

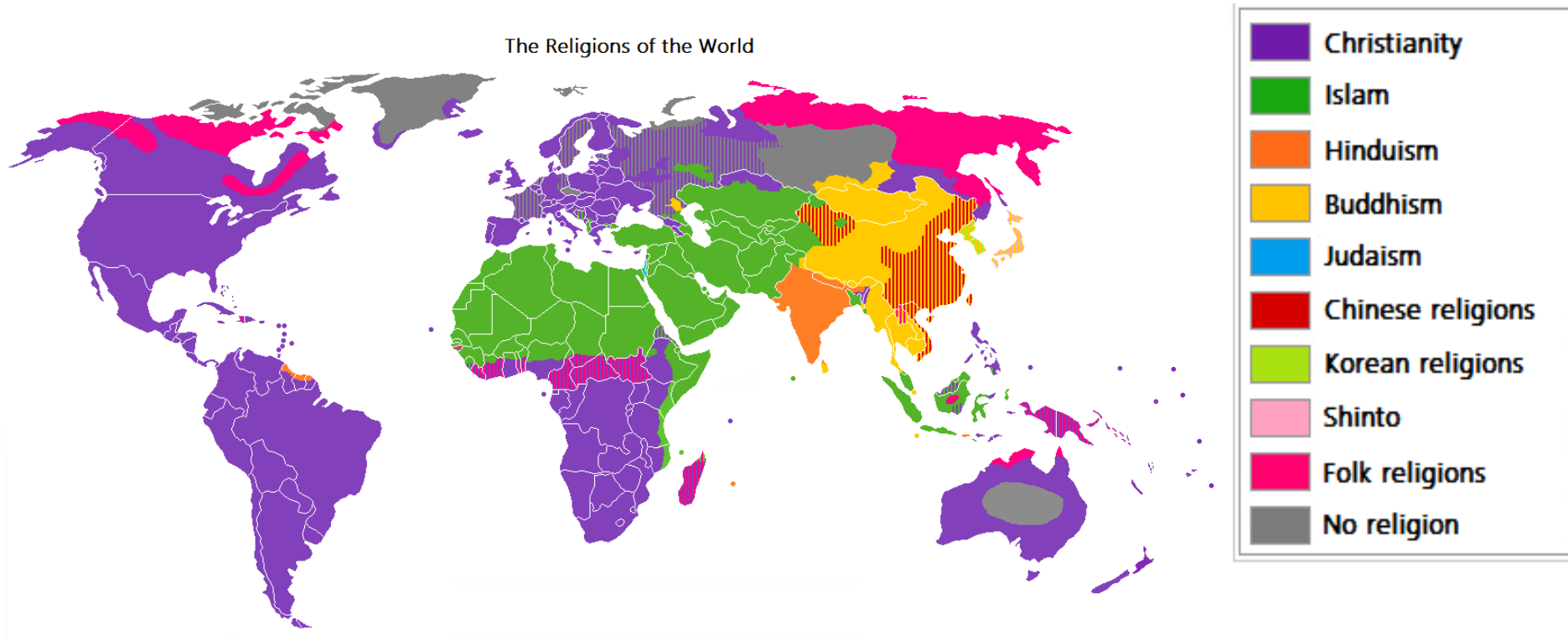
Halal Lifestyle In Indonesia

Dr. H. Sapta Nirwandar.

UNWTO Seminars

The Contribution of Islamic Culture and its Impact on the Asian Tourism Market
Brunei Darussalam, November 16th 2015

Today Muslim Population



Today the Muslim population in the world of **1.6 billion** people or **25%** of the world population has reached **7 billion**. Muslim population is spread in many countries, but there are **56 Muslim** majority country with a GDP of **6.7 trillion** dollars.

The Potential Of The Muslim Consumers



In aggregate, the global expenditure of Muslim consumers on food and lifestyle sectors is being estimated by this Report to be **\$ 2 trillion** in 2013 grew **9.5%** from previous years and is expected to reach **\$3.7 trillion** by 2019. These figure form the potential core markets for halal food and lifestyle sectors.



Halal Lifestyle



HALAL FOOD

\$1,292.- Trillions
17.7% of Global Market
2013 Growth Rate : 10.8%
Proj. Growth Rate : 16%



FINANCE

\$ 1.658 Billions
1.3% of Global assets
2013 Growth Rate : 22%
Potential to grow at 39% for next Year



TRAVEL

\$140 Billions
11% of Global Market
2013 Growth Rate : 7.7%
Proj. Growth Rate :11.7%



CLOTHING

\$266 Billions
11.9% of Global Market
2013 Growth Rate:11.9%
Proj. Growth Rate 13.5%



MEDIA/RECREATION

\$185 Billion
5.2% of Global Market
2013 Growth Rate : 7.3%
Proj. Growth Rate : 10.33%



PHARMACEUTICAL

\$72 Billion
6.6% of Global Market
2013 Growth Rate : 2.1%
Proj. Growth :7.16%



COSMETIC

\$46 billion
6.8% of Global Market
2013 Growth Rate : 1%
Proj. Growth Rate : 9.66%



Medical Care

Indonesian Muslim and Global Spending for Halal Lifestyle



Sector Halal Lifestyle	Indonesia's Muslim	Global Muslim	Market Share(%)
Food	US\$ 190,4 Billion	US\$ 1,292 Billion	14,7 %
Finance	US\$ 36,0 Billion	US\$ 1,214 Billion	3%
Travel (Excl. Hajj & Umrah)	US\$ 7,5 Billion	US\$ 140,0 Billion	0,6 %
Fashion	US\$ 18,8 Billion	US\$ 266 Billion	7%
Media & Recreation	US\$ 9,37 Billion	US\$ 185 Billion	5%
Phamaceuticals	US\$ 4,88 Billion	US\$ 72 Billion	6,7%
Cosmetics	US\$ 3,44 Billion	US\$ 46 Billion	7,4%

Foreign and Domestic Traveler & Earning



Year	Foreign Traveler	Forex Earning (US\$Billion)	Domestic Traveler	Domestic Earning (RpTrillion)
2010	7 million	US\$ 7,2	234 million	Rp 150,41
2011	7,6 million	US\$ 8,554	236 million	Rp 156,89
2012	8,0 million	US\$ 9,12	245 million	Rp 171
2013	8,8 million	US\$ 10,054	248 million	Rp 176,32
2014	9,4 million	US\$ 11,116	251 million	Rp 213,94

Source: Ministry of Tourism 2014



**Bali is voted as
World's Best Spa Destination**



**3 beaches in Indonesia
on CNN World's 100 Best Beaches**



**Indonesia's Rendang and Nasi Goreng
crowned as World's Most Delicious Food**



Unique Culture & Ethnic



*Saman –
Traditional dance from Aceh*



*Bedug Festival in
North Sumatera*



*Masjid Dian Al Mahri
– West Java*

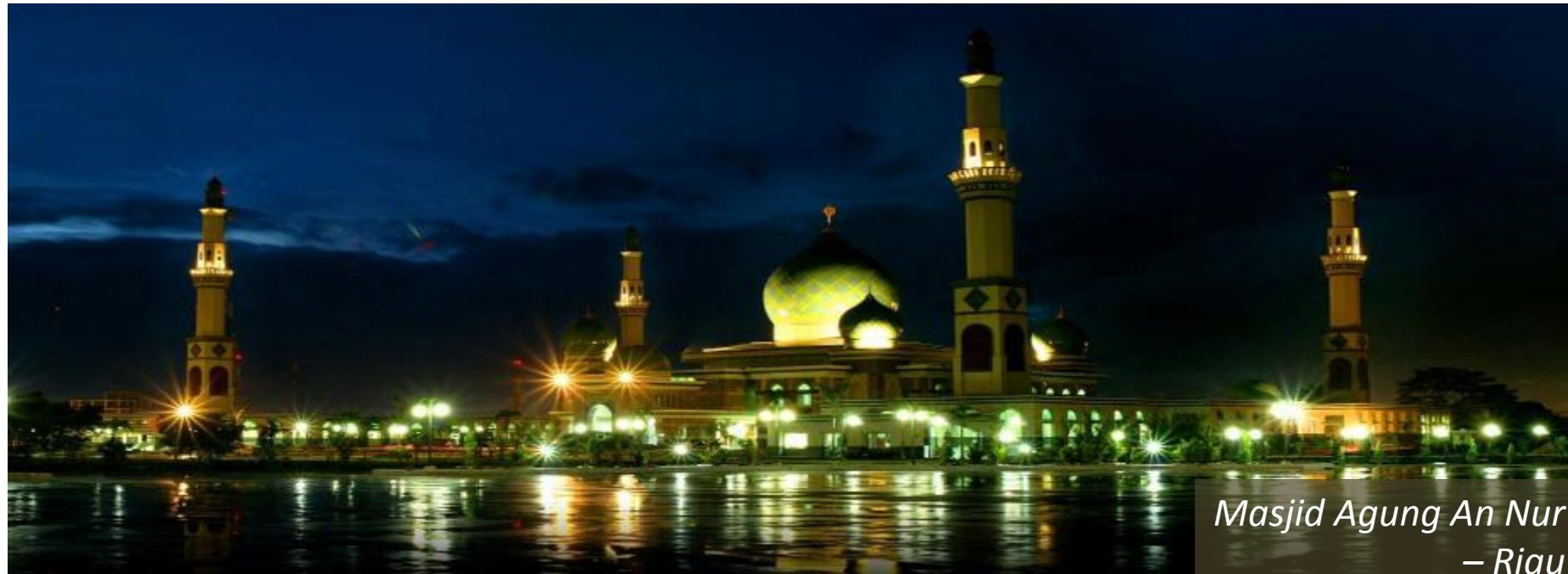


*Masjid Raya
– Makassar*



*Masjid Baiturrahman
– Aceh*

More Than 600.000 Mosques



*Masjid Agung An Nur
– Riau*

Source : Ministry of Religion, Republic of Indonesia

THE POLICY

YEAR	ACTIVITIES
2012	Soft launching of Indonesia Halal Toursim
2013	Grand Launching of 12 Provinces as Moslem Friendly Destination
2013	The declaration of Halal Tourism in the framework of the declaration of Islamic Economics Movements (GRES/Gerakan Ekonomi Syariah) by the President of Republic of Indonesia
2014	Minister Regulation on Sharia Hotel (restaurants, travel packages, and spa are in the pipeline)

MOSLEM FRIENDLY DESTINATIONS

SUMATRA	JAVA	NUSA TENGGARA	SULAWESI
1.Aceh 2.West Sumatera 3.Riau 4.Lampung	1.Banten 2.Jakarta 3. West Jawa 4. East Jawa 5. Central Jawa 6. Yogyakarta	1. West Nusa Tenggara	1. South Sulawesi

Moslem Friendly Destinations in Indonesia



MINISTER'S REGULATIONS ON TOURISM SERVICES

- **HOTELS**
- **TRAVEL PACKAGES**
- **RESTAURANTS**
- **SPA**

FACILITATION & INTERVENTION

I. PRODUCTS

all halal tourism products/services and halal tourism biz pracs should go beyond common standards and criteria applied in general

II. PROMOTION

promotion and marketing on halal tourism is included in B.A.S. (Branding Advertising Selling) policy

III. CAPACITY BUILDING

training and education on halal services are provided in accordance with rules & regulation

WORLD HALAL TRAVEL AWARDS 15

20th October 2015, Emirates Palace, Abu Dhabi, UAE



wonderful
indonesia



Lombok

“1st World’s Best Halal
Honeymoon Destination”

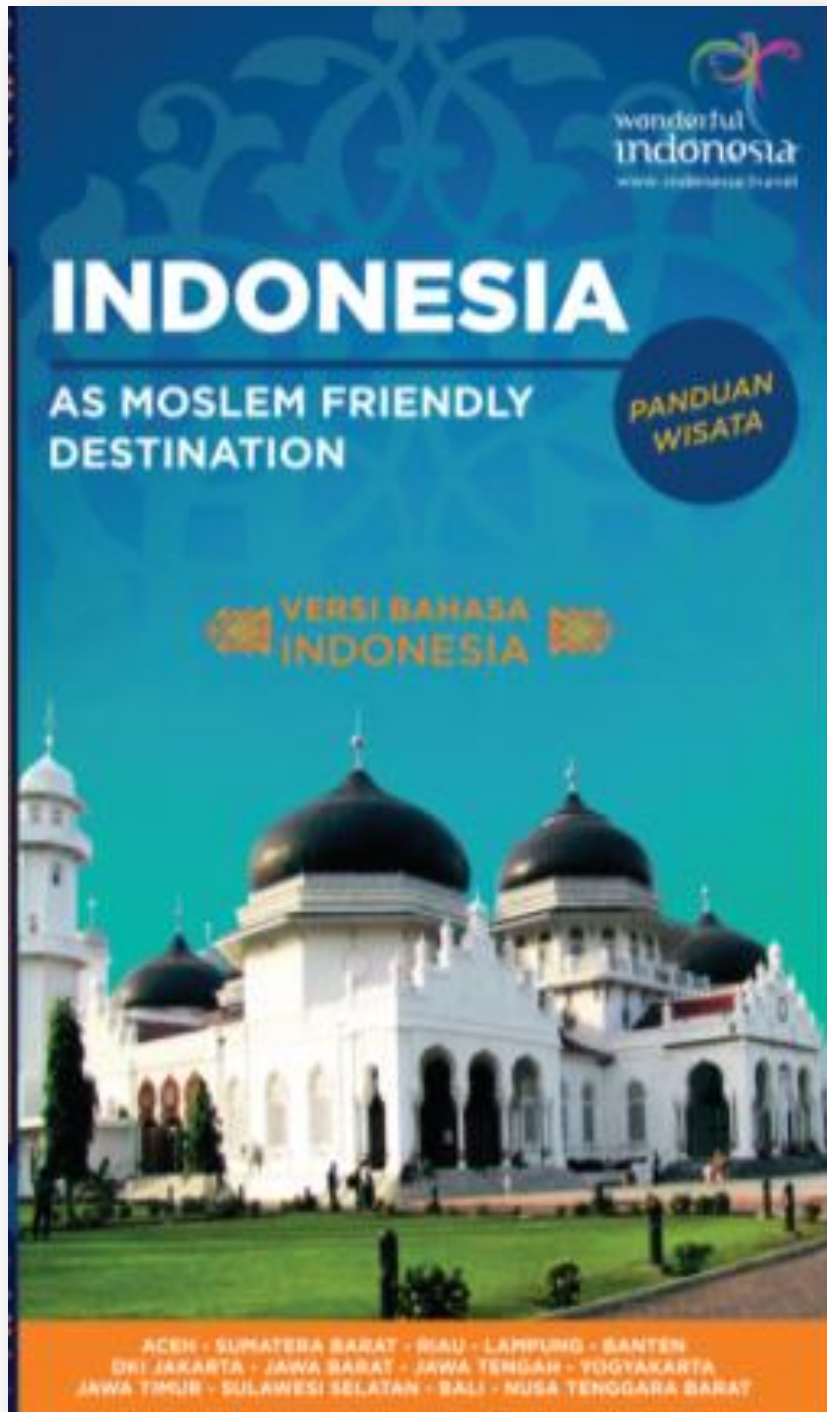
“1st World’s Best Halal
Tourism Destination”



Sofyan Hotel Betawi

“1st World’s Best Family Friendly Hotel”





Thank you