasing awareness of sustainable travel practices, the UK safari tourism market is gaining momentum. High-net-worth individuals and affluent millennials are investing in bespoke African safari vacations that offer not only adventure but also conservation-based experiences. From guided safaris in Kenya's Maasai Mara to exclusive lodges in Botswana and Namibia, British tourists are increasingly seeking out curated, immersive wildlife experiences.

UK Safari Holiday Bookings on the Rise Post-Pandemic

The post-COVID travel rebound has fueled a boom in outbound tourism from the UK, with safari holidays emerging as a preferred long-haul travel option. Travel agencies report significant growth in UK outbound safari tour bookings, particularly to East and Southern Africa. Consumer

preferences are leaning towards longer stays, private safari guides, and eco-conscious accommodations, highlighting a significant shift in traveller expectations and values.

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Digital Transformation and Tailor-Made Travel Drive Industry Growth

The rise of digital platforms specializing in customized safari travel packages for UK tourists has contributed substantially to the industry's growth. Online booking systems, virtual itinerary planning, and AI-powered travel assistance are reshaping how UK travellers engage with safari tourism. These technological innovations enable travellers to craft personalized journeys, aligning with a broader trend towards tailor-made safari holidays for British tourists.

Key Market Drivers

- **Rising Affluence and Disposable Incomes:** Increased spending capacity among UK households, particularly in the middle and upper-income brackets, is fueling demand for high-end and long-haul safari vacations.
- **Growing Demand for Experiential and Luxury Travel:** British travellers are shifting from traditional holidays to immersive experiences, with luxury safari tours offering a blend of adventure, exclusivity, and comfort.
- **Increased Focus on Sustainable and Responsible Tourism:** Conscious consumers are increasingly choosing eco-friendly safari packages, prioritizing wildlife conservation, local community support, and low-impact travel practices.
- **Expansion of Direct Flights and Improved Connectivity:** Enhanced air connectivity from major UK airports to African safari destinations, such as Kenya, South Africa, and Tanzania, is making safari travel more accessible and convenient.
- **Digital Transformation and Online Booking Platforms:** The rise of digital travel platforms offering custom safari travel planning and virtual consultations is streamlining the booking process and expanding market reach.

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Key Segmentation

By Supplier Type:

The industry is segmented into Airlines, Hotels and Resorts, Tour Operators, Travel Management, and Others.

By Age:

The market is analyzed by age groups: Under 18 years, 18 - 25 years, 26 - 35 years, 36 - 45 years, 46 - 55 years, and Over 55 years.

By Demographic:

The market is segmented into Domestic and International tourists.

By Booking Mode:

The industry includes In-person Booking, Phone Booking, and Online Booking.

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