



Go2Africa Shares Inaugural State of Safari Report for 2022 Highlighting Trends, Destinations and Travel Habits in Africa

Cape Town, South Africa (March 9, 2023): As demand for safaris comes roaring back to pre-covid levels, it does so with a new, fast-growing interest in sustainability and eco-tourism. This year as Go2Africa celebrates its 25th anniversary, they have produced their first [Annual African Safari Travel Report](#) to outline key trends within Africa's safari industry. Using a sample size of over 40,000 records, all of the data comes from inquiries and bookings between January 2021 and December 2022. With an entire team of African-born and raised specialists spread across the continent from Nairobi to Cape Town, including seven named as [Conde Nast Traveler's Top Travel Specialists](#) in 2022, the award-winning operator has its finger on the pulse of the latest trends and insights, which are shared below.

1. Destinations

While most travelers planning a trip to Africa know where they want to go, over a third are undecided and rely on the guidance and support of operators like Go2Africa. The top three destinations that command more than 68% of all interest in African safaris are Kenya, Tanzania, and South Africa. It was also found that South Africa and Rwanda have seen the biggest growth in popularity, with Zambia and Zimbabwe also trending above average. Travelers tend to stick to one destination to keep costs down and create a shorter trip and intend to visit only one country to reduce their carbon footprint.

2. Travelers

Most people traveling on safari do so with their partner (47.6%) or family (31.9%) versus solo or with friends. The average budget per person is 5-6K and the most common trip length is 10 days which allows for a safari and some additional downtime in a place like the Seychelles or Mozambique. The most popular travel months are July and August which are the high season for safari, the winter dry season for many safari destinations – which is traditionally a better time for sightings as the bush thins out. It also aligns with major safari attractions like the Great Migration's river crossings, when hundreds of thousands of wildebeest and zebras move from Tanzania's Serengeti to Kenya's Masai Mara, famously dubbed, "The Greatest Show On Earth." Historically, Africa's Big Five - the lion, leopard, rhino, elephant, and buffalo - have always been the main attraction. This remains the case today, with over a quarter of all travelers requesting to see the Big Five in the wild.

3. Search Trends

Google searches globally for African safaris are up 38.7% compared to 2021. Sustainability is quickly becoming a key consideration in the decision-making process of travelers. This has become very evident in the safari industry, with global search volumes for 'sustainable safari' increasing by 16% since 2019. As this has become increasingly important, Go2Africa has launched new [Positive Impact initiatives](#) to support community development projects, work with partners to keep the environment in pristine

condition, restore those that have been negatively impacted in the past, and partner with some of the pioneers on the front lines of protecting wildlife.

Maija de Rijk-Uys, Managing Director of Go2Africa shares, *“We have seen a large uptick in inquiries for sustainable safaris in destinations like Rwanda and South Africa this year. To prioritize this for our travelers in the future, Go2Africa has created [Trips with a Purpose](#) to show our commitment to protecting wildlife, uplifting communities, and caring for the planet.”*

4. Demand

A surprising fact, was that Rhode Island was the most safari excited state with the highest inquiry rate if accounting for difference in population size. Otherwise, within the US the largest number of inquiries came from California. More than 63% of all safari bookings came from the US in 2022, making America the most safari-loving nation in the world. This was followed by the UK at 8.4% and Australia at 4.4%. While the US traveler is the most likely to book a safari, travelers from Mexico rank highest when comparing which countries spend the most on a safari.

For more information read the full report [here](#). Plan your Safari with [Go2Africa](#) now.

About Go2Africa

[Go2Africa](#) is a multi-award-winning tour operator based out of Cape Town that curates exceptional, personalized African vacations, specializing in safaris, plus wineland and gastronomy experiences, city escapes, beach, diving, and golf tours across the continent. Since 1998, the team has been committed to building first-hand knowledge of every destination, lodge, and activity they recommend from their 3000+ partners. Working across 15 countries in Africa and the Indian Ocean Islands, 100% of their revenues stay in Africa, supporting local communities and conservation projects, making a difference long after their clients return home. With an entire team of African-born and raised specialists, including seven named as Conde Nast Traveler’s Top Travel Specialists in 2022, travelers are in expert hands. From spotting the Big 5 to following the Wildebeest Migration, trekking into the rainforests to encounter endangered mountain gorillas, enjoying world-class scuba diving and whale watching, or simply enjoying sundowner drinks on an endless savannah, Go2Africa can help create the perfect experience to immerse oneself in the magic of Africa - one of life’s most incredible experiences.

[Website](#) | [Instagram](#) | [Twitter](#) | [Facebook](#) | [Youtube](#)

For more information:

Julie Leventhal

REYA Communications

julie@reyacommunications.com