Safari Tourism Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Specialty, Niche & Experience Tourism (Hospitality & Tourism)
> **Source:** https://www.mordorintelligence.com/industry-reports/safari-tourism-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 41.35 billion
Projected Forecast (2031)	USD 41.35 billion
Growth Rate (CAGR)	6.31 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

```
![Major players in Safari Tourism industry](images/chart_2.png)

![Safari Tourism Market (2026 - 2031)](images/chart_3.png)

![Safari Tourism Market: Market Share by Tourism Type](images/chart_4.png)

![Safari Tourism Market: Market Share by Traveler Group](images/chart_5.png)

![Safari Tourism Market CAGR (%), Growth Rate by Region](images/chart_6.png)

![Safari Tourism Market Concentration](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)
```

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2020 - 2031 |
Market Size (2026) | USD 41.35 Billion |
Market Size (2031) | USD 56.16 Billion |
Growth Rate (2026 - 2031) | 6.31 % |
Fastest Growing Market | Middle East and Africa |
Largest Market | Middle East and Africa |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

|

Market Overview

Safari Tourism Market Analysis by Mordor IntelligenceThe Safari Tourism Market size is expected to increase from USD 39.43 billion in 2025 to USD 41.35 billion in 2026 and reach USD 56.16 billion by 2031, growing at a CAGR of 6.31% over 2026-2031.

Demand in the safari tourism market is no longer limited to a small set of affluent repeat travelers. It now draws a wider base from the United States, the United Kingdom, and a rising pool of Asian outbound travelers. Nature-based travel remains supported by a broad tourism base, with the wider travel and tourism economy contributing a significant share of global GDP, and protected areas receiving close to 8 billion annual visits. Average safari budgets rose notably year-on-year, which shows that travelers in the safari tourism market continued to accept higher trip values. The safari tourism market is also moving toward longer itineraries, premium accommodation, and add-on wildlife experiences that increase revenue per traveler beyond the core game-drive product. At the same time, fee revisions, climate variability, and tighter access rules in key ecosystems are making concession control, booking efficiency, and product exclusivity more important sources of competitive advantage across the safari tourism market.[1]World Bank, “Nature-Based Tourism,” World Bank, worldbank.org

Key Report Takeaways* By tourism type, Adventure Safari led with 29.84% of the safari tourism market share in 2025, while Luxury Safari is forecast to expand at a 6.72% CAGR through 2031.
* By accommodation type, Resorts and Lodges accounted for 38.63% of revenue in 2025, while Eco-lodges are projected to grow at a 7.57% CAGR through 2031.
* By traveler group, Group Travelers accounted for 63.71% of revenue in 2025 and recorded the highest projected CAGR of 6.95% through 2031.
* By booking mode, Direct Booking held 42.94% of the safari tourism market share in 2025, while Online Travel Platforms are projected to grow at a 7.46% CAGR through 2031.
* By geography, the Middle East and Africa accounted for 49.85% of the safari tourism market size in 2025 and are projected to expand at a 7.02% CAGR through 2031.

Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of Safari Tourism Market*Drivers | (~) % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline |
Experiential Wildlife Travel Demand | +1.8% | Global, concentrated in MEA destinations and North American source markets | Short term (≤ 2 years) |
Premiumization Of Private Safari Itineraries | +1.4% | East and Southern Africa, including Kenya, Tanzania, Botswana, and South Africa | Medium term (2-4 years) |
Conservation-Led Travel Preferences | +1.0% | Global source markets and MEA destinations | Medium term (2-4 years) |
Digital Discovery And Direct Booking Adoption | +0.8% | Global, with stronger impact in North America and emerging Asia-Pacific source markets | Short term (≤ 2 years) |
Shoulder-Season Normalization Expands Sellable Inventory | +0.6% | East and Southern Africa, with spillover to the wider MEA region | Medium term (2-4 years) |
Private Conservancy-Only Activities Widen Product Differentiation | +0.5% | Kenya, Botswana, Zimbabwe, and Tanzania conservation ecosystems | Long term (≥ 4 years) |
Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The safari tourism market is moderately consolidated at the ultra-premium end and fragmented across the broader mid-market and value tiers. A small cluster of luxury operators holds clear pricing power because it controls long-term concession access, lodge infrastructure, and curated wildlife experiences that are difficult to replicate. That advantage is strongest in remote, low-density ecosystems, where product quality depends on exclusive land rights rather than on brand alone. The wider field, however, remains crowded with regional specialists competing on guide quality, destination mix, and pricing flexibility. This keeps the safari tourism market competitive even though the highest-end supply is clearly more protected.

Capital deployment continues to shape the safari tourism market, as premium expansion requires access to land, permits, design capabilities, and conservation partnerships. Lindblad Expeditions increased its investment position in Natural Habitat Adventures, showing that strategic investors still see conservation-led wildlife travel as a scalable premium category. In 2024, Singita launched Singita Milele in Tanzania's Grumeti concession, reinforcing the role of exclusive-use villa products in capturing multigenerational and private-group demand. These moves show that premium positioning in the safari tourism market still depends on controlled inventory and long-duration asset commitments.

Competitive differentiation is also widening beyond land access alone. Operators are now competing on conservation credibility, itinerary depth, and the ability to match guests with more specialized wildlife products. In July 2025, Gamewatchers Safaris and EarthAcre introduced a model that links safari revenue directly to traceable conservation payments, which reflects how ecological accountability is becoming part of brand positioning. In July 2024, Volcanoes Safaris opened Kibale Lodge in Uganda, extending primate-focused product depth in a corridor already known for high-value gorilla and chimpanzee travel. The safari tourism market is therefore becoming more differentiated through a mix of concession control, conservation proof, and highly specific product design.

Safari Tourism Industry Leaders* Abercrombie & Kent

* &Beyond

* Wilderness

* Singita

* Micato Safaris

* *Disclaimer: Major Players sorted in no particular order

Component Component 3 Scope Of The Report Bottom

Global Safari Tourism Market Report ScopeBy Tourism TypeAdventure Safari |
Private Safari |
Luxury Safari |
Photographic Safari |
Walking Safari |
Gorilla and Primate Safari |

Segmentation Accordion Item

By GeographyNorth America | United States |
| Canada |
| Mexico |
South America | Brazil |

	Peru
	Chile
	Argentina
	Rest of South America
Europe	United Kingdom
	Germany
	France
	Spain
	Italy
	Russia
	BENELUX
	NORDICS
	Rest of Europe
Asia-Pacific	India
	China
	Japan
	Australia
	South Korea
	South East Asia
	Rest of Asia-Pacific
Middle East and Africa	United Arab Emirates
	Saudi Arabia
	South Africa
	Nigeria
	Rest of Middle East and Africa

Frequently Asked Questions

What is driving growth in safari tourism through 2031?

Growth is being supported by rising trip values, wider source-market demand, premium itinerary design, and stronger interest in conservation-linked experiences. The sector is forecast to grow at a 6.31% CAGR through 2031.

Which tourism type leads revenue in safari travel?

Adventure Safari led with 29.84% revenue share in 2025, while Luxury Safari is expanding faster at a 6.72% CAGR through 2031.

Which accommodation format is growing the fastest?

Eco-lodges are the fastest-growing accommodation format, with a projected 7.57% CAGR through 2031, reflecting stronger traveler preference for sustainability-linked stays.

Why does direct booking still matter in safari travel?

Direct Booking held 42.94% of revenue in 2025 because travelers often want specialist support for permits, routing, lodge selection, and in-destination coordination.

Which region leads safari demand and supply?

Middle East and Africa held 49.85% of revenue in 2025 and is also the fastest-growing regional segment with a 7.02% CAGR through 2031.

What are the main risks affecting future performance?

The main risks are political and health disruptions, climate-driven changes in wildlife visibility, overcrowding in flagship sighting areas, and rising permit and conservation fees.