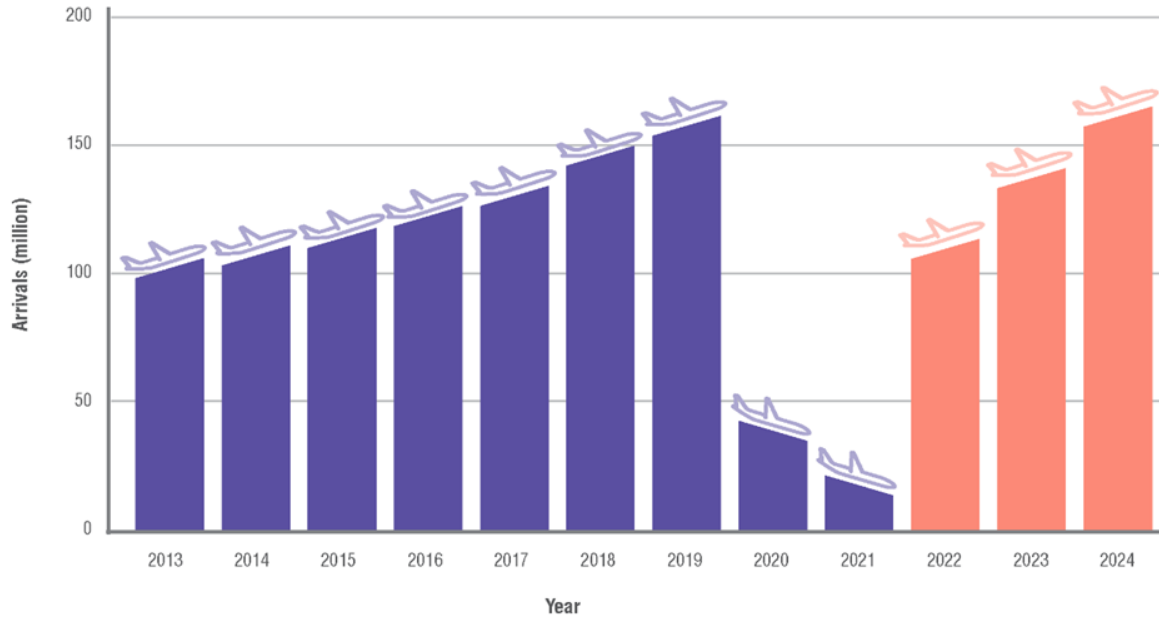
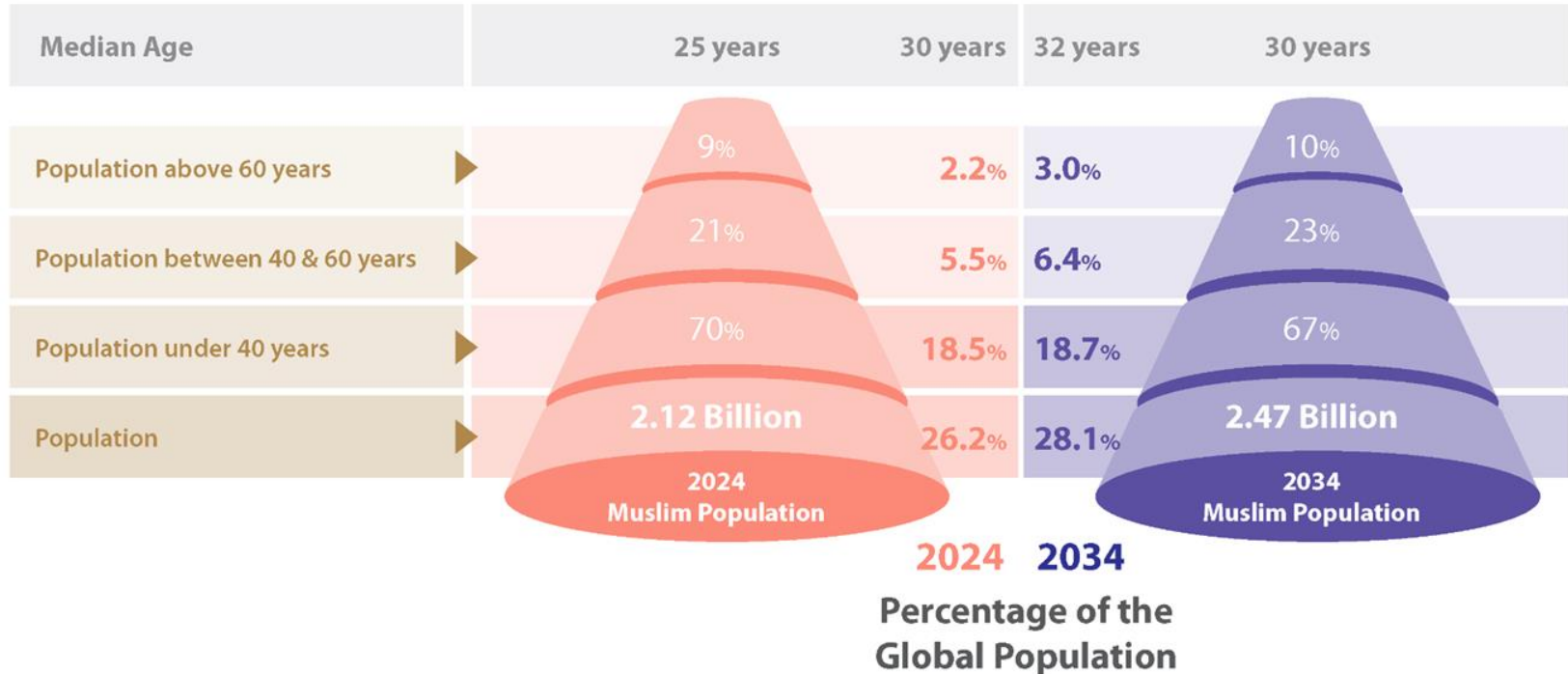


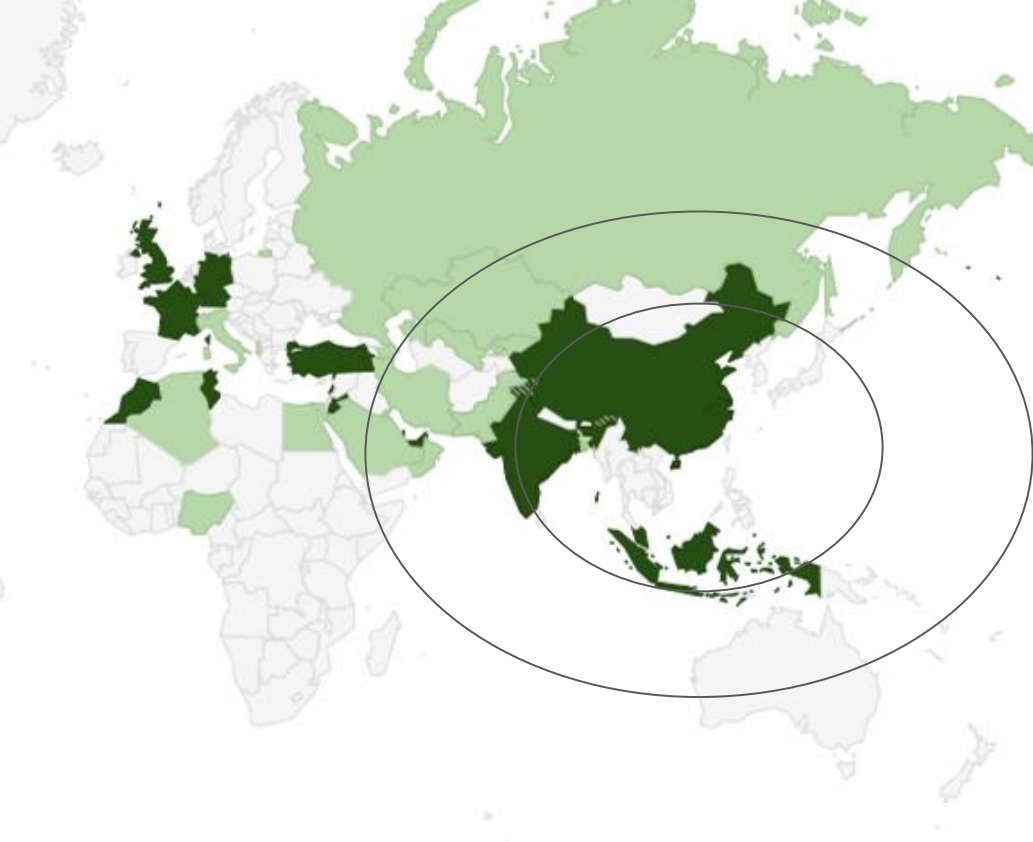
The Potential of Muslim Tourism in Hong Kong

Resurgence and Growth in the Muslim Travel Market



Navigating the Future: A Demographic Overview of the Muslim Population





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

Based on 2019 Arrivals

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

Strategic and Economic Benefits of Muslim-Friendly Tourism

Develop the Destination as a Muslim-Friendly Destination

Integrating Halal food options, creating culturally sensitive environments, providing prayer facilities, and ensuring that accommodation respects faith-traditions make the destination appealing to Muslim travelers.

Open trade Opportunities and Investments

Enhances economic ties with OIC countries, boosting the local and international trade in Halal products. This growth in the Halal economy not only expands markets for local producers but also attracts foreign investors interested in the global Halal market.

Increase Muslim Visitor Arrivals

By meeting the unique needs and expectations of Muslim travelers, the destination can increase its share of Muslim tourist arrivals.



Bridges Cultures and Fosters Understanding

Promoting interactions between travelers and locals can enhance cultural understanding and appreciation. This mutual respect enriches the tourism industry by creating a more welcoming and inclusive environment for all travelers.

Diversify Tourist Arrivals

Muslim-friendly initiatives open the destination to a broader spectrum of visitor profiles and source markets. This diversification helps stabilize seasonal tourism flows and reduces economic dependency on traditional and limited markets.

MASTERCARD
CRESCENTRATING

GLOBAL MUSLIM TRAVEL INDEX 2024

BRIDGING JOURNEYS

Spotlight on RIDA
Framework and Accessible
Travel in GMTI 2024



ACES 3.0 Framework

- Prayer places (10%)
- Halal Dining (10%)
- Muslim-friendly Airports (10%)
- Muslim-friendly Hotels (5%)
- Heritage & Experiences (5%)

- Visa requirements (5%)
- Connectivity (5%)
- Transport Infrastructure (5%)

ACCESS (15%)

SERVICES
(40%)

GMTI
ACES
FRAMEWORK

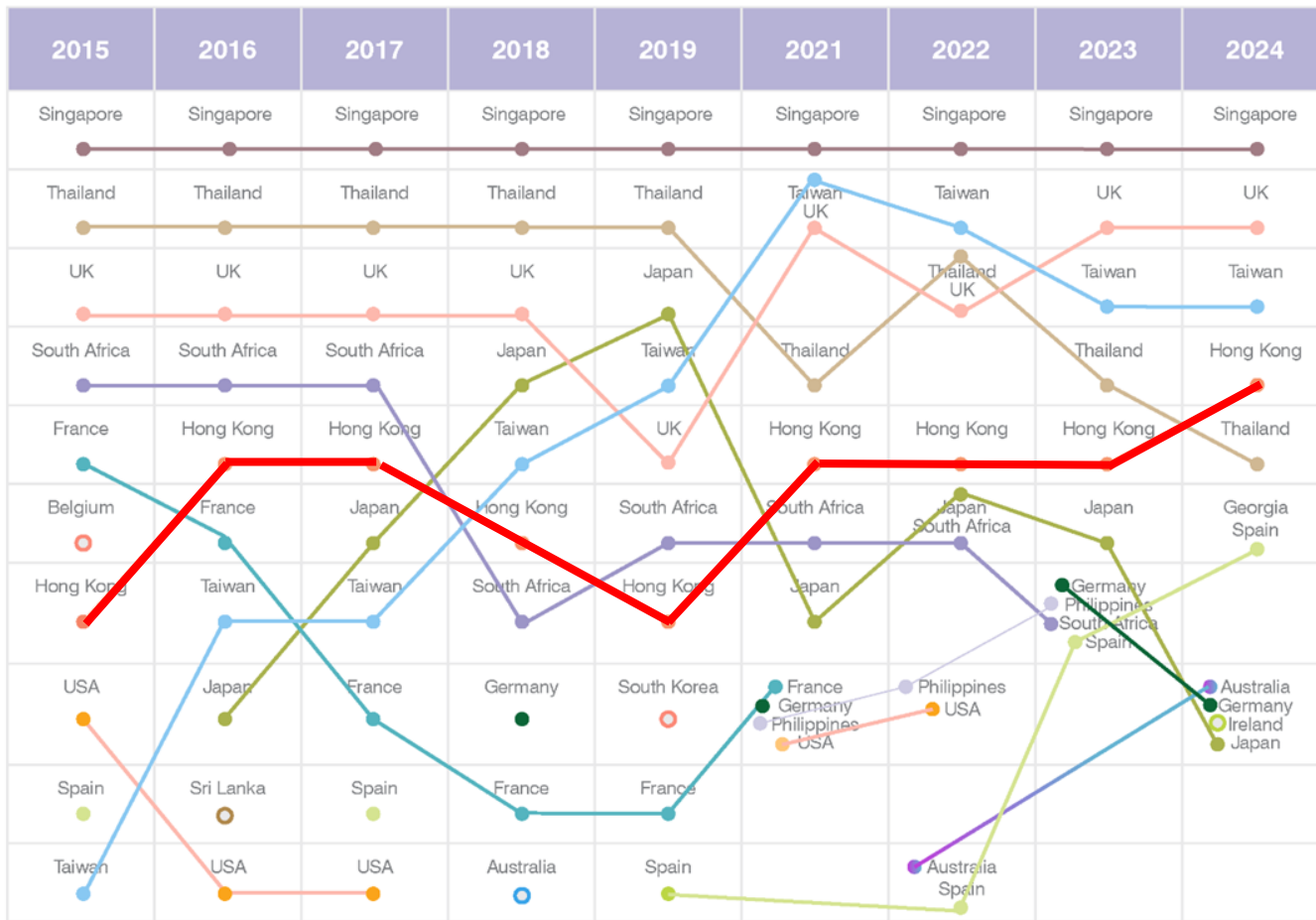
COMMUNICATIONS
(15%)

- Destination Marketing (5%)
- Communication Proficiency (5%)
- Stakeholder Awareness (5%)

ENVIRONMENT (30%)

- General Safety (10%)
- Faith Restrictions (5%)
- Sustainability (5%)
- Accessible travel (5%)
- Visitor Arrivals (5%)

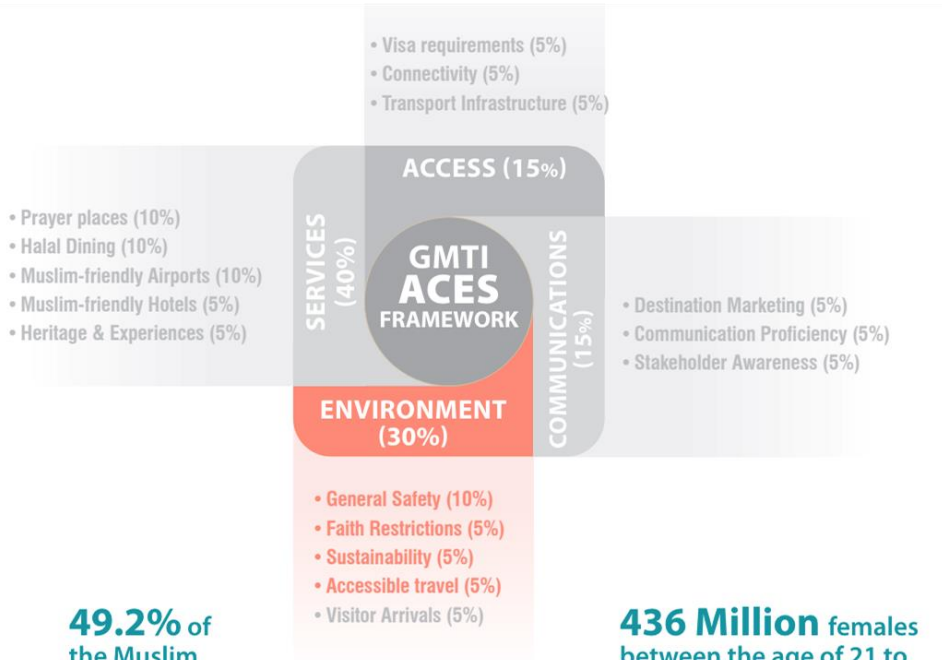
GMTI ranking trends (2015-2024): Stability and Shifts Among Top 10 Non-OIC Destinations



Muslim Women Friendly destinations

- Top 20 non-OIC Destinations

Destination	Index Score
Singapore	81
Hong Kong	78
Taiwan	76
Ireland	76
Japan	76
Portugal	76
Luxembourg	75
Iceland	74
Croatia	74
South Korea	73
Georgia	73
Andorra	72
New Zealand	72
Malta	72
Czechia	72
Cyprus	72
Uruguay	71
Chile	70
Botswana	70
Mauritius	70



49.2% of the Muslim population are Females.

436 Million females between the age of 21 to 50 years. Most influential in trip planning.