GLOBAL MUSLIM TRAVEL INDEX 2023
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01 Foreword
Foreword

As we navigate global travel's dynamic and ever-evolving landscape, we are pleased to present the 8th edition of the Mastercard-Crescentrating Global Muslim Travel Index (GMTI) 2023 report. Our annual report continues to provide vital insights into the Muslim travel market, a segment that demonstrates robust growth and resilience in the face of global challenges.

This year, we have enhanced our report by adding new features and providing more analysis. One of the new features we have included is the Muslim Travel Intent Tracker (MTIT), a unique tool that helps us understand the travel intentions of Muslim travelers over time. We will monitor this metric monthly to provide an overview of the Muslim traveler community's changing travel trends and preferences.

We are also excited to introduce the Muslim Traveler Responsible Tourism Framework this year. We have designed this framework to assist Muslim travelers in adopting sustainable and responsible travel practices that align with their faith. It also provides practical tips for preserving cultural heritage, boosting local economies, and promoting environmental sustainability in line with global tourism industry initiatives.

The GMTI 2023 ranking once again provides a comprehensive look at the performance of destinations in catering to Muslim travelers. Indonesia has caught up again with Malaysia to claim the joint top position this year. They are followed by Saudi Arabia, UAE, Turkey, and Qatar. Among the non-OIC destinations the top 4 are Singapore, the United Kingdom, Taiwan, and Thailand. This year we have also identified the top Muslim Women friendly destinations.

The newly introduced GMTI Performance Matrix (GPM) offers a unique perspective on the interplay between the GMTI scores and the proportion of Muslim visitors to the overall visitors in each destination. This tool will assist destinations in formulating strategies to enhance their appeal and services for Muslim travelers. We also shed light on the highlights and opportunities at the key touchpoints of a Muslim Traveler journey.

In 2022, there were 110 million Muslim international visitors accounting for 12% of all international arrivals. This is a considerable growth, equivalent to nearly 68% of the pre-pandemic levels seen in 2019. We predict that Muslim traveler arrivals will rise to 140 million in 2023 and recover to the pre-pandemic levels of 160 million in 2024. Our projections are that Muslim arrivals will reach 230 million by 2028, with an estimated expenditure of USD 225 Billion.

With our long-term partner, Mastercard, we continue to dive deep into Muslim demographics and the travel market, highlighting the importance of understanding this diverse, vibrant, and influential segment. Our data and insights aim to equip stakeholders with the knowledge and tools to cater to the unique needs and preferences of Muslim travelers, an effort that will benefit the Muslim travel market and the broader travel industry.

The GMTI 2023 report is an indispensable resource for those in the travel industry, providing crucial insights and strategies to tap into the Muslim travel market. We firmly believe this report will equip all travel and tourism industry stakeholders with a comprehensive understanding of the Halal tourism landscape, enabling them to capitalize on the myriad opportunities presented by the thriving Muslim travel sector.
Foreword

Across the world, travellers are packing their bags and taking to the skies like never before. And despite the uncertain global economy, international travel is not just catching up to pre-pandemic levels, it is surpassing them.

Research from the Mastercard Economics Institute shows that by March this year global leisure flight bookings were up 31% compared to the same month in 2019, driven in no small part by the lifting of travel restrictions across Asia.

Business travel, which initially recovered at a slower pace than leisure travel, has caught up and is now growing at a similar rate – thanks to a return to office culture and a demand for face-to-face business interactions.

With the mainland China market re-opening at the start of this year, releasing a huge pent-up demand for travel for Chinese travellers, this shift from recovery to growth is expected to continue well into 2023 and beyond.

But as airports grow capacity and destinations begin to fill with eager tourists, it is important to see how travel is changing and how that in turn is reshaping today’s travelers.

Our research shows that travelers are prioritizing their spend on experiences - restaurants, recreational activities and entertainment – over things such as clothing, jewellery and electronics. Increasingly they are looking for unique experiences that connect them to their passions, especially those that they missed out on when travel was restricted.

We are also seeing travelers explore new locations. Potentially influenced by social media and entertainment, they are landing in lesser-known destinations in search of greater cultural immersion.

These trends are true across all traveler profiles, including the highly influential Muslim traveler. This segment is a hugely important demographic for global travel and for Asia in particular, with countries such as Indonesia, Malaysia and Singapore topping the list of preferred destinations for Muslim travelers in this year’s Mastercard-CrescentRating Global Muslim Travel Index.

Mastercard is deeply committed to supporting the ongoing recovery of global travel and its future growth and expansion. Which is why we are excited to continue our collaboration with CrescentRating and to provide the invaluable data and insight that will help the tourism sector and related industries adapt and innovate to meet the needs and expectations of the new global traveler.
Mastercard & CrescentRating’s Commitment to Empowering the Muslim Lifestyle Market

Mastercard and Crescentrating’s partnership exemplifies the unwavering commitment to providing comprehensive data and in-depth insights for the Muslim lifestyle market. Over the course of nine years, we have released 25 reports, delving into various facets of Muslim travel, lifestyle, and consumer behavior.

At the core of the collaboration lies the Global Muslim Travel Index (GMTI), the flagship publication that has become the cornerstone of our research efforts. This 8th edition, GMTI 2023, symbolizes our ongoing commitment to monitoring and analyzing the Muslim travel market.

Download the Reports here

Global Muslim Travel Index (GMTI)
- GMTI 2023
- GMTI 2022
- GMTI 2021
- GMTI 2019
- GMTI 2018
- GMTI 2017
- GMTI 2016
- GMTI 2015

Consumers
- Muslim Gen Z Travel report 2023
- Muslim Women In Travel 2019
- Digital Muslim Travel 2018
- Muslim Millennial Travel 2017
- Muslim Business Traveler 2016

Countries
- Indonesia Muslim Travel Index 2019
- Indonesia Muslim Travel Index 2018
- Japan Muslim Travel Index 2017

Economies
- Ramadan & Eid Lifestyle 2022
- Travel Readiness 2020
- Halal Travel Frontier 2020
- Halal Travel Frontier 2019
- Halal Travel Frontier 2018
- Ramadan Travel 2016

Industries
- Halal Food Lifestyle Indonesia 2021
- Halal Food Lifestyle - Singapore 2021
- Muslim Travel Shopping Index 2015
What is New in this Report

**Muslim Travel Intent Tracker (MTIT)**
The Muslim Traveler Intent Tracker (MTIT) is a metric designed to gauge and monitor the travel intent of Muslim travelers over time. By considering various timeframes, from immediate travel plans to those planned over a year in advance, the MTIT captures the dynamic and evolving preferences of the Muslim traveler market. The MTIT will be tracked and published monthly.

**Muslim Traveler Responsible Tourism Framework**
The Responsible Tourism framework, from a Muslim perspective, is an initial approach to sustainable and responsible travel that aligns with faith traditions and teachings. This framework is designed to guide Muslim travelers in making mindful choices that promote socio-cultural, socio-economic, and environmental sustainability while upholding the values of the faith. It aims to empower Muslim travelers to play an active role in preserving cultural heritage, supporting local communities, and ensuring environmental sustainability, ultimately contributing to a more equitable and sustainable global travel industry.

**GMTI Performance Matrix (GPM)**
The GMTI Performance Matrix (GPM) is a strategic analytical tool designed to evaluate destinations’ performance and potential in the Muslim travel market. By incorporating the Global Muslim Travel Index (GMTI) scores and the percentage of Muslim visitors to overall visitors, the GPM provides a overview of destinations' ability to cater to Muslim travelers and their success in attracting this growing market segment.

**Muslim Women Friendly Destinations**
This year, we feature destinations that provide a welcoming and comfortable experience for Muslim women travelers. In determining the overall experience of Muslim women travelers, factors like climate, faith restrictions, general safety, sustainability, and other relevant indicators are considered within the Environment criteria of the ACES model.
Key Takeaways of GMTI 2023

The Resilience and Growth of the Muslim Travel Market
The Muslim travel market has shown resilience and strong growth despite global challenges, with international arrivals reaching 68% of pre-pandemic levels in 2022. The sector is on a promising recovery path, projected to reach 87% of 2019 levels in 2023 and a full recovery by 2024. Looking ahead, the market is expected to expand significantly, with projections of 230 million Muslim arrivals and USD 225 billion in expenditures by 2028. Asia leads in Muslim arrivals, followed by Europe, Africa, the Americas and Oceania, indicating potential for growth and better accommodation of Muslim travelers in various regions.

Promising Progress and Top Destinations in the Post-COVID Era
With international tourism fully reopening, some destinations have seized this opportunity by improving connectivity, implementing effective marketing campaigns, creating a supportive atmosphere, and upgrading facilities to cater to the needs of Muslim travelers. In the GMTI 2023 rankings, Indonesia and Malaysia share the top position, with Indonesia reclaiming its previous rank. The United Kingdom rises eight positions to secure the 20th spot. Singapore maintains its leading position among non-OIC destinations, followed by the UK and Taiwan.

Evolving Preferences and Destinations
The Muslim Travel Intent Tracker (MTIT) is a new tool monitoring the travel intent of Muslim travelers, providing valuable insights into their evolving preferences. Recent data shows a consistent preference for short-term travel with growing interest in mid-term plans. Long-term travel intent fluctuates, influenced by global conditions. Popular destinations include Saudi Arabia for Hajj and Umrah, as well as Australia, Canada, Italy, Japan, Spain, and the UK.

23 Destinations in the “Trailblazer” Quadrant
The mapping of the 138 destinations into four distinct quadrants - Trailblazers, Potential Leaders, Emerging Destinations, and Untapped Opportunities - provides insightful analysis and allows destinations to strategize their efforts to better cater to Muslim travelers. This year there are 23 destination that are in the GPM “Trailblazer” quadrant. The total Muslim arrivals to these destination was around 67 Million, representing 61% of the total global Muslim arrivals.

Muslim Women Friendly Destination
This year’s GMTI identifies the top Muslim Women Friendly destinations within the destinations listed in the index. Malaysia and Singapore lead in this list in the OIC and non-OIC category respectively.

AI Tools Redefining the Travel Experience
The rise of AI in travel solutions, as pointed out in the 2018 "Mastercard-Crescentrating Halal Travel Frontier" report, has come to fruition. AI is disrupting the travel industry, emphasizing the need for unbiased, AI-enabled solutions that cater effectively to Muslim travelers.

Highlights & Opportunities at Key Touchpoints
The GMTI 2023 has effectively highlighted the crucial touchpoints for Muslim travelers, divided into Tangible (Hard) and Intangible (Soft) factors. The analysis of these touchpoints allows destinations to understand and cater to the needs and expectations of Muslim travelers better.
Why Embracing the Muslim Travel Market is a Strategic Imperative

Pre-pandemic, the Muslim travel market was witnessing exponential growth. As travel moves to the growth phase post-COVID, this market presents many opportunities for destinations and businesses worldwide. Businesses and destinations need to recognize and adapt to the unique needs of this market segment. This goes beyond just offering halal meals and places to pray. It necessitates a calculated strategy considering Muslim travelers’ particular cultural practices, faith traditions & sensitivities.

Here are six compelling reasons businesses and destinations should think strategically about Muslim travelers. By developing these strategies, businesses can enhance their revenue streams and foster long-lasting brand loyalty, gain a competitive edge, and contribute to promoting inclusive and responsible tourism practices.

**Rapidly Growing Market**
The Muslim population is growing faster than the global population, leading to more Muslim travelers seeking new experiences worldwide. The global Muslim population will reach 2.3 Billion by 2030, representing 27% of the global population.

**High Spending Potential**
Muslim travelers have been identified as having a relatively high spending capacity, particularly in travel, accommodation, and dining, as they generally tend to travel as families.

**Cultivating Brand Loyalty**
Muslim travelers tend to be brand loyal and value businesses that understand and cater to their cultural and faith-based requirements. Therefore, businesses can foster strong brand loyalty by providing services and facilities that meet these needs, such as halal food options and prayer facilities, leading to repeat visits and positive word-of-mouth referrals.

**Competitive Advantage**
Businesses and destinations that cater to Muslim travelers will gain a competitive advantage. By offering tailored services and facilities for Muslim travelers, businesses can differentiate themselves from competitors and attract a larger share of this growing market.

**Enhancing Destination Appeal**
Destinations can showcase their inclusivity and cultural sensitivity, making them more attractive to a broader range of travelers. This positive perception can lead to increased tourism and more outstanding international recognition, benefiting local businesses and the economy as a whole.

**Socially Responsible Tourism**
Businesses can demonstrate their commitment to inclusivity, diversity, and cultural understanding. This benefits the local community by promoting cross-cultural exchange and aligns with the growing trend toward responsible and sustainable tourism practices.
Muslim Travel Trends
Global Trends that are Shaping the Muslim Travel Market

**Sustainable and Eco-friendly Tourism:**
A growing awareness of the impact of tourism on the environment and local communities has led to rising demand for sustainable and eco-friendly travel options. Travelers are increasingly seeking out destinations, accommodations, and activities that prioritize environmental conservation, ethical practices, and the well-being of local communities. Muslim travelers will also seek eco-friendly options that align with their faith traditions of responsible stewardship and environmental care.

**Health and Wellness Tourism:**
With an increased focus on personal well-being, the health and wellness tourism sector is expanding rapidly. Travelers are opting for destinations that offer wellness retreats, spa experiences, and opportunities to engage in outdoor activities to rejuvenate their bodies and mind. Muslim travelers will increasingly seek health and wellness experiences that meet their religious and cultural requirements.

**Experiential and Authentic Travel:**
Today’s travelers are more interested in immersive experiences that allow them to connect with the local culture, traditions, and people. As Muslim travelers seek more authentic experiences, creating unique, culturally-sensitive offerings will be essential.

**Personal Development Travel:**
The increasing trend of combining work with leisure and personal development is shaping the travel industry in various ways. As remote work becomes more prevalent, travelers seek destinations that allow them to maintain their professional obligations while engaging in personal development experiences. Destinations and businesses can develop programs specifically tailored to Muslim travelers, focusing on various aspects such as spiritual growth and skill-building.
Leveraging AI Tools to Enhance Muslim Traveler Experience

Responsible Use of AI Tools:
CrescentRating & Mastercard's influential 2018 "Halal Travel Frontier" report highlighted "Developing Unbiased AI-Enabled Travel Solutions" as one of ten major trends to watch. With AI tools such as ChatGPT emerging as game-changers across industries, their impact on the travel sector is undeniable. However, in this evolving landscape, these tools must be calibrated to appreciate and respect Muslim travelers' unique needs and values.

Responsibly harnessing these AI innovations promises a transformative potential for the Muslim travel market. With personalized experiences, tailored recommendations, and nuanced marketing strategies, these tools are shaping a new era for the travel industry – one that better resonates with and caters to the distinct demands of this growing demographic.

Enhanced Customer Service:
AI-powered chatbots like ChatGPT can provide 24/7 customer support, helping travelers with inquiries, bookings, and problem-solving. This leads to improved customer experiences and streamlined communication. They can be tailored to cater to the unique needs of Muslim travelers, providing culturally-sensitive support and addressing specific inquiries related to halal-friendly options and facilities.

Personalized Recommendations:
AI tools can analyze user data to offer personalized travel recommendations, including accommodations, attractions, and dining options tailored to individual preferences. As such, they can recommend Muslim travelers, including halal dining options, accommodations with prayer facilities, and attractions that align with their traditions.

Optimized Offering:
AI-powered yield management can help businesses better understand the Muslim travel market's specific demand patterns, allowing them to optimize their offerings and pricing strategies accordingly.

Streamlined Trip Planning:
AI-powered platforms can analyze vast amounts of data to identify trends and provide insights that help travelers plan their trips more efficiently and effectively. As such, AI tools can provide insights and recommendations specifically tailored to Muslim travelers, helping them plan their trips more efficiently by highlighting halal-friendly options, prayer timings, and other relevant information.

Targeted Marketing:
AI tools can assist businesses in developing targeted marketing campaigns that resonate with specific customer segments, driving engagement and conversions. They can help businesses in developing marketing campaigns that resonate with Muslim travelers, addressing their unique needs and preferences while showcasing the destination or business's commitment to inclusivity and cultural understanding.
Muslim Traveler Intent Tracker (MTIT)
Muslim Traveler Intent Tracker (MTIT)

The Muslim Traveler Intent Tracker (MTIT) is a metric designed to gauge and monitor the travel intent of Muslim travelers over time. By considering various timeframes, from immediate travel plans to those planned over a year in advance, the MTIT will capture the dynamic and evolving preferences of the Muslim traveler market.

The MTIT will be tracked and published monthly, ensuring that industry stakeholders stay informed about current trends, anticipate future demand, and identify potential growth opportunities in the Muslim travel market.

The algorithm used to calculate the travel intent score is based on assigning weights to different time frames representing various future travel plans.

The current data covers the surveys from February 2023 to May 2023. The surveys were conducted the first week of each month.

The data show a consistent preference for short-term travel plans, with a growing interest in mid-term travel planning. In addition, the intent for travel after six months up to 12 months remains relatively stable, while long-term travel intent experiences fluctuates across the surveyed months. This variation in long-term travel intent could be influenced by factors such as global travel conditions, economic trends, or socio-political events.

By understanding these trends, businesses, and destinations can tailor their offerings and marketing strategies to better cater to Muslim travelers' evolving needs and preferences.
Muslim Traveler Intent Tracker (MTIT) - Destinations

In the MTIT survey conducted in February, March, April, and May 2023, the participants were queried about the destinations they planned to visit.

Saudi Arabia has been mentioned several times, indicating a strong preference for travel to the destination. The post-pandemic period has witnessed a significant increase in the desire to perform Hajj and Umrah, as evidenced by the arrival numbers in 2022, along with a notable rise in the number of Muslims who have recently embarked on Umrah journeys.

The other countries that appear multiple times in the responses are Australia, Canada, Italy, Japan, Spain, and the UK. This indicates a greater interest or intention to travel to these destinations specifically.

The responses show that the Muslim travelers have a wide range of travel aspirations and desire to visit destinations worldwide. The responses include popular and lesser-known places, reflecting the respondents’ varied interests and travel intentions. It also highlights the appeal of different regions and emerging destinations, as well as the global popularity of certain destinations.
04 Muslim Demographics & Travel Market
Muslim Demographics

**TOTAL MUSLIM POPULATION 2022**
- 2 BILLION
- 70% OF WORLD POPULATION

**TOTAL MUSLIM POPULATION 2030**
- 2.3 BILLION
- % OF WORLD POPULATION BY 2030

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**PERCENTAGE OF MUSLIM POPULATION**
- ASIA 67%
- Europe 2.7%
- Other 0.4%

**LIVE IN**
- +200 COUNTRIES

**FEMALES**
- 49.2%

**MALES**
- 50.8%

**MEDIAN AGE**
- 70% UNDER 40 YEARS
- 25 YEARS

**GEN ALFA:**
- 21.5%

**GEN Z:**
- 27.2%

**MILLENNIALS:**
- 22.9%

**1.46 BILLION**

**IN 48 COUNTRIES MUSLIM POPULATION**
- +50%

**IN 28 COUNTRIES MUSLIM POPULATION BETWEEN**
- 10% and 50%

**PERCENTAGE OF MUSLIM POPULATION ASIA**
- Southeastern Asia 35.6%
- Southern Asia 13.8%
- Eastern Asia 1.5%

**PERCENTAGE OF MUSLIM POPULATION OTHER REGIONS**
- Europe 2.7%
- North Africa 12.0%
- Sub-Saharan Africa 17.9%
- South Asia 48.9%
- Others 0.4%

**IN COUNTRIES MUSLIM POPULATION**
- +200 COUNTRIES
Muslim Travel Market Outlook

Despite global challenges, the Muslim travel market has demonstrated resilience and robust growth. After experiencing the downturn due to the COVID-19 pandemic, this sector is now on a promising recovery trajectory.

In 2022, Muslim international arrivals reached 110 million, capturing 68% of the 2019 pre-pandemic levels. This indicates a strong rebound and shows the willingness and ability of Muslim travelers to resume international travel as conditions permit.

The growth trend is set to continue, with projections for 2023 expecting the arrivals to reach 140 million. This would represent 87% of the 2019 levels, further solidifying the recovery process. By 2024, a full recovery is projected, with the total Muslim arrivals matching the 2019 figures of 160 million. This return to pre-pandemic levels signifies a recovery and revival of the Muslim travel market.

Looking further into the future, the outlook remains positive. By 2028, the Muslim travel market is projected to reach unprecedented heights, with Muslim arrivals expected to hit 230 million. This represents a significant increase from the 2019 levels, indicating that the growth of the Muslim travel market is not just a recovery but an expansion. Moreover, the expenditure by Muslim travelers is projected to be USD 225 billion by 2028. This underlines the economic significance of this market segment and its potential to contribute to the global travel industry’s recovery and growth.
Comparative Analysis: Global and Muslim Travel Arrivals by Region

Asia leads the way in terms of Muslim arrivals. More than 31% of arrivals are Muslim travelers. This is not surprising given the region’s significant Muslim population, particularly in Southeast Asia and the Middle East, and its Muslim-friendly offerings that cater to various travel preferences. This also indicates that travelers prefer nearby destinations for travel rather than traveling long haul after the pandemic. It is also the impact of higher airline prices.

Despite having relatively lower international arrivals, Africa’s share of Muslim arrivals is significant at more than 21%. This suggests that Africa is a key destination for Muslim travelers, due to its rich cultural diversity, historical Islamic heritage, and large Muslim populations across Africa, particularly North Africa.

Europe, the region with the highest global arrivals, sees a relatively smaller proportion of Muslim arrivals at around 6%. While Europe is home to many popular travel destinations, the gap suggests potential for growth in better accommodating Muslim travelers.

With the smallest global arrivals, Oceania also has a smaller share of Muslim arrivals, around 7%. This is not surprising given its geographic distance from many Muslim-outbound markets, but it indicates room for improvement in attracting and accommodating Muslim travelers.

Americas hosts the smallest proportion of Muslim travelers, at 2% of the total arrivals. This is due to various factors, including distance, travel costs, or perceived lack of Muslim-friendly facilities and especially in South American destinations. However, this also suggests the untapped potential for growth in the Muslim travel market.

Total Arrivals by Region

Muslim Arrivals by Region
The Muslim Traveler Responsible Tourism Framework is a pioneering initiative designed by HalalTrip to address Muslim travelers’ values and expectations within the broader context of sustainable and responsible tourism. This framework is intended to serve as a guide and reference point for all stakeholders in the tourism industry, from policymakers to service providers, to help create travel experiences that are not only sensitive to the religious and cultural needs of Muslim travelers but also promote environmental sustainability, socio-cultural respect, and economic balance.

It’s important to note that this framework represents a starting point in our ongoing efforts to refine and evolve our understanding of responsible tourism for Muslim travelers. This first iteration will undoubtedly undergo enhancements and adjustments in response to feedback, new insights, and the evolving landscape of the global tourism industry.

As we move forward, we are committed to making this framework more comprehensive, accurate, and effective in facilitating responsible and inclusive tourism experiences for Muslim travelers.
**Muslim Traveler Responsible Tourism Framework 1.0**

**Local Communities** can have their wellbeing supported by prioritizing spending in local businesses and community causes, which contributes to their broader social and economic development.

**Fair Trade and Ethical Consumption** can be practiced by supporting businesses that engage in ethical practices, such as fair wages and humane working conditions.

**Interconnectedness** as a key value, encourages travelers to appreciate the relationships between creation. This induces the respect and appreciation of the natural world at the destinations visited.

**Compassion towards Animals** with a basis in the faith traditions and values of kindness and mercy, ensures their welfare, which contributes to overall environmental sustainability.

**Public Interest** emphasizes the importance of preserving cultural heritage, and respecting local customs, traditions, and values. This fosters positive interactions with local communities, and promotes the conservation of heritage for future generations.

**Education and Awareness** will foster a deeper understanding of faith traditions, values and principles related to responsible tourism, empowering Muslim travelers to make informed choices and adopt practices that consider the wellbeing of the community.
Practical Tips to be Responsible Travelers

**Interconnectedness**

b. Opt for public transportation, carpooling, or walking/biking and travel during off-peak hours to minimize overcrowding.
c. Carry reusable bags, bottles, and utensils to minimize single-use plastic waste.
d. Conserve water by taking shorter showers and reusing towels.
e. Turn off lights, air conditioning, and electronic devices when not in use.

**Local Communities**

a. Support local artisans and small businesses by purchasing souvenirs directly from them.
b. Prioritize businesses, tour operators and restaurants that are locally owned.
c. Dispose of waste properly, avoid littering, and recycle whenever possible.
d. Select tour operators that demonstrate a commitment to sustainable tourism.
e. Donate and contribute to local charities and community causes.

**Public Interest**

a. Learn about local customs, traditions, and etiquette to show respect.
b. Dress modestly and appropriately according to local cultural norms.
c. Learn a few words or phrases in the local language to foster positive interactions.
d. Follow guidelines and rules for conduct at religious or historical sites.
e. Engage in responsible volunteer opportunities that benefit the community.

**Fair Trade and Ethical Consumption**

a. Support businesses and tour operators that adhere to fair trade and ethical practices.
b. Prioritize restaurants that source ingredients locally and treat their employees fairly.
c. Seek out businesses that adhere to sustainable food waste management practices.
d. Avoid bargaining excessively, as it may undermine the livelihoods of local vendors.
e. Support social enterprises that invest in the local community.

**Compassion towards Animals**

a. Avoid visiting attractions that exploit animals for entertainment.
b. Choose wildlife experiences that promote ethical and responsible interactions, such as visiting sanctuaries or rescue centers.
c. Do not feed wild animals or disturb their natural habitats.
d. Refrain from purchasing products made from endangered species or animal parts.
e. Report any instances of animal mistreatment to local authorities or animal welfare organizations.

**Education and Awareness**

a. Attend workshops, talks, or seminars related to sustainable tourism and responsible travel practices.
b. Share your responsible travel experiences and tips on social media to inspire others.
c. Seek advice from local community members, tour guides, or fellow travelers on how to travel responsibly.
d. Stay informed about the latest sustainable travel practices and trends.
e. Encourage friends and family to adopt responsible travel habits and support sustainable tourism initiatives.
GMTI 2023 Overview
Trailblazing Change: The GMTI Transformation Over Time

The Mastercard-Crescentrating Global Muslim Travel Index (GMTI) has witnessed a remarkable journey of evolution and expansion since its inception.

Initially known as the Crescentrating Annual Ranking, it started in 2011 by assessing only the top 10 Muslim-friendly destinations. The following year saw it, covering 20 destinations.

In 2013, the ranking evolved into the CRaHFT (Crescentrating Halal Friendly Travel) Ranking, indicating a more inclusive and comprehensive focus on Halal-friendly services and facilities. During this phase, the number of destinations expanded to 50 and increased to 60 in 2014.

2015 marked a significant milestone when the ranking transformed into the Mastercard-Crescentrating Global Muslim Travel Index (GMTI). This change underscored the global nature of Muslim travel and the importance of an industry-wide standardized benchmark. In addition, the number of destinations evaluated also saw a significant leap to 100, illustrating the widening scope and recognition of Muslim travel needs.

From 2016 to 2019, GMTI continued to expand its reach, evaluating 130 destinations. However, the unprecedented global pandemic in 2020 led to a pause in the ranking.

In 2021, the GMTI resumed its evaluation with an even broader scope, assessing 140 destinations. In the past two years, 2022 and 2023, GMTI has maintained its assessment of 138 destinations, indicating stability and consistency amidst the continued recovery and growth of the global travel industry post-pandemic.
GMTI’s Journey of Influence


+24,000 Downloads (YoY* 55%)

+33,000 online article mentions

+1,800 citations in academic articles

+6,000 news media mentions (YoY* 58%)

*YoY: Year-on-Year growth
ACES 3.0 Framework

Introduced in 2017, the ACES Framework, used in the GMTI is a comprehensive framework that assesses the Muslim-friendly travel facilities and services in a destination. ACES stands for Access, Communications, Environment, and Services. This model evaluates the level of inclusivity and support for Muslim travelers that destinations provide in various aspects of their travel experience:

- Ease of access to the destination
- Communication, internal and external, by the destination
- Environment at the destination
- Services provided by the destination

To evaluate the four key areas, quantitative measurements are used across various criteria and sub-criteria. The criteria scores are based on over 50 data sets and compiled using the ACES 3.0 Framework. The criteria and sub-criteria for the Muslim travel market have been updated since 2017 to stay with the current industry’s growth, including changes in travel and lifestyle trends.

This year’s model has two specific enhancements in the Environment category. The “Sustainability” metrics have been strengthened by analyzing a more comprehensive range of data, and the “Enabling Climate” data has been overhauled.
ACES Criteria Overview - Access & Communication

Access

The Access criteria evaluate the accessibility of a destination from the top 30 Muslim travel outbound markets. It considers various factors to assess the ease of reaching the destination. The criteria include air connectivity, land connectivity, visa requirements, and quality of transport infrastructure.

**Connectivity:** Air Connectivity focuses on the availability and frequency of direct flights between the destination and key Muslim outbound markets. Distance examines the geographical proximity of the destination, recognizing that shorter distances can contribute to easier access. Land Connectivity evaluates the quality of road networks and border crossings that connect the destination with Muslim-majority areas, facilitating smooth travel.

**Visa Requirements:** This aspect assess the ease of obtaining visas for travelers, considering the types of visas available and any specific provisions for them.

**Transport Infrastructure:** This aspect refers to the accessibility, convenience, and ease of travel within a given destination. This assessment considers the quality, efficiency, and variety of available transport options.

By considering these factors, the Access criteria provide valuable insights into the accessibility of a destination for Muslim travelers. It helps destinations identify areas of improvement to attract and cater to this market effectively.

Communication

The Communication criteria assess a destination’s communication capabilities and efforts to market the destination to Muslim travelers. This criteria includes three key factors:

**Communication Proficiency:** This aspect evaluates the destination’s proficiency in communicating in the top 10 languages Muslim travelers speak. These languages include English, Arabic, Bahasa, Melayu, Urdu, Turkish, Russian, French, Persian, and German.

**Destination Marketing:** This factor examines how the destination promotes Muslim-friendly services and facilities to attract Muslim travelers. It evaluates destination marketing efforts, including the availability of comprehensive and accurate information on websites, dedicated Halal travel guides, media mentions, and promotional campaigns that highlight the destination’s Muslim-friendly offerings. Effective destination marketing is vital in attracting Muslim travelers and showcasing the destination’s commitment to catering to their needs.

**Stakeholder Awareness:** This aspect assesses the level of understanding among stakeholders regarding the needs and preferences of Muslim travelers. It considers factors such as the Muslim population percentage in the destination, the presence of Halal conferences or events, online searches related to Halal and Muslim-friendly services, and the awareness of the local community about Halal requirements. Stakeholder awareness reflects the destination’s ability to recognize and address the specific needs of Muslim travelers.

Considering these factors, the Communication criteria provide insights into a destination’s communication capabilities, marketing strategies, and stakeholder awareness related to Muslim-friendly travel. As a result, these assessments help destinations enhance their communication efforts, improve marketing strategies, and promote understanding among stakeholders.
ACES Criteria Overview - Environment & Services

**Environment**

The Environment evaluates a destination’s overall environment and atmosphere in relation to its appeal and suitability for Muslim travelers. This criteria consists of several key factors:

**General Safety:** This aspect evaluates the destination’s safety in terms of hate crimes, and overall safety. It considers the level of safety and security for Muslim travelers, ensuring a peaceful environment where they can freely enjoy their visit without concerns for their well-being.

**Faith Restrictions:** This factor examines any restrictions or limitations imposed on Muslims in terms of religious practices, such as dress code restrictions for Muslim females. It evaluates the extent to which such restrictions may affect the overall experience and perception of the destination by Muslim travelers.

**Enabling Climate:** It looks at the ability of destinations to enable innovation and entrepreneurship, taking into account factors such as policy frameworks, access to finance, and innovative capacity that can contribute to creating a conducive environment for innovation and entrepreneurship in the climate change domain.

**Muslim Visitor Arrivals:** This factor looks at the number of Muslim visitors arriving at the destination. It takes into account the volume of Muslim travelers visiting the destination, which reflects the level of appeal and suitability of the environment for this specific group.

**Sustainability:** This dimension examines the destination’s efforts towards sustainability, including factors such as CO2 emissions, renewable energy usage, air quality, heritage preservation, and human development. It recognizes the importance of sustainable practices in creating a favorable environment for Muslim travelers, aligning with their values and ethical considerations.

By taking into account these factors, the Environment criteria offer valuable insights into the overall environment and conditions of a destination as they relate to Muslim travelers.

**Services**

The Services criteria assesses the range and quality of services available to Muslim travelers in a destination. This criteria focuses on several key factors:

**Availability of Prayer Places and Mosques:** This aspect evaluates the presence and accessibility of prayer facilities and mosques within the destination. It considers the availability of designated prayer rooms, mosques, and other prayer spaces that cater to the needs of Muslim travelers, ensuring they have convenient locations to fulfill their religious obligations during their visit.

**Availability of Halal Dining Options:** This factor examines the availability of Halal dining options within the destination. It considers the presence of restaurants and food establishments that offer Halal-certified food or Muslim-friendly restaurants, accommodating the dietary requirements of Muslim travelers.

**Muslim-Friendly Airports:** This aspect evaluates the level of Muslim-friendliness of airports within the destination. It considers the availability of prayer rooms, ablution facilities and Halal food options in the airport.

**Muslim-Friendly Accommodation:** This factor assesses the availability of Muslim-friendly accommodation options. It considers the presence of hotels, resorts, and other lodging establishments that offer amenities and services tailored to the needs of Muslim travelers.

**Heritage Experiences and Attractions:** This dimension examines the availability of heritage experiences and attractions that are of significance to Muslim travelers. It considers historical sites, cultural landmarks, and attractions that showcase the destination’s rich heritage and Islamic history, providing Muslim travelers with unique experiences and opportunities to connect with their faith and heritage.

By evaluating these factors, the Services criteria provide insights into the availability and quality of services that enhance the travel experience for Muslim travelers. It ensures that the destination offers suitable accommodations, prayer facilities, dining options, and opportunities for cultural exploration that cater to their specific needs.
138 Destinations ranked

The Global Muslim Travel Index (GMTI) has been expanding its coverage over the years to reflect the growing diversity in travel destinations. The index strives to be inclusive, with new destinations added and some removed to ensure a comprehensive view.

Due to the ongoing war in Ukraine, GMTI 2023 has paused the ranking of both Russia and Ukraine, just like in GMTI 2022. Therefore, the 2023 report only includes rankings for 138 destinations, which account for over 98% of Muslim visitor arrivals. This offers a comprehensive overview of the Muslim travel market.

The GMTI is dedicated to keeping up with the changing landscape of Muslim-friendly travel around the world. By covering a wide range of destinations, it provides useful information for travelers, destinations, and stakeholders on how to meet the needs of Muslim travelers and promote inclusivity in the travel industry.

<table>
<thead>
<tr>
<th>AFRICA</th>
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<th>AMERICA</th>
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<td>Vietnam</td>
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GMTI 2023 Results
Decoding the Evolution: OIC vs Non-OIC Destinations in GMTI (2015-2023)

Overall GMTI ranking

Malaysia’s Dominance: Malaysia’s standing in the Global Muslim Travel Index (GMTI) has remained unchanged over the years, a testament to its enduring allure to Muslim travelers.

Indonesia’s Challenge: Starting from the 6th position in 2015, Indonesia swiftly ascended the ranks, capturing the joint top spot with Malaysia in 2019. After briefly dipping in the rankings, it has reclaimed its joint number-one position this year, showcasing its formidable appeal to Muslim travelers while challenging Malaysia’s hold on the top position.

The Dynamic Trio at the Top: Türkiye, the United Arab Emirates (UAE), and Saudi Arabia have ceaselessly vied for the next three spots, demonstrating their steadfast attractiveness to Muslim travelers.

Steadfast Destinations: Qatar, Oman, Jordan, and Singapore have shown remarkable resilience by maintaining a firm presence within the top 10. Their consistent rankings underline their effectiveness in catering to Muslim travelers.

Rising Destinations: Iran, Egypt and Uzbekistan, beginning from the 14th, 16th and 27th spots, respectively, in 2015, have made noteworthy strides up the ladder, reaching 7th, 9th and 13th positions by 2023.

Fresh Faces on the Block: Over the years, new entrants such as Pakistan, Algeria, and Kyrgyzstan have graced the top 20, indicating a broadening array of destinations capturing the interest of Muslim travelers.

The Ebb and Flow of Rankings: Several destinations have experienced significant shifts in their rankings over time, for instance, Bahrain, oscillating from 11th to 9th and back to 9th position.

Singapore’s Singular Feat: As the only non-Organization of Islamic Cooperation (OIC) destination, Singapore has consistently clinched a spot within the top ranks of the GMTI, asserting its significant appeal within the global Muslim travel market.

Non-OIC Destinations GMTI ranking

Singapore’s Stellar Consistency: As the consistent leader of non-OIC destinations from 2015 to 2023 in the GMTI, Singapore has demonstrated its unwavering appeal and unmatched prowess in catering to the needs of Muslim travelers.

Taiwan’s Remarkable Ascent: Beginning at the tenth position in 2015, Taiwan has exhibited an impressive climb to the top 3. This rapid progression reveals its growing prominence and success in appealing to Muslim tourists.

United Kingdom’s Steady Stature: The United Kingdom has consistently maintained a place in the top three throughout the years, showcasing its unwavering appeal to Muslim tourists.

Thailand’s Resilient Presence: Thailand has managed to maintain its position within the top five, emphasizing its enduring appeal within the global Muslim travel market.

Spain’s Consistent Climb: Spain’s position has improved significantly over the years, moving from the ninth position in 2015 to sharing the seventh position in 2023. This steady upward progression shows Spain’s interest in catering to Muslim travelers.

Dynamic Progress by Hong Kong, Japan, Germany, the Philippines, and South Africa: Hong Kong has maintained a steady presence around the fifth position throughout the years, demonstrating its consistent appeal to this demographic. Meanwhile, Japan has displayed an upward trajectory, moving from eleventh to sixth place from 2015 to 2023. Germany and the Philippines has also seen substantial advancement. Despite slight fluctuations, Australia has remained resilient, consistently securing a place in the top ten, underscoring its continued attractiveness to Muslim travelers.

Fluctuating Ranks and Potential: Some destinations like the United States, France, and Australia have experienced notable fluctuations in their rankings. Yet, these variations indicate dynamic market forces and present opportunities for improvement.

Emerging Non-OIC Destinations: Nations such as Georgia, Kenya, and Tanzania have demonstrated promising upward mobility over the years. Their improving ranks from the twenties to the teens suggest increased efforts in catering to Muslim travelers, making them potential contenders for higher ranks in the future.
GMTI 2023 Rankings - Top 20 Destinations

As the travel ban imposed due to the COVID-19 pandemic comes to an end, the global travel industry is making a strong comeback, exhibiting promising progress over the past year. The reopening of international tourism gates has instilled a considerable boost in travelers’ confidence and freedom to explore, resulting in a notable surge in tourism activities.

Some destinations have capitalized on the opportunity by enhancing connectivity, implementing impactful marketing and promotion campaigns, fostering a supportive atmosphere, and upgrading facilities to better cater to the needs of Muslim travelers.

Indonesia and Malaysia jointly hold the prestigious top position in GMTI 2023. Indonesia has reclaimed its top position after previously jointly topping the rank in 2019, while Malaysia maintains its consistent status at the forefront of GMTI since its inception in 2015. The United Kingdom (UK) emerges in the top 20 ranking, impressively climbing eight positions from the previous year to secure the 20th spot on GMTI 2023. Singapore and The UK are the two non-OIC destinations featured in the top 20.

<table>
<thead>
<tr>
<th>GMTI 2023 Rank</th>
<th>Change VS 2022</th>
<th>Country</th>
<th>GMTI 2023 Scores</th>
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</thead>
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<tr>
<td>4</td>
<td>1</td>
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<tr>
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<td>-3</td>
<td>Türkiye</td>
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<td>0</td>
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<td>Iran</td>
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<td>Jordan</td>
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<td>Bahrain</td>
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<td>3</td>
<td>Egypt</td>
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<tr>
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<td>-2</td>
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<td>13</td>
<td>-1</td>
<td>Oman</td>
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<td>17</td>
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<td>2</td>
<td>Kyrgyzstan</td>
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<tr>
<td>20</td>
<td>8</td>
<td>United Kingdom (UK)</td>
<td>58</td>
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</tbody>
</table>
Singapore continues to hold its coveted position at the top among non-OIC destinations in GMTI 2023, demonstrating remarkable consistency since the index’s inception in 2015. The United Kingdom (UK) has made strides, securing second place and surpassing Taiwan, now positioned third. Notably, Germany exhibits significant advancement this year, ascending by five positions and capturing the impressive 7th spot among the top non-OIC destinations in GMTI 2023. In addition, the Philippines has improved its position to rank at 7.
West Asia and North Africa emerge as the top-ranked regions in GMTI 2023, predominantly owing to their composition of Muslim-majority destinations. Western Asia encompasses countries such as Türkiye and the GCC nations, while North Africa boasts Egypt and Morocco as its leading destinations. Central Asia, spearheaded by Uzbekistan and Kazakhstan, demonstrates continuous improvement in its score, showcasing its potential to ascend as a top region. Notably, Southeast Asia, home to the influential Halal travel destinations Malaysia, Indonesia and Singapore, secures the fourth position. Conversely, South America and Central America rank among the lower-tier destinations in GMTI 2023.
GMTI 2023 ACES Rankings - Access

Access is a pivotal factor in facilitating tourism development, encompassing crucial elements such as air and land connectivity, visa requirements, and transport infrastructure at destinations.

The metrics of connectivity and visa requirements assess the ease of reaching and entering destinations from the top 30 Muslim outbound markets. On the other hand, transport infrastructure gauges the convenience and comfort for travelers to explore various points of interest within the destinations.

Qatar, United Arab Emirates (UAE), and Saudi Arabia lead the rankings as the most accessible destinations for the top 30 Muslim outbound markets. This is primarily due to their strategic locations relative to these key markets and their status as significant airline hubs. Furthermore, these destinations are supported by excellent transportation facilities that enhance the ease of movement for Muslim travelers during their journeys.

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<th>Top 10 Access</th>
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<td>Qatar</td>
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<td>Türkiye</td>
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<td>Singapore</td>
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<td>Iran</td>
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</table>
GMTI 2023 ACES Rankings - Communications

Effective communication and raising awareness among destination stakeholders play a crucial role in developing the necessary infrastructure and creating a welcoming environment for Muslim visitors. Hence, this category focuses on assessing destination marketing efforts targeting Muslim travelers and educating travel stakeholders within the destination.

The Destination Marketing aspect evaluates endeavors to engage the Muslim market through digital content, Muslim visitor guides, media exposure, and other marketing initiatives. Stakeholder Awareness measures the level of awareness among stakeholders regarding the Muslim market, as well as the destination’s efforts to enhance this awareness. This category also includes assessing “Communication Proficiency” based on the proficiency in the top 10 languages spoken by Muslim travelers, namely English, Arabic, Bahasa Melayu, Russian, Urdu, Bahasa Indonesia, Turkish, French, Persian, and German.

Indonesia, Malaysia, and Egypt emerge as the top three performers this year.

### Top 10 Communications

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<td>Lebanon</td>
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<td>10</td>
<td>United States of America (USA)</td>
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*GMTI 2023 RESULTS*
GMTI 2023 ACES Rankings - Environment

The Environment category assesses the level of comfort, safety, and convenience for Muslim travelers to practice their faith while on the go. This includes aspects like dress code restrictions and protection against hate crimes. Additionally, the Enabling Climate looks at the ability of destinations to enable innovation and entrepreneurship that will facilitate the growth of tourism facilities in the destination.

With an increasing emphasis on sustainable tourism practices, destinations are striving to preserve their natural and cultural heritage while minimizing any adverse effects, in order to attract travelers seeking responsible and ethical experiences. This year, GMTI sustainability calculations will focus on three key areas: Environmental, Socio-Cultural, and Socio-Economic aspects.

This year, Saudi Arabia and the United Arab Emirates have emerged as the top two destinations, indicating their commitment to providing a comfortable and safe environment for Muslim travelers.

### Top 10 Environment

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<td>Singapore</td>
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GMTI 2023 ACES Rankings - Services

Ensuring optimal service touchpoints is vital in warmly welcoming and retaining Muslim travelers in every destination. The services category assesses the presence of essential Muslim-friendly services and key touchpoints at the destination. It remains crucial to address the faith-based needs of Muslim travelers in significant touchpoints, including restaurants, hotels, and airports.

By offering halal dining options, convenient access to prayer places, Muslim-friendly accommodations, halal food and prayer places in airports, as well as captivating heritage and experiences, destinations not only fulfill the religious and cultural requirements of Muslim travelers but also elevate their overall travel experience, fostering a sense of hospitality and appreciation.

In this category, Indonesia, Malaysia, and Saudi Arabia stand out as the top three destinations, demonstrating their commitment to providing exceptional services tailored to the needs of Muslim travelers.

Top 10 Services

| Indonesia     |
| Türkiye       |
| Malaysia      |
| Saudi Arabia  |
| Iran          |
| United Arab Emirates (UAE) |
| Morocco       |
| Qatar         |
| Brunei        |
| Pakistan      |
Key Touchpoints Analysis
Key Touchpoints: Discovering Highlights and Opportunities

This touchpoint analysis aims to emphasize the highlights and opportunities at each of the hard and soft touchpoints in a Muslim traveler’s journey by looking at each touchpoint’s maximum and average GMTI 2023 scores.

Hard Touchpoints refer to tangible, concrete aspects of the travel experience that are essential for travel and have specific standards. They include Visa Requirements, Airports, Air Connectivity, Accommodation, Communication Proficiency, Transport Infrastructure, Prayer Places, and Halal Dining.

Soft Touchpoints relate to the less tangible, but no less important, aspects of travel that enhance the visitor experience, which is vital for a positive, inclusive, and respectful travel experience. These include General Safety, Faith Restrictions, Destination Marketing, Stakeholder Awareness, and Sustainability Initiatives.

*(max GMTI 2023 score, average GMTI 2023 score)*
Key Touchpoints of a Muslim Traveler: An Analysis of the Hard Touchpoints

**Visa Requirements for the Top Muslim Outbound Markets**
The maximum score is quite high at 95, indicating that some destinations have effectively streamlined their visa requirements for the top Muslim outbound markets. The average score is at 65, showing that some destinations still have room for improvement in this area.

**Airports’ Muslim-friendliness**
This aspect exhibits significant room for growth. Even though the maximum score is 100, suggesting that some airports have provided excellent services for Muslim travelers, the average score is just 34, revealing significant inconsistencies in Muslim-friendliness among different airports.

**Air Connectivity to the Top Muslim Outbound Markets**
The maximum score is decent at 88, but the average score is only 27, indicating a lack of strong air connectivity to key Muslim markets in many destinations.

**Muslim-friendly Accommodation at the Destination**
Although the highest score of 77 shows some destinations have achieved a reasonable level of Muslim-friendliness in their accommodation offerings, the average score of 30 suggests the majority is still not catering to this demand adequately.

**Transport Infrastructure at the Destination**
This aspect has the second-highest maximum score of 99, and a substantial average score of 67, indicating that many destinations provide good transport infrastructure.

**Prayer Places at the Destinations**
Despite a maximum score of 100, the average score is just at the halfway mark of 50, indicating significant room for improvement in the availability and accessibility of prayer places.

**Halal Dining Options at the Destination**
The maximum score is high at 95, but the average score is lower at 44, implying that many destinations need to improve their offerings of Halal food options.
Hard Touchpoints - Best Practices

AIRPORTS
Singapore Changi Airport

Singapore Changi Airport is renowned for its excellent Muslim-friendly facilities and services.

The airport provides dedicated prayer rooms equipped with necessary amenities, conveniently located throughout the terminals.

Moreover, the airport offers a diverse range of Halal-certified dining options, ensuring that Muslim visitors can enjoy delicious meals while adhering to their dietary preferences.

These thoughtful provisions create a welcoming and inclusive environment for Muslim travelers at Singapore Changi Airport.

ACCOMODATION
Shaza Hotels

Shaza Hotels shows the commitment to Muslim-friendly accommodation by focusing on four fundamental aspects.

Firstly, they provide a diverse range of Halal food options to cater to guests’ dietary preferences. Secondly, the hotels maintain a Halal environment by abstaining from serving alcohol or featuring bars. Additionally, Shaza Hotels prioritize safety with separate family areas for added peace of mind. Moreover, they go above and beyond to offer facilities such as private swimming pools, designated prayer rooms, and tailored gym timings, catering to guests’ cultural needs and practices.

The remarkable attention to detail in providing a wide range of Muslim-friendly facilities demonstrates Shaza Hotels’ unwavering dedication to ensuring a seamless experience for Muslim travelers.

PRAYER PLACES
Taiwan

Taiwan, particularly Taipei, offers a Muslim-friendly environment with various prayer facilities for Muslim travelers.

Taipei Grand Mosque, located in the Da’an District, serves as the central hub for Islamic activities and offers spacious prayer halls for both men and women.

In addition to the mosque, several shopping malls, such as Taipei 101 and Miramar Entertainment Park, provide dedicated prayer rooms.

Moreover, many hotels in Taipei also offer prayer rooms or can arrange prayer spaces upon request.

By putting accessible prayer places in many strategic locations, Muslim travelers can comfortably fulfill their prayer while visiting Taiwan.

HALAL DINING
South Africa

South Africa prioritizes halal dining by offering a wide range of halal-certified restaurants and accommodations in cities like Johannesburg, Cape Town, and Durban.

Muslim travelers can enjoy diverse halal dining options, while grocery shopping and takeouts are convenient with reliable halal-certified products. The presence of Muslim-owned butchers ensures readily available halal meat.

The country is also supported by a number of independent Halal Consultation and Certification Bodies.
Key Touchpoints of a Muslim Traveler: An Analysis of the Soft Touchpoints

**Destination Marketing**
For Muslim travelers, specifically, marketing that empathizes with their unique needs and expectations is essential. With the maximum score being 70, there is a significant opportunity for improvement, especially considering the average score across destinations is only 16. This suggests that while some destinations are doing well in marketing to Muslim travelers, many are under-performing and are not effectively communicating the amenities and services they offer that cater to Muslim travelers.

**Communication Proficiency at the Destination**
The maximum score is relatively low at 58, indicating room for significant improvement across destinations. The average score of 19 further underscores this point.

**General Safety for Muslims at the Destination**
This aspect performs relatively well compared to others, with a high maximum score of 96 and a strong average of 78, indicating a fairly consistent level of safety for Muslim travelers across destinations.

**Faith Restrictions for Muslims at the Destination**
This aspect is doing well, with the highest maximum score of 100 and an impressive average of 90. Higher scores here indicate only a few destinations have such restrictions, which is positive for Muslim travelers.

**Stakeholder Awareness at the Destination**
Despite the highest score being 80, the average score stands at just 19, showing a significant gap in awareness and understanding across many destinations. This implies a need for greater effort in education and communication about the Muslim traveler market’s unique needs among stakeholders at each destination.

**Sustainability Initiatives**
With the highest score being 68 and an average score of 47, it seems that many destinations are recognizing the importance of sustainability and are making efforts to implement sustainable practices. However, with sustainability being such a critical factor in today’s travel decisions, destinations should strive to exceed the current highest score. Destinations that focus on sustainable and eco-friendly initiatives may find themselves more attractive to the Muslim travel market, aligning with faith traditions of stewardship for the earth.
Soft Touchpoints - Best Practices

DESTINATION MARKETING
Malaga

Malaga’s tourism authorities, in collaboration with HalalTrip, recently published a comprehensive halal travel guide, providing valuable information and recommendations for Muslim travelers.

This guide is a helpful resource, ensuring Muslim visitors can navigate and enjoy the city while adhering to their faith-based needs and preferences.

The guide was launched in the FITUR 2023. With these initiatives, Malaga demonstrates its commitment to welcoming and accommodating Muslim travelers.

It also worth noting that Singapore Tourism Board and New York City Tourism in collaboration with Crescentrating & HalalTrip also launched Halal Travel guides in 2021 and 2022 respectively.

STAKEHOLDER AWARENESS
Indonesia

In addition to the existing Muslim-friendly initiatives, Indonesia has taken further steps to enhance the Muslim-friendly situation.

The tourism authorities recently published mosque guides provide valuable information about prayer facilities across the country.

Furthermore, the authorities have identified five super priority destinations, including Lombok and Lake Toba, where efforts are being intensified to develop Muslim-friendly infrastructure and services.

These efforts demonstrate Indonesia’s commitment to creating a welcoming environment for Muslim travelers and promoting awareness among stakeholders about the needs of Muslim visitors.

SUSTAINABILITY INITIATIVES
Japan

Japan has implemented robust sustainable tourism initiatives to protect its natural environment and support local communities.

The country focuses on reducing carbon emissions, promoting energy efficiency, and conserving resources. Initiatives include eco-friendly transportation systems, waste reduction programs, and sustainable accommodation options.

Japan also emphasizes cultural preservation, promoting traditional practices and supporting local artisans.

Through education and awareness campaigns, the country encourages responsible tourism practices and aims to create a sustainable future for both visitors and the environment.
Muslim Women Friendly Destinations
Muslim Women Friendly Destinations

This year’s Global Muslim Travel Index (GMTI) has a new addition: it now identifies the top Muslim Women Friendly destinations. This is to emphasize the significance of providing a travel environment that caters to Muslim women travelers’ specific needs and preferences.

Muslim women make up a substantial portion of the global Muslim travel market and have specific needs and concerns. According to Mastercard-CrescentRating Muslim Women in Travel (MWIT) 2019 report, over 45% of Muslim travelers were women. It indicated that the Muslim women travelers exert considerable influence in trip planning regardless of the group setting they are in.

Muslim women travelers are most influential in making travel decisions when their journeys involve their family and spouse. In this environment - as daughters, mothers or spouses in the family - they display almost twice as much influence in trip planning compared to when traveling with others. Solo and women group travel was also a growth sector pre-COVID and this is expected to continue as travel restarts.

Therefore, the GMTI recognizes the significance of creating a Muslim Women Friendly destination category to ensure this group’s hospitable and inclusive travel experience.

In determining the overall experience of Muslim women travelers, factors like, faith restrictions, general safety, sustainability, and other relevant indicators are considered within the Environment criteria of the ACES model.

Destinations can provide better services by taking into account the specific needs of Muslim women travelers. This includes ensuring safety and security, offering suitable prayer facilities, and accommodating cultural sensitivities.

In embracing the diversity and needs of Muslim women travelers, destinations have the opportunity to tap into a growing market segment and establish themselves as leaders in providing exceptional experiences for this valuable group of travelers.
Muslim Women Friendly Destinations - Top 10 non-OIC Destinations

Singapore leads the list of Muslim Women-friendly destinations in the non-OIC category. Singapore’s position at the top demonstrates a good balance between Muslim-friendly environment, safety, sustainability, and a lack of faith-based restrictions.

Asian nations—Taiwan, Japan, South Korea, Hong Kong, and Vietnam—are prevalent in the top 10, signifying their robust understanding of the requirements of Muslim female travelers, coupled with high general safety and sustainability standards.

Meanwhile, Europe is well-represented by Portugal, Andorra, and the United Kingdom. Despite having relatively lower GMTI scores than their Asian counterparts, their strong commitment to sustainable tourism and high safety measures secured their spots. Finally, Mauritius, the sole representative of Africa, showcases the island’s environment, which accommodates Muslim practices and its significant safety standards.

It’s worth mentioning that countries like Japan, South Korea, and Portugal scored high in sustainability, indicating their commitment to responsible tourism. Lastly, despite a lower general safety score, the UK maintained its top 10 standing, bolstered by its high GMTI score. This analysis encapsulates how these non-OIC destinations have successfully fostered welcoming, safe, and respectful environments for Muslim women travelers.

In future editions of GMTI, the list will be expanded to cover the ranking of more destinations.

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Muslim Women Friendly Destinations - Top 10 OIC Destinations

Malaysia is leading the Muslim Women-friendly destination, underscoring its well-rounded appeal to Muslim women in terms of safety, no faith restrictions, and sustainable socio-economic practices. Following closely behind is Indonesia, which mirrors Malaysia’s score almost identically, signifying its comprehensive efforts to create a Muslim women-friendly environment.

Qatar ranks third, offering high general safety levels and no faith restrictions. Saudi Arabia and the United Arab Emirates (UAE) round out the top five, providing secure environments with complete faith compatibility.

Destinations such as Brunei, Kuwait, Bahrain, Oman, and Jordan highlight the range of choices available to Muslim women travelers within the OIC. Despite slightly lower overall scores than the top five, they offer strong safety and faith-based offerings.

This illustrates the evolving landscape of Muslim women traveling in the OIC destinations and the growing recognition of their distinct needs and preferences.

While each destination has its unique allure, they all have shown a comfortable, secure, and faith-friendly environment for Muslim women travelers. In addition, the high levels of general safety and absence of faith restrictions across the board indicate respect for and understanding of faith practices and culture, which is crucial in a Muslim-friendly destination.

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Understanding the Pain Points of Muslim Women Travelers

The P.A.I.N.S - Privacy, Amenities, Identity, Networks & Safety - model identified in the Mastercard-CrescentRating Muslim Women in Travel (MWIT) 2019 report pinpoint unique concerns that stakeholders should address.

Privacy/modesty is a considerable concern for Muslim women, leading them to avoid facilities that have dress code restrictions or do not provide adequate privacy.

MWIT further prefer amenities that take into account their needs, such as women-only prayer places, child-friendly services, etc.

In addition, the identity of being a Muslim woman brings with it a bias that MWITS possibly have to overcome in destinations or facilities.

On the part of networking, there exists a void in information that is available for MWIT to be able to connect with local communities that have shared interests.

Safety is another significant concern since identifying as a Muslim can attract hate crimes in some places.
MWIT Affinity Impact Model

The MWIT Affinity Model proposed in the Mastercard-CrescentRating Muslim Women in Travel (MWIT) 2019 report, summarizes how an in-depth understanding of Muslim women travelers can lead to positive impact for the travel industry.

By understanding their profiles and facilitating their trip planning behaviors, as well as alleviating the P.A.I.N.S they face, they can be further activated to explore the world, empathize with social issues and energize those around them.

These triple Es are the conduit to unlocking new niche markets for the travel industry and ultimately create a more diverse and holistic travel ecosystem.
10 GMTI 2023 Performance Matrix
The GMTI Performance Matrix (GPM) is a strategic analytical tool designed to evaluate destinations’ performance and potential in the Muslim travel market. By incorporating the Global Muslim Travel Index (GMTI) scores and the percentage of Muslim visitors to overall visitors, the GPM provides an overview of destinations’ ability to cater to Muslim travelers and their success in attracting this growing market segment.

The GPM is divided into four quadrants, each representing a combination of GMTI scores and Muslim visitor ratios. This matrix enables destinations to identify their current positioning in the Muslim travel market and to develop targeted strategies for improvement and growth. The GPM also highlights best practices and areas of opportunity for countries at various stages of catering to the Muslim travel market.

The mid-point for the GMTI Scores axis is 50, indicating the average scores for GMTI. On the other hand, the mid-point of the percentage of Muslim visitor arrivals is 12%, indicating the global Muslim visitor arrivals average.
The Trailblazers quadrant is home to 23 destinations that lead the way in catering to Muslim travelers. These destinations attracted 67 million Muslim arrivals, representing about 61% of total global Muslim arrivals in 2023. The Potential Leaders quadrant includes six destinations showing promise with their progressive offerings and services. These destinations welcomed approximately 4.5 million Muslim arrivals, making up 4% of global Muslim arrivals.

The Emerging Destination quadrant contains 23 destinations that are in the early stages of recognizing and addressing the needs of the Muslim traveler market. Despite being nascent in their journey, these destinations drew in around 15 million Muslim arrivals, accounting for 14% of total global Muslim arrivals. Lastly, the Untapped Opportunities quadrant comprises 85 destinations. Even though these destinations are under-utilized in terms of their potential to attract Muslim travelers, they still attracted around 25 million Muslim arrivals, representing approximately 23% of global Muslim arrivals.
“Trailblazers” (GMTI scores above 50, more than 12% of Muslim arrivals): These destinations have high GMTI scores, indicating their strong commitment to Muslim-friendly services and facilities. Moreover, they also have a high percentage of Muslim arrivals compared to overall arrivals, suggesting that their efforts are well-received by the Muslim traveler community. They lead the way in catering to Muslim travel needs and serve as benchmarks for other destinations.

This year there are 23 destinations that are in this quadrant. Total Muslim arrivals to these destination was around 67 Million, representing around 61% of the total global Muslim arrivals.

They can be classified in 3 groups:

Saudi Arabia, Türkiye & UAE: Muslim arrivals not only represent high percentage, but the they also attract a high volume of Muslim arrivals.

Bahrain, Egypt, Iran, Kazakhstan, Kyrgyzstan, Kuwait, Pakistan, Tunisia, & Uzbekistan: They have lower volume of Muslim compared to the first group of destinations.

Algeria, Azerbaijan, Brunei, Indonesia, Jordan, Lebanon, Malaysia, Oman, Qatar, Singapore & Sudan: Although the share of Muslim arrivals to these destinations are high, the volume of Muslim arrivals are lower. These destination have a huge potential to grow the volume of Muslim arrivals.

Overall, for these destinations to maintain their position in this quadrant, they need to work on curating and enhancing their unique and meaningful services.
The “Potential Leaders” quadrant (GMTI above 50, less than 12% of Muslim arrivals) represents destinations with high GMTI scores but relatively low Muslim arrivals compared to overall arrivals. These destinations, including the UK, Thailand, Morocco, Maldives, Bangladesh, and Taiwan, collectively welcomed around 4.5 million Muslim travelers, accounting for 4% of global Muslim arrivals.

To fully leverage their potential, these destinations should focus on raising stakeholder awareness and enhancing destination marketing efforts. By promoting their Muslim-friendly services, such as halal food options, prayer facilities, and accommodations catering to specific needs, they can better attract and cater to the Muslim travel market. Collaborating with local stakeholders, including businesses, local communities, and travel agencies is crucial for a cohesive approach in providing Muslim-friendly services.

Investing in destination marketing is also important to raise awareness among Muslim travelers. This can be achieved through social media campaigns, partnerships with influential Muslim travel bloggers, and participation in Muslim travel events. Showcasing sustainability initiatives, cultural preservation, and unique aspects of each destination can further appeal to Muslim travelers seeking responsible and authentic experiences.

By embracing these strategies and proactively engaging with the Muslim travel market, the Potential Leader destinations have the opportunity to transition to the “Trailblazer” quadrant.
The “Emerging Destinations” quadrant (GMTI scores below 50, High % of Muslim arrivals) comprises destinations with a high percentage of Muslim arrivals but lower GMTI scores, indicating a need for improved Muslim-friendly services. Examples include Armenia, Benin, Bosnia and Herzegovina, Bulgaria, Burkina Faso, Cameroon, Chad, Cote d’Ivoire, Ethiopia, Georgia, Ghana, Guinea-Bissau, India, Nigeria, North Macedonia, Mali, Montenegro, Senegal, Serbia, Sierre Leone, Sri Lanka, Tajikistan, and Togo. These destinations welcomed around 15 million Muslim travelers, representing approximately 14% of global Muslim arrivals.

To enhance their appeal, these destinations can focus on developing halal travel products and services for families, offering diverse halal food options, dedicated prayer facilities, family-friendly accommodations, and cultural activities. Collaboration with local communities and stakeholders is crucial for successful implementation.

By investing in Muslim-friendly services and robust marketing campaigns, these destinations have the opportunity to attract a larger share of the Muslim travel market and establish themselves as destinations for authentic experiences.
**GPM - Untapped Opportunities**

The "Untapped Opportunities" quadrant (GMTI scores below 50, Muslim arrivals percentage below 12%) comprises destinations with low GMTI scores and a low percentage of Muslim arrivals. Despite this, they hold untapped potential. By enhancing Muslim-friendly services, facilities, and targeted marketing to the Muslim travel segment, these destinations can tap into the growing market and increase visitor numbers.

This year, there are 85 destinations in this quadrant. Total Muslim arrivals to these destinations reached around 25 million, representing approximately 23% of global Muslim arrivals.

Destinations categorized as "Untapped Opportunities" have the potential to attract more Muslim travelers by enhancing their Muslim-friendly services and implementing targeted marketing strategies.

By improving halal offerings such as dining, prayer facilities, and accommodations, these destinations can tap into the growing Muslim travel market. With strategic destination marketing campaigns highlighting their attractions and commitment to inclusivity, they can boost their visitor numbers and drive economic growth. Seizing these opportunities will position them as welcoming and desirable destinations for Muslim travelers.
11 GMTI 2023 Results Table
# GMTI 2023 Results Table

<table>
<thead>
<tr>
<th>GMTI</th>
<th>ACCESS (10%)</th>
<th>COMMUNICATION (20%)</th>
<th>Environment (30%)</th>
<th>Services (40%)</th>
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Technical Notes
Technical Notes and Methodology

Data collection and sources
The data used in the Global Muslim Travel Index (GMTI) is derived in several ways:

- Extensive research carried out by CrescentRating's dedicated team. They collate information from multiple sources.
- Data from Crescentrating's CR MAPS data platform.
- Data from CrescentRating and HalalTrip's existing studies.
- CrescentRating's data extraction models are employed to derive specific insights from the collected data.
- Small number of data sets based on trusted third-party indices. They include United Nations (UN), World Bank, United Nations World Tourism Organization (UNWTO), United Nations Educational, Scientific and Cultural Organization (UNESCO), World Economic Forum (WEF), Our World in Data, Vision of Humanity, Global Innovation Index, and IQ Air.

Data Utilization and Projections
GMTI primarily utilizes data from the current year, in this case, 2023. However, due to the unavailability of certain datasets, it is occasionally resorted to using data from the most recent previous years. In instances where specific data for a destination is not available, a two-pronged approach is adopted to maintain the comprehensiveness and reliability of the index. Firstly, projections based on the destination's past data trends is used. This method leverages historical data patterns to estimate current figures, providing a calculated and informed estimate. Alternatively, a similar destination's data is used as a proxy. This approach is employed when there are strong similarities in cultural, economic, or travel patterns between the two destinations, and one can reasonably represent the other.

Data Normalization Techniques
GMTI utilizes two primary normalization techniques to ensure that the data is comparable and standardized across diverse variables: Clipping Normalization and Linear Normalization.

Clipping Normalization is a technique where a maximum (and possibly minimum) value for a data set is defined, and these defined maxima and minima are assigned to any outlier data points that fall beyond these set boundaries. This method is used when dealing with data that contains extreme values or outliers that might distort the overall analysis. By 'clipping' these outliers to a predetermined maximum or minimum, it is ensured that they don't disproportionately influence the results.

Linear Normalization, on the other hand, transforms all data points to fall within a predefined range. This process maintains the original distribution of the data while ensuring all values are within a comparable range. This normalization technique is particularly used when combining data of different units, scales, or magnitudes, as it brings them all to a uniform scale without losing their original relational differences.

Calculating GMTI Scores
The calculation of scores for each destination follows a three-step process that is embedded within the ACES Framework.

The Two-Tiered Approach: Each of the four main categories - Access, Communication, Environment, and Services, comprises two distinct tiers of data. This structured approach ensures that every critical aspect within each category is duly considered.

Weighted Average Calculations for Subcategories: The individual scores for each subcategory are computed based on a weighted average of the number of data sets contained within that subcategory. This process ensures that each element within the subcategory influences the final score, in proportion to its relevance and importance.

Overall GMTI Score Determination: The comprehensive score for each destination is determined by calculating the weighted average of the four main categories. This final score offers a robust and fair representation of the destination's Muslim-friendliness based on access, communication, environment, and services.
Mastercard is a global technology company in the payments industry. Our mission is to connect and power an inclusive, digital economy that benefits everyone, everywhere by making transactions safe, simple, smart and accessible.

Using secure data and networks, partnerships and passion, our innovations and solutions help individuals, financial institutions, governments and businesses realize their greatest potential.

With connections across more than 210 countries and territories, we are building a sustainable world that unlocks priceless possibilities for all.

www.mastercard.com

CrescentRating is the world’s leading authority on Halal-friendly travel. The company’s vision is to lead, innovate and drive this segment through practical and deliverable solutions in what is regarded today as one of the fastest growing segments in the tourism sector.

The company uses insight, industry intelligence, lifestyle, behavior and research on the needs of the Muslim traveler to deliver authoritative guidance on all aspects of Halal-friendly travel to organizations across the globe.

www.crescentrating.com

HalalTrip’s vision is to be the trusted global online platform, catering for Muslim travelers to make inspired and educated travel choices. It is the most comprehensive and innovative platform with its next generation mobile app.

It aims to make destination discovery and trip planning fun and more intuitive for those looking for a Halal-friendly travel experience.

www.halaltrip.com
Halal In Travel Global Summit
28th May - 30th May, 2024

Attend the most influential event in the Halal Tourism space. The industry stakeholders will set the stage for building a resilient and sustainable future Muslim/Halal Tourism Market.

The 3-day event will also see the launch of the Mastercard - CrescentRating Global Muslim Travel Index 2024, Halal In Travel Awards 2024 and HalalTrip 40 2024

Contact info@crescentrating.com for sponsorship and speaking opportunities
Halal In Travel Awards
30th May, 2024

The most prestigious awards celebrating stakeholders’ contributions towards developing the halal travel space.
Nominate organizations or individuals for 2024 awards
To nominate, email info@crescentrating.com

Mastercard-CrescentRating GMTI Awards
Top Destination of The Year (OIC)
Top Destination of The Year (non-OIC)
Emerging Destination of The Year (OIC)
Emerging Destination of The Year (non-OIC)
Inclusive Destination of The Year (non-OIC)
Most Accessible Destination of The Year (by Air)
Sustainable Destination of The Year
Destination Marketing & Stakeholder Awareness of The Year

Halal Travel Personalities of the Year
Halal Travel Personality of The Year
Halal Travel Influencer of The Year
Halal Travel Tour Guide of The Year
Special Recognition Award

Muslim-friendly Service Provider Awards
Muslim-friendly Hotel Chain of The Year
Muslim-friendly Hotel of The Year
Muslim-friendly Beach Resort of The Year
Muslim-friendly Convention & Exhibition Centre of The Year
Muslim-friendly Airport of The Year
Muslim-friendly Cruise Line of The Year
Muslim-friendly Attraction of The Year
Muslim-friendly Tour Operator of The Year
Muslim-friendly Restaurant Chain of The Year
Muslim-friendly Airline of The Year
Travel Takaful Provider of The Year
Muslim-friendly Game Reserve/National Park of the Year

HalalTrip Travelers Choice Awards
Most Promising Muslim-friendly City Destination of The Year (OIC)
Most Promising Muslim-friendly City Destination of The Year (Non-OIC)
Islamic Heritage Destination of The Year
Halal Travel Marketing Campaign of The Year
Muslim Women-friendly Destination of Year
Muslim Gen Z Destination of Year
Muslim Millennial Destination of The Year
Muslim Gen Z Destination of Year
Nominate Your Inspiration

shout out to that one person who is your motivation, your reason, your mentor.

Trailblazer  Advocate  Inspirer  Creator

If he or she fits any of these personas, inspire others by nominating them for the HalalTrip 40 2024

www.htrp.me/halaltrip40-2023

Nomination closes on 25th February 2024
Though small, we are young, energetic, and passionate designers with enough years of experience and expertise in this field to understand our clients thoroughly and create meaningful and engaging designs – that are not only pleasing to the eye but also help in improving the return on investments.
Explore exclusive insights into the Muslim market and empower your organization to make faster, more impactful business decisions.

A comprehensive database features the latest worldwide trends and developments in the global Muslim market.

Gain access into our extensive database to explore and obtain insights from a multitude of information about the Muslim market at a global, regional and country level.

Contact us at info@crescentrating.com for more information.
Maximize your Halal restaurant’s visibility with HalalTrip & CrescentRating

www.halaltrip.com/advertise-with-us
Downloadable Muslim Visitor Guides in partnership with Destinations

Access the latest Downloadable Muslim Visitor Guides on HalalTrip mobile app or Halaltrip.com

WHO CAN BENEFIT FROM OUR SERVICES?

- Government Agencies
- Hotels
- Tourism Boards
- Restaurants
- Spas & Wellness Facilities
- Airports
- Travel Agents
- Cruises
- Railway Stations
- Airlines
- Travel Associations
- Convention Venues
- Attractions
- Shopping Malls
- Hospitals

**Destination Marketing**

Wide range of solutions for destinations & businesses to connect with Muslim travelers.

**Research & Consultancy**

With our in-depth knowledge & experience, we provide a wide range of research & consultancy services.

**Rating & Accreditation**

Get your services audited & Crescent Rated to give your clients the assurance they need.

**Halal in Travel**

Where the Halal Travel World Meets

Attend, Host or Sponsor the premier Halal Travel conference held in multiple cities.

**Capture the Market with Our Complete Solutions**

Comprehensive online and offline certification programs for all levels of professionals to advance your career.

**Reachout**

With our in-depth knowledge & experience, we provide a wide range of research & consultancy services.

**Build Capacity**

Attend, Host or Sponsor the premier Halal Travel conference held in multiple cities.

**Educate**

Find out how you can better connect with Muslim travelers.

**Talk with our Experts...**

- Government Agencies
- Hotels
- Tourism Boards
- Restaurants
- Spas & Wellness Facilities
- Airports
- Travel Agents
- Cruises
- Railway Stations
- Airlines
- Travel Associations
- Convention Venues
- Attractions
- Shopping Malls
- Hospitals
Certification in Halal Tourism

Our comprehensive online and offline training and certification programs enable professionals of all levels to better understand and serve the growing Muslim Travel Market.

Level 3
HALAL TOURISM EXECUTIVE PROGRAM
residential program | certification
Discover the techniques and strategies behind growing and innovating in the Halal travel industry with our 5-day residential program for directors, C-Suite and senior managers.

Level 2
HALALCHEFWORLD
theory | practical | certification
Give your Muslim diners a higher level of Halal assurance through our 2-day specialized Halal gourmet competency training and cook-off with professional Chefs from various industries.

Level 2
HALAL TOURISM SECTOR IMMERSION
onsite | workshop | certification
Learn important market awareness on the Halal travel sector, gain essential customer service requirements of the Muslim travelers in your sector and get certified - all in one day.

Level 1
HALAL TRAVEL MARKET READINESS
online | learning | certification
Gain a fundamental understanding of the Halal travel market with our comprehensive online learning program and certification.
Get inspired · Go · Inspire others

Every Muslim's Lifestyle App

halaltrip

*Available in multiple languages*
HALALTRIP INSPIRATION JOURNEY MAP

Muslim travelers are able to use the HalalTrip application to plan for all phases of their travel journey. Trip planning begins by getting inspired of the latest buzz and activities the destination has to offer. Upon immersing themselves in the destination, travelers can then share their stories online and inspire others.

**get inspired**

- **Travel Videos**
  - Travel inspiration from the comfort of your home.
  - Get featured when you share yours with us!

- **City Guides**
  - These offline guides will save you when Wi-fi won't!

- **HalalTrip.com**
  - We do the research for you.
  - Best Muslim-friendly places to eat, pray and explore.

- **Travel Etiquettes and Dua**
  - Begin your trip with Bismillah.
  - Supplications for all your travel needs.

- **Inflight Prayer Calculator**
  - Math can be tough but not when we do the calculations for you.

**go**

- **Search Nearby**
  - The food on your flight might be plane but our nearby locator will get you to the nearest Halal eatery in a jiffy.

**inspire others**

- **HalalTrip Feed**
  - Share your travels and be a part of the HalalTrip family.

- **Prayer Analytics**
  - Your physical health is important but so is your spiritual well-being.
  - Track them from day to day.

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**feels like home**

- **HOMES & HOTELS**
  - Muslim-friendly accommodation options

**travel with a peace of mind**

- **VACATIONS**
  - Choose from a wide range of Crescent Rated tour packages

**spend less save more**

- **ACTIVITIES & EXPERIENCES**
  - Exclusive discounts to popular attractions.
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