

A close-up, high-resolution photograph of a zebra's head, focusing on its eye and the intricate patterns of its black and white stripes. The lighting is warm, suggesting a sunset or sunrise, which adds a golden glow to the scene. The zebra's eye is large and dark, looking slightly to the right. The stripes are thick and irregular, creating a complex, rhythmic pattern across the animal's face.

# Annual African Safari Travel Report 2023

# Positive Impact Report 2023

ANNUAL AFRICAN SAFARI TRAVEL REPORT 2023



# POSITIVE IMPACT 2023

**\$41,000**

DONATED & INVESTED INTO  
LOCAL PROJECTS ACROSS AFRICA



**4 STUDENTS  
SPONSORED**



**IN KENYA  
& TANZANIA**

**1832**

HOURS SPENT ON  
POSITIVE IMPACT

**152**

**GO2AFRICAN  
POSITIVE IMPACT  
EXPERIENCES  
ACROSS AFRICA**



**1944**  
DISPOSABLE  
COFFEE CUPS  
SAVED!

AT OUR CAPE TOWN OFFICE

**4 ENDANGERED  
SPECIES COLLARED**  
FOR PROTECTION  
IN SOUTH AFRICA



FROM 4 PEOPLE  
**33 PROJECTS  
WERE DELIVERED**  
IN SOUTH, SOUTHERN  
& EAST AFRICA

**115**  
NEW POSITIVE IMPACT  
JOURNEYS CREATED  
ACROSS AFRICA

**42**  
NEW POSITIVE IMPACT  
CLIENT ACTIVITIES AVAILABLE  
ACROSS AFRICA

**118**

CURATED LIST OF PREFERRED  
POSITIVE IMPACT PARTNERS  
ACROSS AFRICA

**1440**

TRAINING SESSIONS HELD

INTERNALLY FOR OUR TEAMS

**838**  
TREES PLANTED

SCHOOL ATTENDANCE  
INCREASED AT  
MAUNGA PRIMARY BY

**38**  
IN ZAMBIA

**50%**  
PASS RATE INCREASE  
FOR GRADE 7S AT MAUNGA  
PRIMARY IN ZAMBIA

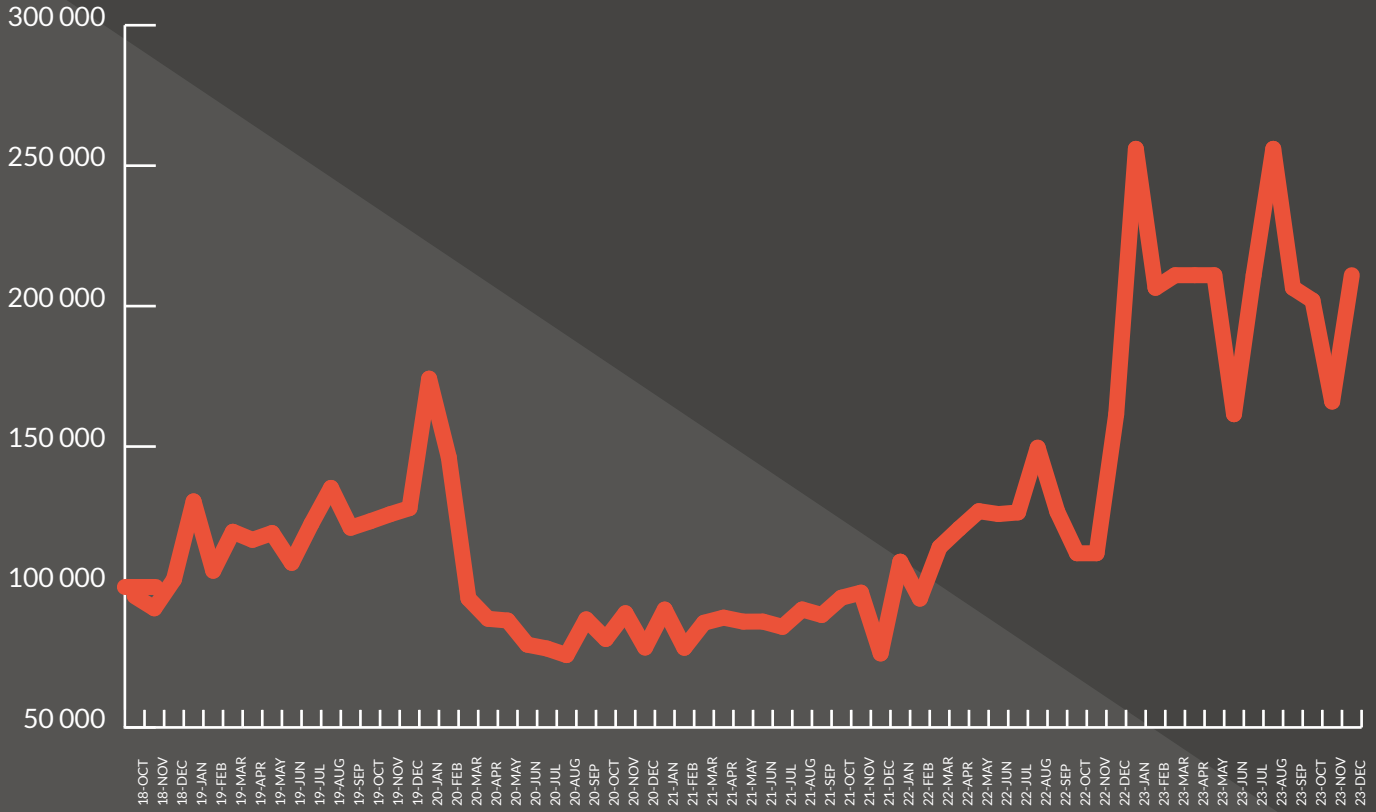
# Positive Impact Report 2023

ANNUAL AFRICAN SAFARI TRAVEL REPORT 2023



# WHO IS TRAVELLING WHERE & WHEN

## TOTAL GLOBAL SEARCH VOLUME

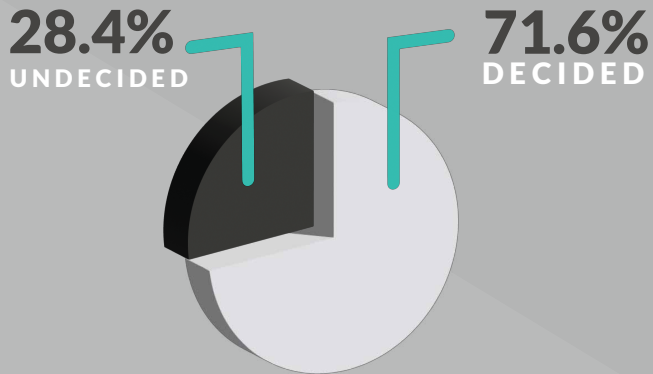


**↑ 89.2%**  
COMPARED TO 2019

**↑ 161.5%**  
COMPARED TO 2021

**↑ 111.1%**  
COMPARED TO 2022

## WHERE ARE PEOPLE GOING ON SAFARI



## WHICH COUNTRIES ARE MOST POPULAR



**KENYA**  
**TANZANIA**  
**SOUTH AFRICA**

## SINGLE VS MULTIPLE COUNTRY VISITS

### 2023

SINGLE DESTINATION  
**66%**

MULTIPLE DESTINATIONS  
**34%**

### 2022

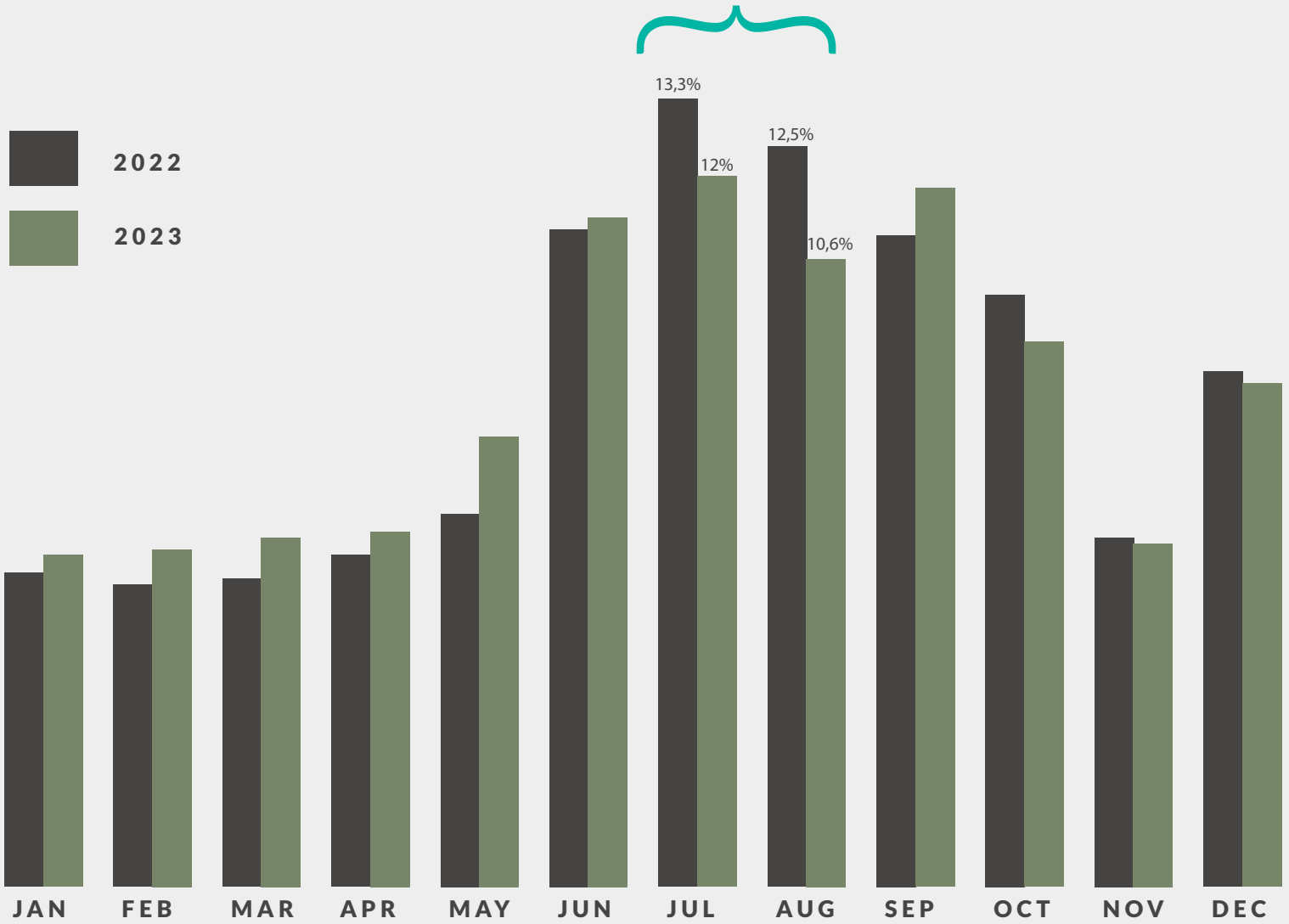
SINGLE DESTINATION  
**71%**

MULTIPLE DESTINATIONS  
**29%**

**THE BIG 3 COMMANDS**  
**60%** OF ALL INTEREST  
IN AFRICAN SAFARIS

# WHO IS TRAVELLING WHERE & WHEN

## THE MOST POPULAR TRAVEL MONTHS



**BIG 5**

**17%**

**BEACH & SAFARI**

**13%**

**KRUGER**

**13%**

**VICTORIA FALLS**

**10%**

**ADVENTURE**

**9%**

**REST**

**9%**

**CAPE TOWN**

**8%**

**MIGRATION**

**8%**

**LOCAL**

**7%**

**GORILLA**

**6%**

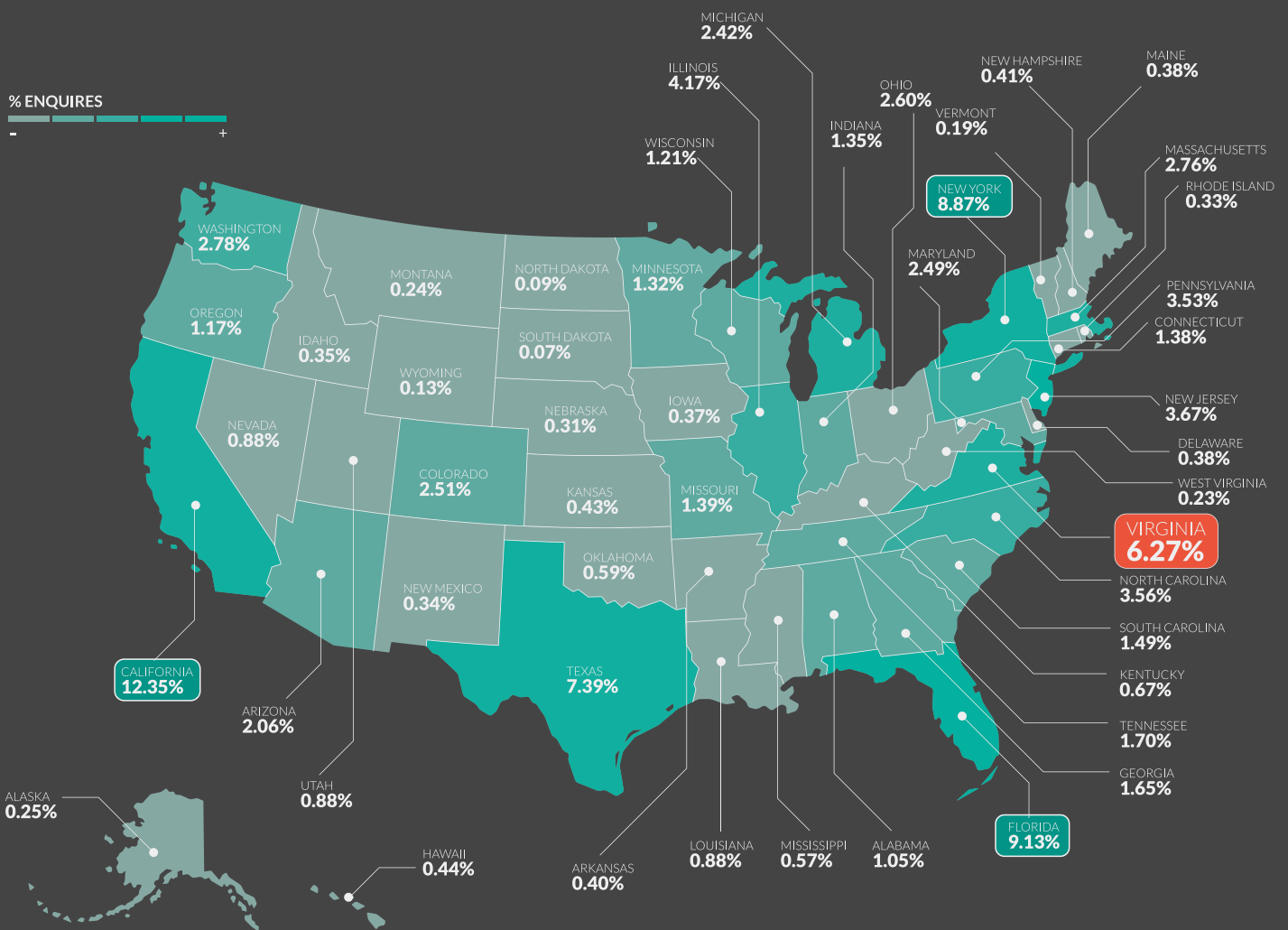
WHAT DO TRAVELLERS  
WANT TO DO & SEE IN

**AFRICA**



# WHICH US STATES LOVE SAFARI THE MOST?

MOST ENQUIRIES CAME FROM CALIFORNIA, THE MOST POPULATED STATE IN THE US, WITH 12.35% OF THE ENQUIRIES, FOLLOWED BY FLORIDA (9.13%) AND THEN NEW YORK (8.87%).



VIRGINIA CAME OUT ON TOPS AS THE MOST SAFARI-MAD STATE (ACCORDING TO POPULATION SIZE VS NUMBER OF ENQUIRIES)

# Budgets & Planning 2023

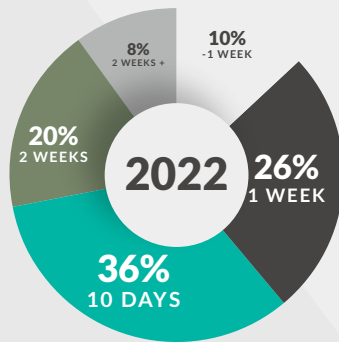
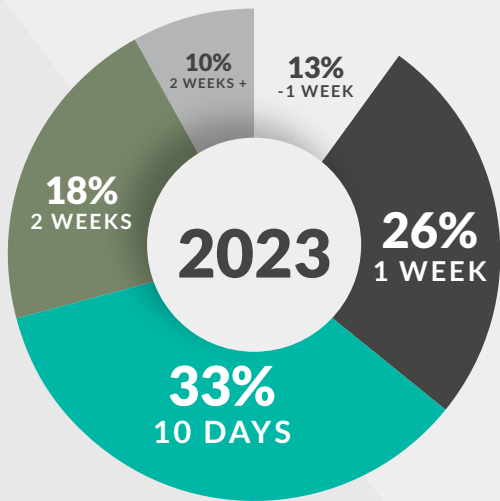
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# BUDGETS & PLANNING

## HOW LONG ARE PEOPLE TRAVELING FOR



**↑ 70%**

OF AUSTRALIA, USA & CANADA  
HAVE MEDIUM TO HIGH BUDGETS

**UP FROM 43% IN 2022**

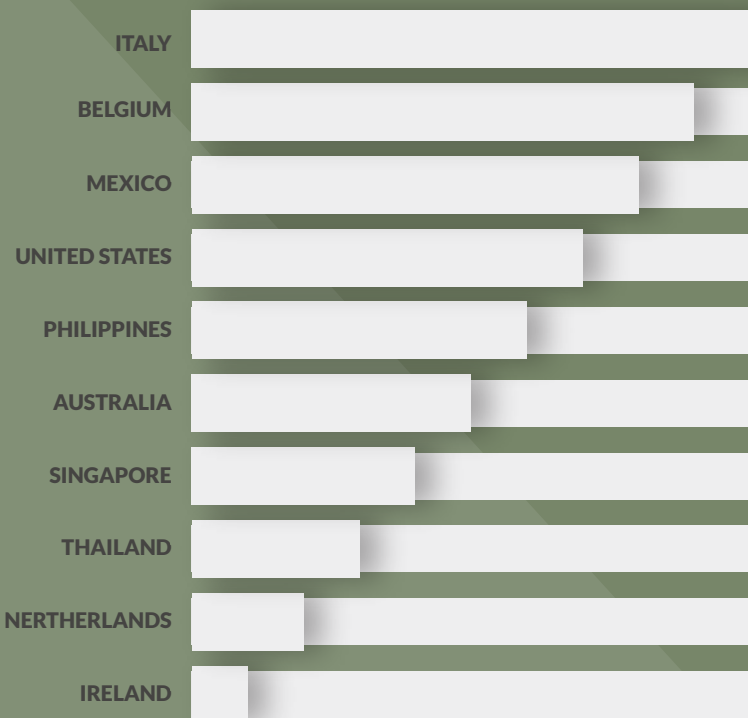
COMPARED TO  
OF TRAVELLERS **24.5%**  
IN EUROPE, SOUTH AFRICA & UK

**UP FROM 18% IN 2022**



AVERAGE OVERALL BUDGET  
HAS GONE UP BY **25%**  
COMPARED TO 2022

## WHICH COUNTRY IS SPENDING THE MOST ON SAFARIS



## TIME FROM ENQUIRY TO TRAVEL DATE

LONGEST TIME  
**3 YEARS**  
IN ADVANCE

2023 AVERAGE  
**18 WEEKS**  
IN ADVANCE

2022 AVERAGE  
**6 WEEKS**  
IN ADVANCE

# Who is Loving Safari at the Moment

2023

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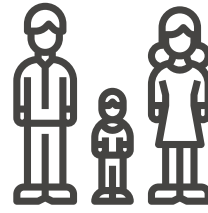


# WHO IS LOVING SAFARIS THE MOST AT THE MOMENT

## WHO ARE PEOPLE TRAVELLING WITH



**PARTNER**  
**47%**



**FAMILY**  
**31%**

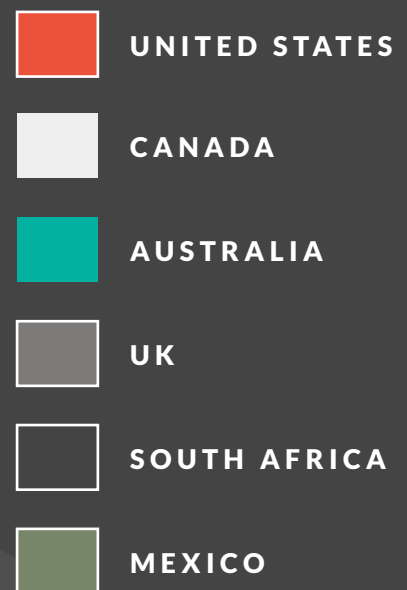
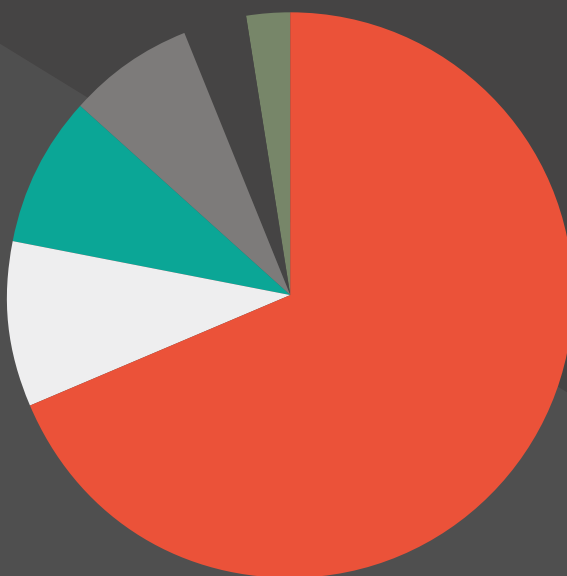


**SOLO**  
**12%**



**FRIENDS**  
**11%**

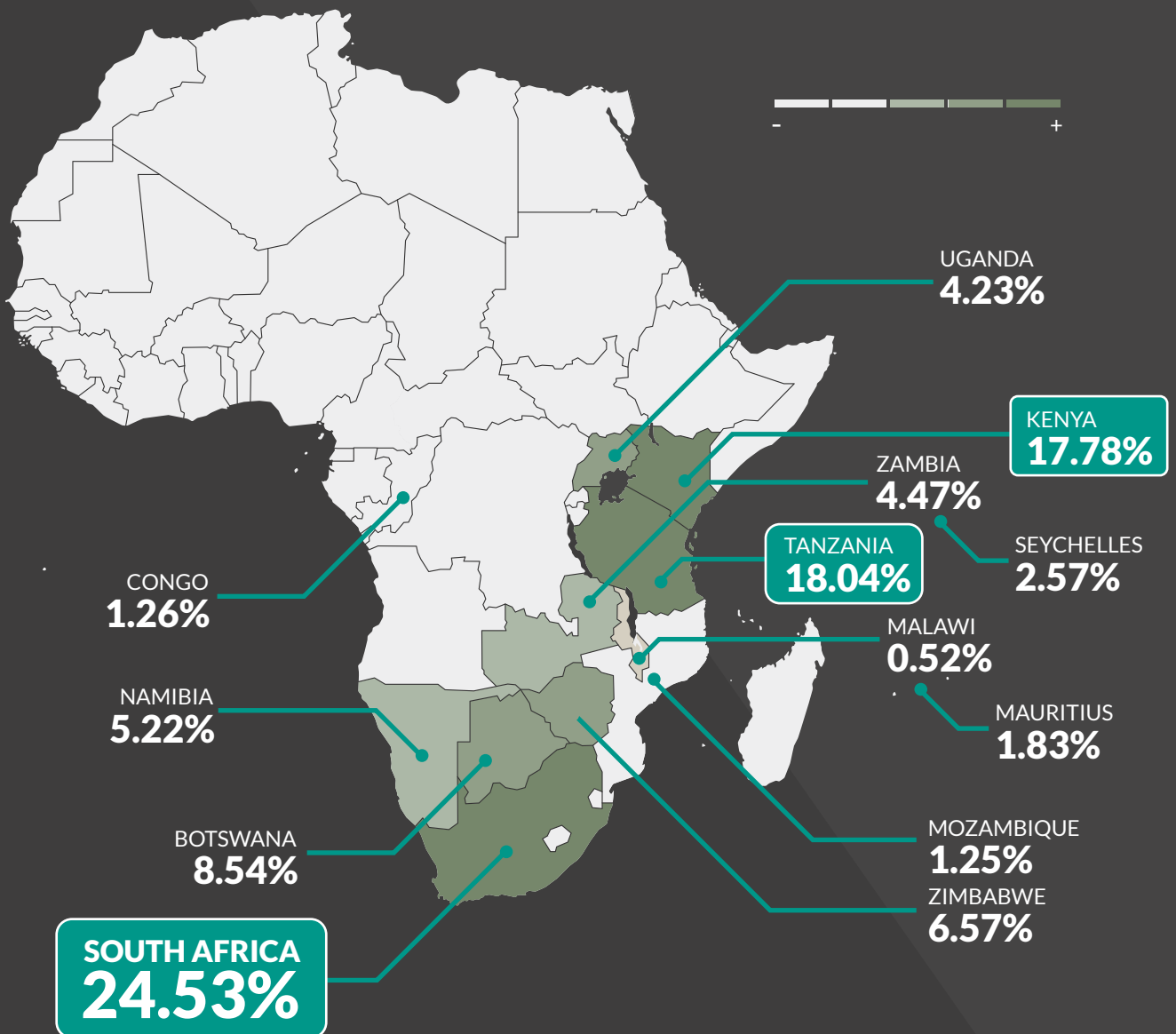
## WHERE ARE MOST SAFARI TRAVELLERS FROM



GO2AFRICA'S PRIMARY MARKET CONTINUES TO BE THE US, MAKING UP OVER 60% OF ENQUIRIES

# WHICH COUNTRIES IN AFRICA DO TRAVELLERS MOST WANT TO VISIT?

THE TOP THREE COUNTRIES (SOUTH AFRICA, TANZANIA, KENYA) COMMANDS 60% OF ALL INTEREST IN AFRICA



# Predictions for 2024

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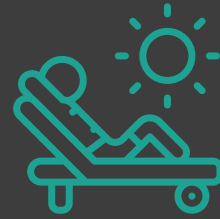


# PREDICTIONS FOR 2024



# 20%

INCREASE IN INTEREST  
IN BEACH AND SAFARI  
COMBO TRIPS



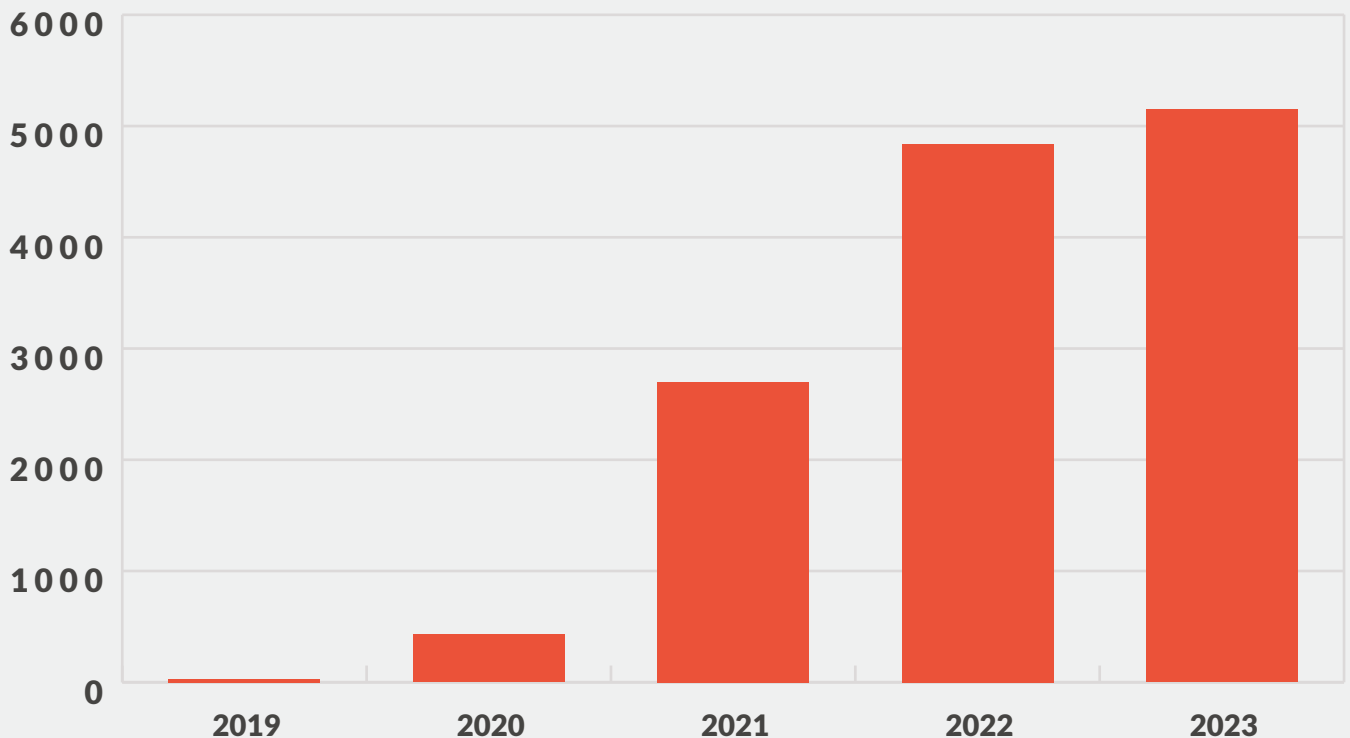
# 22%

INCREASE IN INTEREST  
IN TRIPS INCLUDING REST  
& RELAXATION

INTEREST IN ZAMBIAN  
SAFARIS HAS GROWN BY

# 78%

AVERAGE SEARCHES PER MONTH FOR "SUSTAINABLE SAFARI"





go2africa

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