

Recognizing the Potential of Muslim Travel

Celebrating Diversity: Unveiling the Potential of Muslim Travel

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WORLD'S LEADING
AUTHORITY ON
HALAL TRAVEL



Global Tourism
Market

2024

Growth

Competition

Innovation



Muslim Travel Market

A pivotal segment

Muslim
Halal
Ziyarah
Shariyah
Islamic

Friendly

Travel
Tourism

Muslim Travelers



Explore the world like
any other traveller

while preserving their
faith-based values and
keeping their identity

**Muslim
Halal**

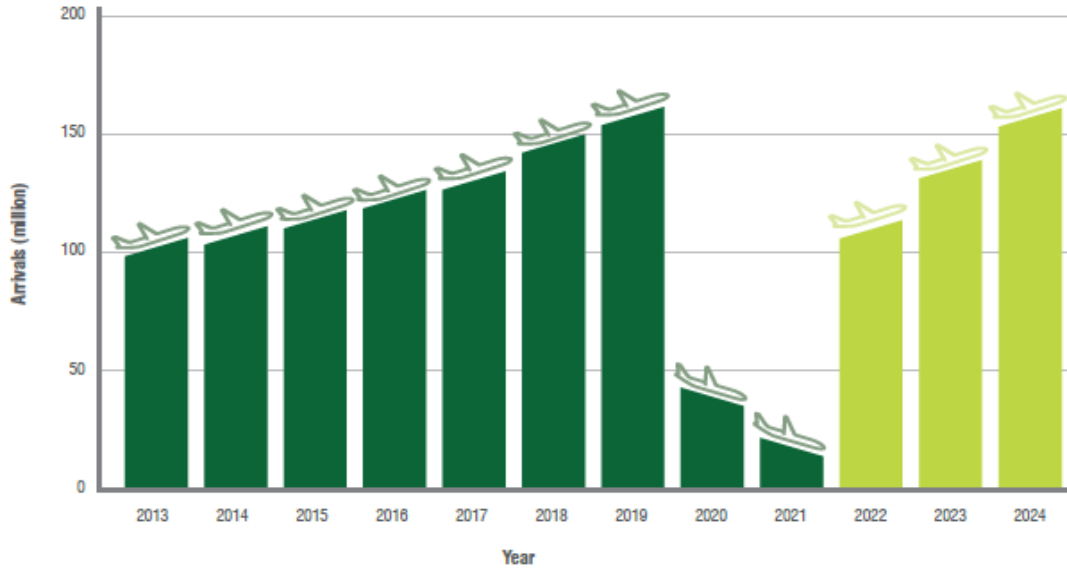
Friendly

**Shariyah
Islamic**

**Hotels
(other) Services**

Growth

Muslim Visitor Arrivals



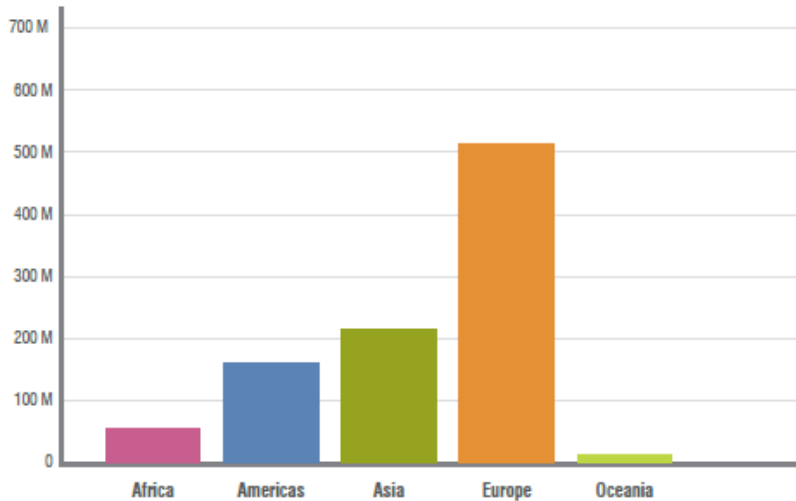
230 million arrivals
USD 225 Billion
2028

Global Arrivals

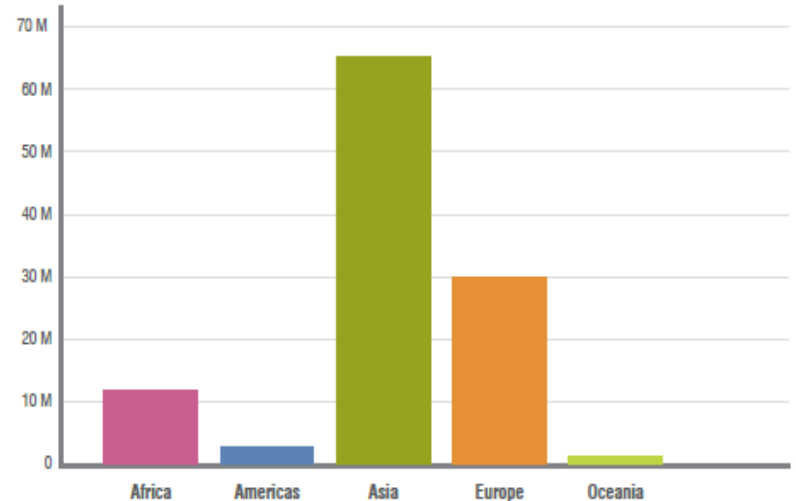
vs

Muslim Arrivals

Total Arrivals by Region



Muslim Arrivals by Region



Top 30 Muslim Outbound Markets

THE TOP 20 OIC OUTBOUND MARKETS - REPRESENT 84% OF THE TOTAL MUSLIM OUTBOUND MARKET

	Nigeria Bangladesh Uzbekistan Pakistan	Egypt Algeria Morocco Iran	Jordan Azerbaijan Indonesia Tunisia	Oman Malaysia Kazakhstan Turkey	Qatar UAE Kuwait Saudi Arabia
GDP PER CAPITA (USD)	2000	3500	4500	12,500	
% of the Global Muslim Population	26%	13%	14%	6%	2%
% of the Global Muslim outbound market	11%	14%	10%	17%	32%

THE TOP 10 NON-OIC OUTBOUND MARKETS - REPRESENT 15% OF THE TOTAL MUSLIM OUTBOUND MARKET

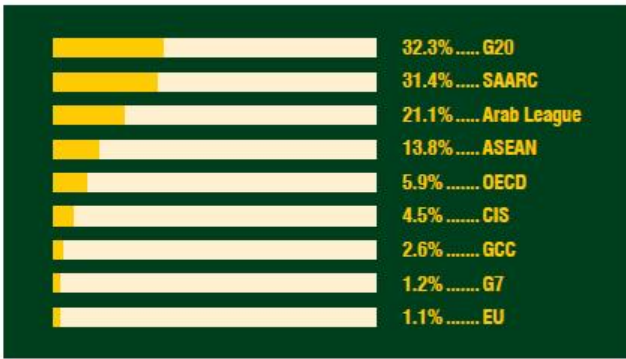
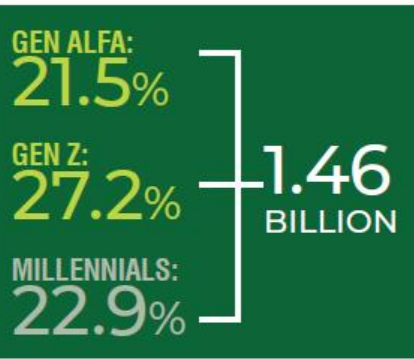
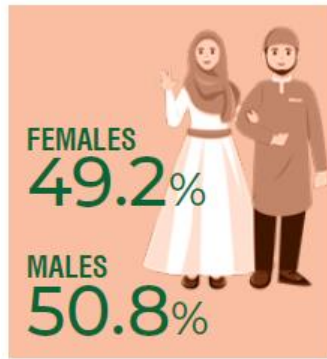
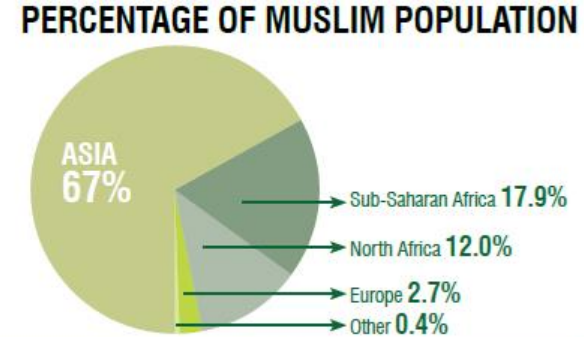
	India	Russia China	Italy	Germany UK France	USA Singapore Netherlands
GDP PER CAPITA (USD)	2000	15,000	35,000	50,000	
% of the Global Muslim Population	11%	2%	< 1%	1%	1%
% of the Global Muslim outbound market	2%	3%	1%	7%	2%



Hours	% of Muslim population	% of Muslim outbound trips
within 6	+30%	+12%
within 10	+60%	+60%

Based on 2019 Arrivals

Demographics



Key Segments



crescent
rating

Muslim Millennial Travel
Report

halaltrip

Spilling the Tea on Gen Z



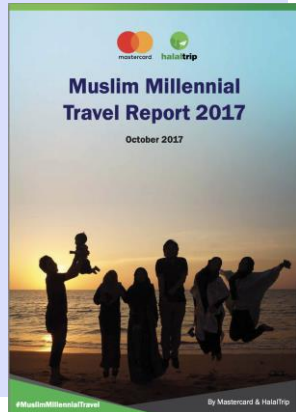
crescent
rating

Muslim Women in Travel



crescent
rating

Gen Z: The Next Generation
of Travelers



Competition

Comparison of visitor arrivals

2019	HK	TW	JP	KR	SG
Total Muslim travelers to the destination	1,350,000	650,000	1,100,000	900,000	3,500,000
Muslim visitors from SEA	600,000	530,000	690,000	490,000	2,920,000
Muslim visitors from GCC	26,000	16,000	23,000	28,000	83,000
% of Muslim travelers	2.40%	5.50%	3.50%	5.30%	18.40%

% of Muslim travelers (2022)	2.60%	5.90%	3.60%	5.60%	19.00%
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Calculated using Crescentrating Model



Case Study

Phases of project



PHASE 1

Research and recommendations report

PHASE 2

- L2 Sector immersion training
- L3 Executive program
- Halal Travel Glossary
- Halal Chef World


PHASE 3

- CrescentRating of services

PROJECT ACHIEVEMENTS

- ↑ **Global Awareness as a Muslim-friendly destination**
- ↑ **Educated Personnel**
- ↑ **Media Coverage**
- ↑ **Local Community engagement**
- ↑ **Muslim visitors (impacted by COVID)**

"With more than one million visitors in 2016, Cape Town already ranks highly among the most popular destinations in Africa.

But South Africa's legislative capital and its tourism industry is now targeting a new niche: **Muslims.** 

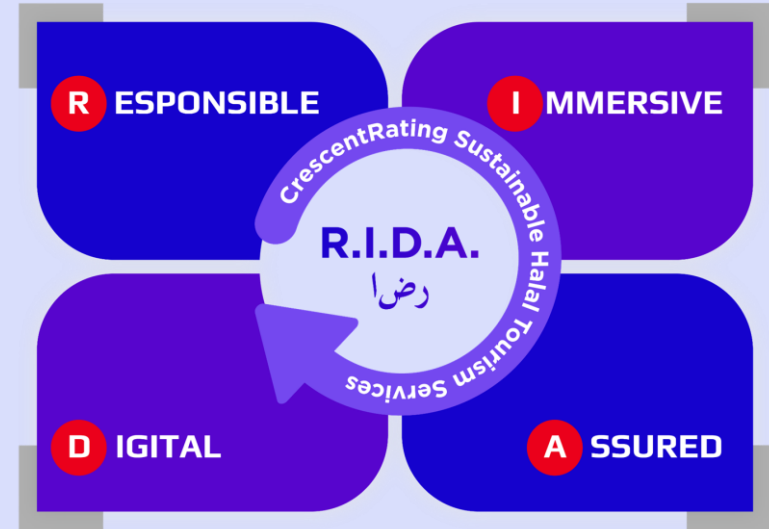
Cape Town has become the go-to for destinations who intend to embark on a similar journey.

Enver Duminy, CTT's CEO, has spoken at numerous events on their efforts and position as a Muslim-friendly destination.

Innovation

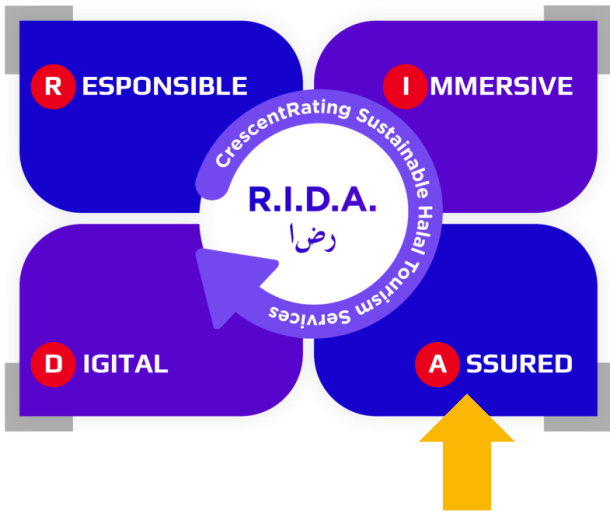
The RIDA Framework

A universal framework for destinations worldwide to develop their tourism sector sustainably, aligning with Muslim travelers' faith traditions.



#RIDA رضا

The term "RIDA" signifies contentment and satisfaction in Arabic



A

ssured Dimension: Ensuring Reliability and Quality of Services

Providing peace of mind to travelers by ensuring the reliability and quality of services. This is particularly important for Muslim travelers who have specific needs and concerns, especially regarding Halal food, prayer facilities, and overall accommodation of their religious practices.

Faith-Based Service Needs of Muslim Travelers



Creating welcoming and inclusive travel experiences

(Minimum services)

	Halal Food	Prayer places
Hotels	<ul style="list-style-type: none"> - Provide Halal breakfast corner - Clearly mark the food at Buffet 	
Attractions	<ul style="list-style-type: none"> - Ready to eat Halal food (sandwiches, etc.) at convenience stores - Strictly vegetarian/seafood eateries 	<ul style="list-style-type: none"> - Small prayer room at major attractions and Shopping Malls - Ablution facilities, if possible
Shopping Malls		
MICE venues	<ul style="list-style-type: none"> - Halal food vendors 	<ul style="list-style-type: none"> - Small prayer room with ablution facilities

Embracing Diversity: Strategic Pathways to Cultivating Hong Kong's Muslim-Friendly Travel Ecosystem

- Market Awareness & Muslim Market opportunity Workshops
- Cultural Sensitivity Training & Awareness Campaigns
- Community Engagement
- Cultural Festivals and Events
- Cultural Representation in Advertising



**Singapore
Ramadan Bazaar**

Trends

Managing Overtourism

Community-Based Tourism

Accessible Tourism

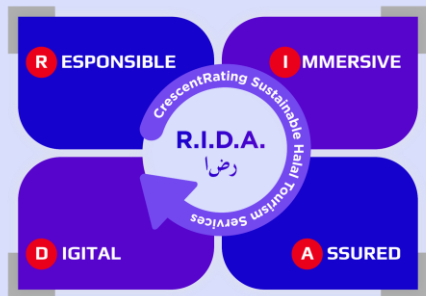
Digital Detox Retreat

Deep Cultural Immersion

Local Dining Experience

Anti-Bucket List Travel

Festival Travel



AI Powered Travel

Cashless Transaction

Hassle-Free Immigration

Digital Nomads

Halal Assurance

Female-Friendly Facilities & Services

Intelligent Halal Lifestyle Apps

Halal Travel Itineraries & Guides



Thank you!



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