

APRIL 2019

Mastercard-CrescentRating

Global Muslim Travel Index 2019



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01 | FOREWORD



Fazal Bahardeen
Founder & CEO
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Welcome to the 5th edition of the Mastercard-CrescentRating Global Muslim Travel Index (GMTI) 2019. This report aims to set the stage for the next phase of development of the Muslim Travel Market; “Halal Travel 2.0”. Most notably, five Halal Travel Development Goals have been proposed to help all stakeholders to develop clearly identified plans to grow the market.

The focus of this annual report remains highlighting the latest trends, updating the visitor arrivals numbers and most importantly ranking of 130 destinations on how Muslim friendly they are as a travel destination. However, we have also introduced a number of new elements to this report to improve content and design.

We have strived to improve this year's report by overhauling the design to make it easier to read and share. The landscape layout has been chosen with less text and more visualization of data and ideas.

We have also updated the Muslim Faith-Based Services Needs model. This is based on our observations and research during the last few years and the study conducted earlier this year. During the last 10 years, we also developed a number of models to help the industry better plan their strategies. This report brings all these models and tools together.

As for the core of the report, which is the ranking of destinations, we have made some minor adjustments to our ACES criteria model to better reflect the developments in this space. We will continue to evolve the criteria along with the growth of this segment.

As for the GMTI 2019 results, the major highlight is Indonesia moving to be the joint top destination with Malaysia. Indonesia's ranking has been steadily increasing the last few years. In GMTI 2018 they were placed second. Among the non-OIC destination, the top 5 remains the same (Singapore, Thailand, UK, Japan and Taiwan). South Korea has entered the top 10 among non-OIC destinations for the first time. Overall many destinations have improved their scores. The GMTI40 (tracks the average score of the top 20 OIC and top 20 non-OIC destinations) has improved compared with GMTI 2018.

We trust GMTI 2019 will help all stakeholders play a key role in Halal Travel 2.0

**Safdar Khan**

Division President,
Indonesia, Malaysia
& Brunei,
Mastercard

**mastercard**

Muslims tourists all over the world are exploring new destinations and seeking authentic, unique travel experiences that diverge from the ordinary.

This desire for discovery has made Muslim travelers one of the fastest growing segments in the global travel industry. Yet, it remains a relatively untapped market providing immense opportunity for all stakeholders. To seize this opportunity, hotels, and tour operators need to understand and meet cultural and religious needs of Muslim travelers, to create tailor-made products and services for them.

According to research by Mastercard and CrescentRating, more than 230 million Muslim tourists are expected to embark on travel, locally and abroad by 2026. By that time, Muslim travelers are expected to inject \$300 billion into the global economy.

Reports such as the Mastercard-CrescentRating Global Muslim Travel Index (GMTI) 2019, provide actionable market insights and play a critical role in enabling governments, businesses and tourism service providers to better understand the landscape and learn lessons from the top ranked nations. It also showcases destinations that are Muslim-friendly-a big draw for Halal travelers.

New technologies, such as big data analytics, augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) are also making a tremendous impact on the travel industry, redefining every stage of the Muslim tourism experience, from planning and purchasing, to living the experience and sharing the adventures with others.

The challenge for service providers is to innovate and integrate these technologies into their offerings, to spur the next level of growth in Halal travel.

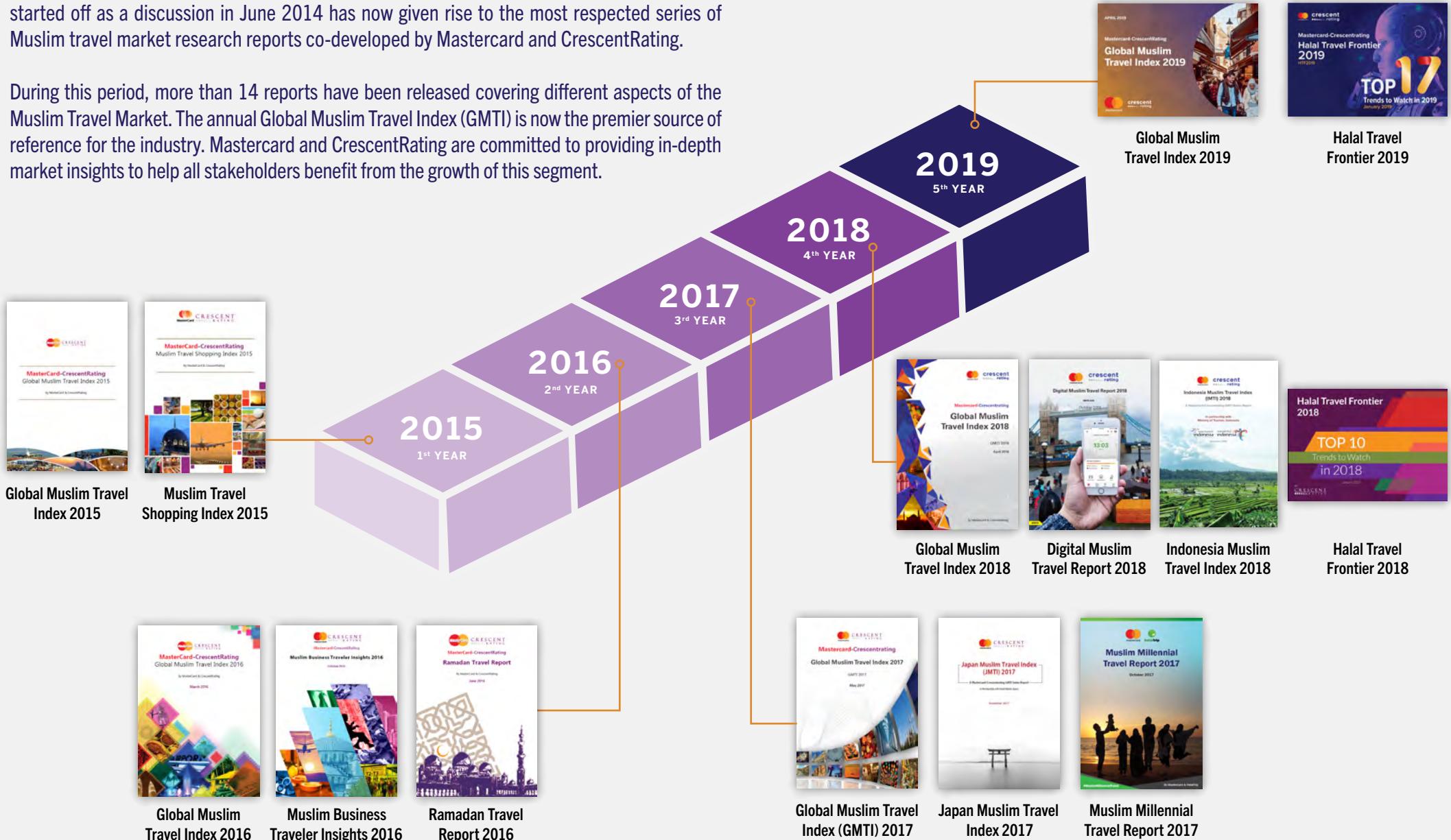
At Mastercard, we are committed to supporting the expansion of the Halal travel segment. That is why we continually collaborate with our partners - HalalTrip and CrescentRating - to constantly develop new and innovative programs and solutions that satisfy and cater to the cultural and religious preferences of Muslim tourists.

With a vision to create a more inclusive world, Mastercard is working closely with governments, issuers and merchants, to enhance the digital payments landscape, grow cross-border commerce and set new benchmarks for the travel and tourism industry. We believe that by sharing our cutting-edge innovations and technologies with stakeholders, and developing reports like this will benefit businesses and consumers alike.

MASTERCARD-CRESCENTRATING PARTNERSHIP

2019 marks the 5th year of partnership between Mastercard and CrescentRating. What started off as a discussion in June 2014 has now given rise to the most respected series of Muslim travel market research reports co-developed by Mastercard and CrescentRating.

During this period, more than 14 reports have been released covering different aspects of the Muslim Travel Market. The annual Global Muslim Travel Index (GMTI) is now the premier source of reference for the industry. Mastercard and CrescentRating are committed to providing in-depth market insights to help all stakeholders benefit from the growth of this segment.

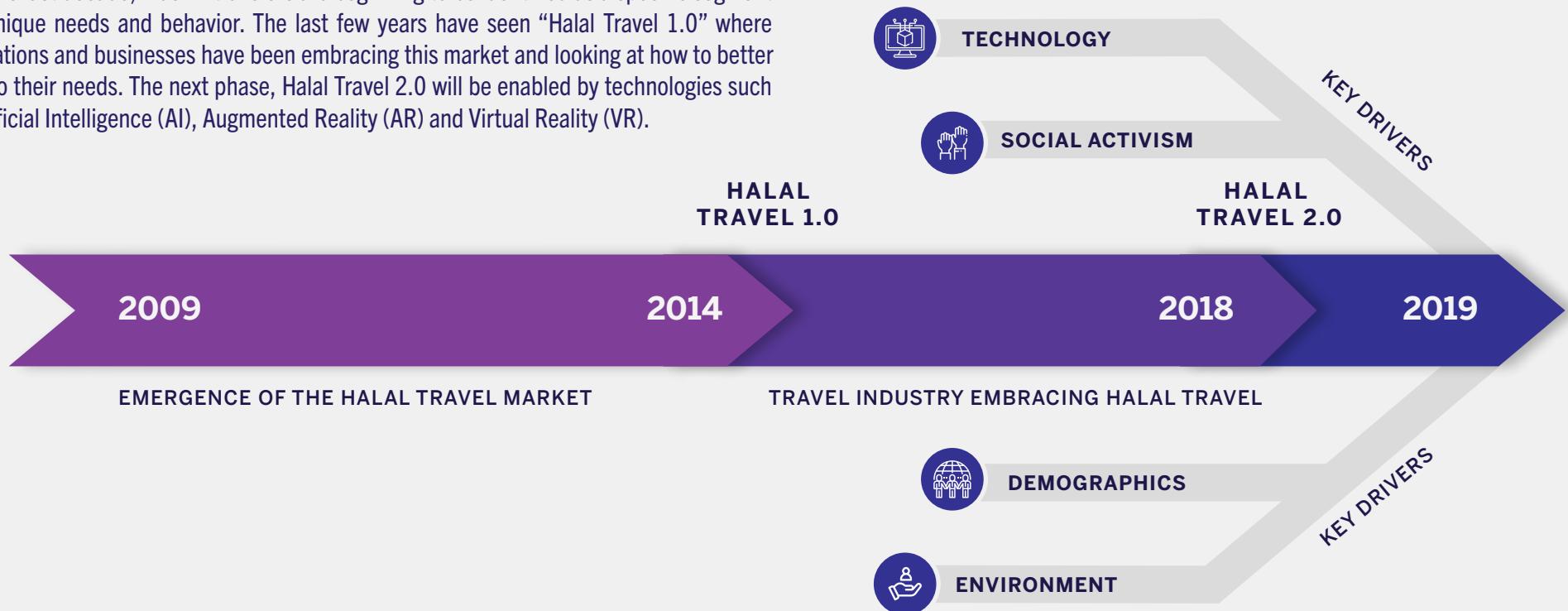


A photograph of three women wearing traditional headscarves (hijabs) standing outdoors. They are positioned in front of a tree with delicate pink blossoms. The woman on the left wears a light-colored hijab with a large, intricate floral pattern. The woman in the center wears a hijab with a smaller, repeating floral pattern. The woman on the right wears a light-colored hijab with a subtle, stylized floral design. The background is a soft-focus landscape with more blossoming trees.

02 | HALAL TRAVEL 2.0

MOVING INTO HALAL TRAVEL 2.0

From the last decade, Muslim travelers are beginning to be identified as a specific segment with unique needs and behavior. The last few years have seen “Halal Travel 1.0” where destinations and businesses have been embracing this market and looking at how to better cater to their needs. The next phase, Halal Travel 2.0 will be enabled by technologies such as Artificial Intelligence (AI), Augmented Reality (AR) and Virtual Reality (VR).



REPORTS AND MODELS SETTING THE STAGE FOR HALAL TRAVEL 2.0



- Need to have**
 - Halal Food
 - Prayer Facilities
 - Water-Friendly Washrooms
 - No Islamophobia
- Good to have**
 - Social Causes
 - Ramadan Services
 - Local Muslim Experiences
- Nice to have**
 - Recreational Spaces with Privacy
 - No Non-Halal Services

MUSLIM TRAVELER FAITH-BASED SERVICES NEEDS



HALAL TRAVEL DEVELOPMENT GOALS

HALAL TRAVEL DEVELOPMENT GOALS

For over a decade, CrescentRating has developed various initiatives to assist destinations and service providers in better understanding and delivering value to the global Muslim travel market. These include its rating and accreditation systems, Halal-in-Travel conferences, training and certifications as well as annual reports such as the Global Muslim Travel Index.

These efforts are designed to develop the Halal travel space and address five holistic goals:

1



INTEGRATION, DIVERSITY AND FAITH

Enable Muslims to be active citizens of the global community while remaining spiritual.

2



HERITAGE, CULTURE AND CONNECTION

Connect Muslim travelers to one another, the local community, and the heritage and history.

3



EDUCATION, INSIGHTS AND CAPABILITIES

Enhance understanding among communities. Increase academic and industry knowledge to increase capabilities of stakeholders.

4



INDUSTRY, INNOVATION AND TRADE

Create new opportunities to increase commerce and drive growth across multiple sectors.

5



WELL-BEING AND SUSTAINABLE TOURISM

Recognize its responsibility and social impact on travelers, wider community and environment.



MEASURING PROGRESS WITH HALAL TRAVEL DEVELOPMENT SCALE

The Muslim travel market has undergone significant changes in recent years. This is primarily driven by the rapid pace of technological innovation, rising fervor of social activism and changing demographics of travelers worldwide. These developments have caused the industry to change how it operates in response to the emerging travel environment. Hence, the industry has shifted from a primary Halal Travel 1.0 level to a new Halal Travel 2.0 phase.

To better engage with Muslim travelers in this new climate amidst the fourth industrial revolution, it is important for destinations and services to connect with the market on a deeper level. This requires the synergy of both smart technologies, such as AI, and skilled hospitality professionals familiar with the needs of Muslim travelers.

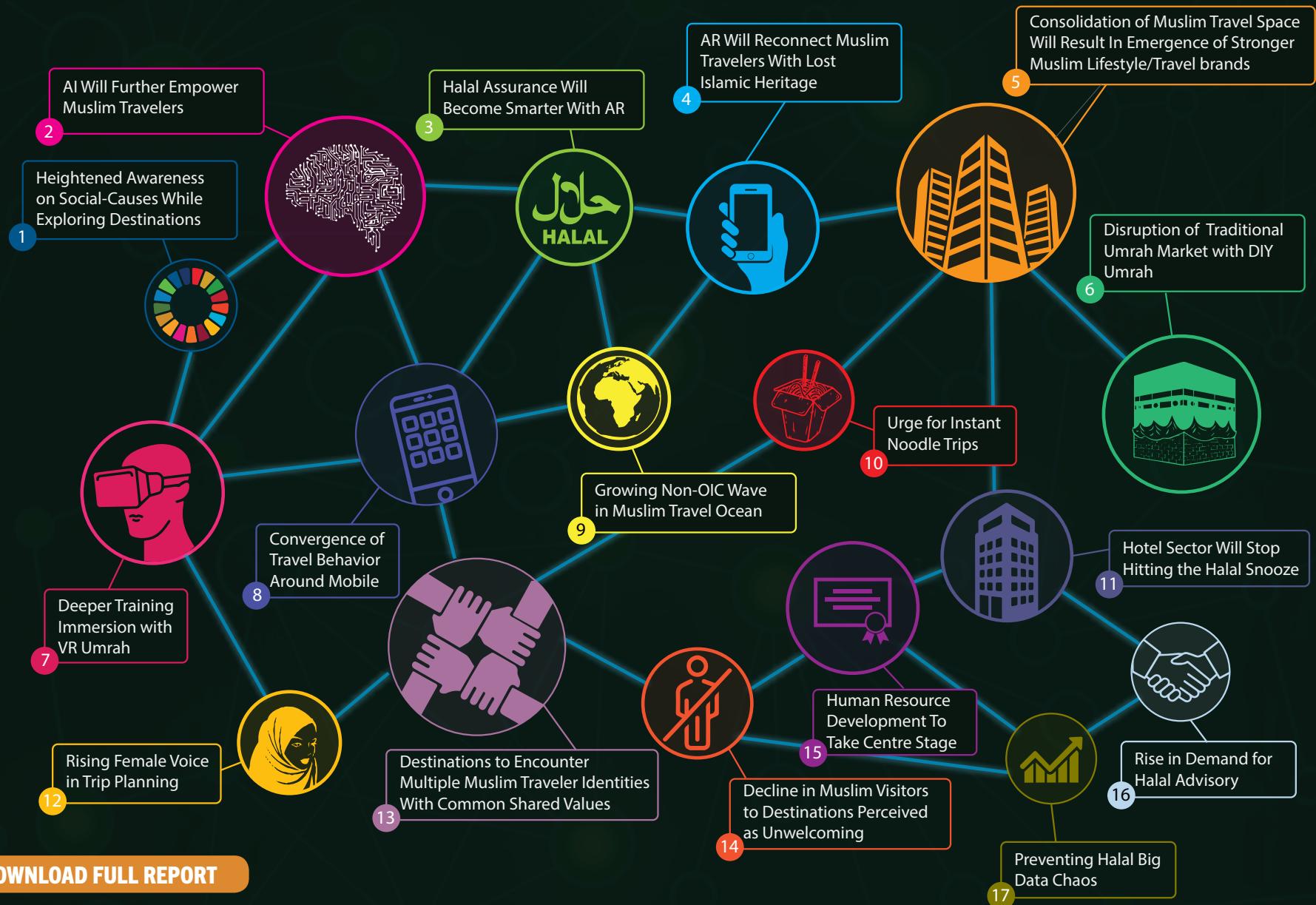


KEY INSIGHT

By activating the Muslim travel market through both human and technology service touchpoints that serve their needs, service providers can enhance existing customer experiences and create new memorable ones which will touch the lives of Muslim travelers.

	HALAL TRAVEL 1.0	HALAL TRAVEL 2.0
OBJECTIVE	Sell products and services to Muslim travelers	Engage with travelers to co-create better solutions
ENABLING FORCES	Globalization, Technology	New Technologies, Social Activism, Millennial Demographics
VIEW OF MUSLIM TRAVEL MARKET	Travelers looking for solutions for their faith-based needs	Dynamic travelers who are active citizens in the travel space
KEY CONCEPT	Adaptation	Activation
COMPANY GUIDELINES	Sell product and service features to Muslim travelers	Converse and engage with Muslim travelers
VALUE PROPOSITION	Functional and spiritual	Connectivity and experiences
INTERACTION WITH MUSLIM TRAVELERS	Transactional	Managing relationships

KEY HALAL TRAVEL TRENDS IN 2019



| DOWNLOAD FULL REPORT

The Mastercard-CrescentRating Halal Travel Frontier report 2019 identified 17 Halal travel trends to affect the travel industry.

STRATEGIZING BUSINESS WITH 2019 KEY TRENDS

Destinations and service providers will find themselves in different development stages based on their business priorities and capacities. Some may be focused on delivering their offerings to existing Muslim travelers whereas more mature organizations are looking to further innovate to unleash new solutions for market growth.

In addition to existing market penetration and product development initiatives, they will also need to look to the ever-changing environment and capitalize on trends in the Halal travel space.

Hence, destinations and service providers can utilize these trends in the following ways:



KEY INSIGHT

Key to capturing the right trends is to remain agile, having a good understanding of their business landscape, identifying their uniqueness and contextualizing their solutions to fit their Muslim travel market segment.

	CURRENT SERVICES	NEW SERVICES
CURRENT MARKETS	<ul style="list-style-type: none"> Enhance existing services through new technologies and better skilled travel professionals Improve brand communications, primarily through mobile, to welcome Muslim travelers 	<ul style="list-style-type: none"> Instant Noodle trip offerings (affordable, impromptu short trips that are decided a few days prior to leaving) Better service integration with hotel sector
NEW MARKET	<ul style="list-style-type: none"> Target rising female travelers Target non-OIC markets 	<ul style="list-style-type: none"> New larger Muslim lifestyle brands to offer more integrated services Deeper integration of AI and human service professionals to result in new product innovation

EVOLUTION OF FAITH-BASED SERVICE NEEDS

MUSLIM TRAVELER FAITH-BASED SERVICE NEEDS 2.0

In 2009, CrescentRating identified six key faith-based needs that influence the consumption behavior of Muslim travelers. These were:

1) Halal Food 2) Prayer Facilities 3) Ramadan Services 4) Water-friendly Washrooms 5) No Non-Halal activities and 6) Recreational Facilities and Services with Privacy

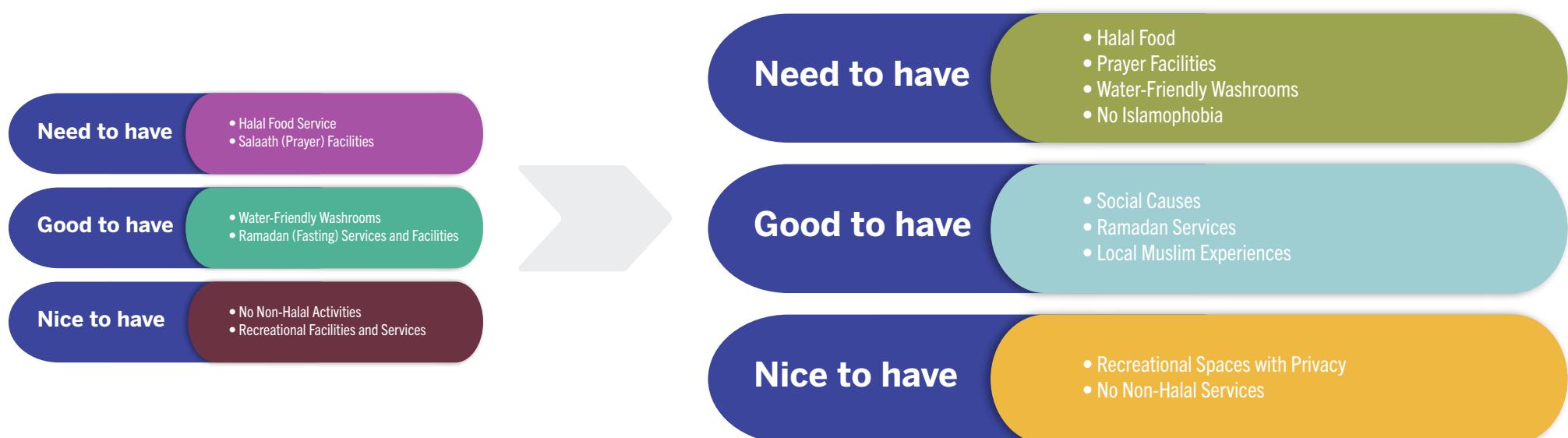
Muslims, like other consumers, are not homogeneous in their adherence to the faith-based needs. Thus, these needs are grouped under “Need to have”, “Good to have” and “Nice to have” to help service providers prioritize implementation.

With the rapid developments in the Halal tourism ecosystem, the changing profile of Muslim travelers and global events, there was a need to re-visit this model. With this, earlier this year, CrescentRating embarked on a study and an online survey to re-examine the faith-based service needs model published in 2009.

While the study validated six needs identified in 2009, it has also uncovered three new “needs”.

1) No Islamophobia 2) Social Causes and 3) Local Muslim Experiences.

This has given rise to the “Muslim Traveler Faith-Based Service Needs 2.0”.



NEED TO HAVE SERVICES

In addition to Halal food and prayer facilities, two new faith-based needs have emerged to be of great importance to Muslim travelers. These needs are water and wudhu friendly washrooms and an environment with no Islamophobia.



Halal Food

Halal food is the most important service that a Muslim traveler looks for when traveling. Acceptability of the different levels of Halal food assurance varies among Muslim travelers.

Having food outlets with proper and easily identifiable Halal assurance is the preferred option sought by Muslims and is key to diminish scepticism.



Prayer Facilities

Prayer is one of the central elements of Islamic practice and worship and it is the second of the five pillars of Islam. While traveling, some will combine prayers and perform them three times a day.

Destinations should look at providing prayer rooms with qiblah directions marked and equipped with ablution (wudhu) friendly washrooms.



Water-Friendly Washrooms

For Muslims, water plays a key role in purity and cleanliness, both of which are core aspects of the faith. This entails the use of water in the toilets, and it is discomforting for Muslim travelers where the setup for water use is unavailable.

Providing such facilities has become less cumbersome now with the widespread availability of hand showers, bidets and Japanese-style toilets.



No Islamophobia

With Islamophobic sentiments lingering in some regions, Muslim travelers are deterred from visiting destinations that are perceived to be unwelcoming. Like any traveler, Muslims would want to have their safety and security guaranteed in the destination they are traveling to.

With increasing hate crimes seen around the world, safety has become a primary concern for Muslims travelers.



Photo Credit: Shaza Hotels

GOOD TO HAVE SERVICES

Three faith-based needs have been identified as Good services to have. These are Social Causes, Ramadan services and local Muslim experiences.



Social Causes

A key tenet of the Islamic faith is social justice. This includes being mindful and having empathy towards self, others and the environment.

Social causes include the ability to improve local living conditions, various green initiatives to protect the environment and eco-friendly tourism practices. Driven by their faith and global trend towards sustainability, Muslims are becoming more conscious of being socially responsible during their travels.

Ramadan Services

Although Muslims are less likely to travel during the month of Ramadan, there are still many looking to spend this time away from home, especially if this period coincides with school holidays.

In addition, an increasing number of Muslims take holiday breaks during the two Muslim festivals. Destinations looking to attract Muslim travelers during this period need to be able to accommodate their special needs during the month of fasting.

Muslim Experiences

Local Muslim experiences refer to experiences unique to the destination that allows the traveler to connect with their Muslim identity and heritage.

This includes visits and tours to Islamic heritage sites, interacting with local Muslim communities at a local mosque or experiencing the country with a Muslim tour guide.

NICE TO HAVE SERVICES

Under Nice to have services, the same faith-based needs are retained. These services are viewed as less important as compared to the other needs but would be an advantage and differentiator for businesses interested in offering niche, halal tourism products.



Recreational Spaces with Privacy

A sub-segment of Muslim travelers are also looking for recreational facilities that provide privacy for males and females.

These may include the following facilities:

- Swimming pools and gyms
- Beaches
- Spas and beauty salons

No Non-Halal Services

Muslims consider some activities to be non-Halal. Thus when it comes to traveling, it is important for services to center on requiring a family-friendly environment.

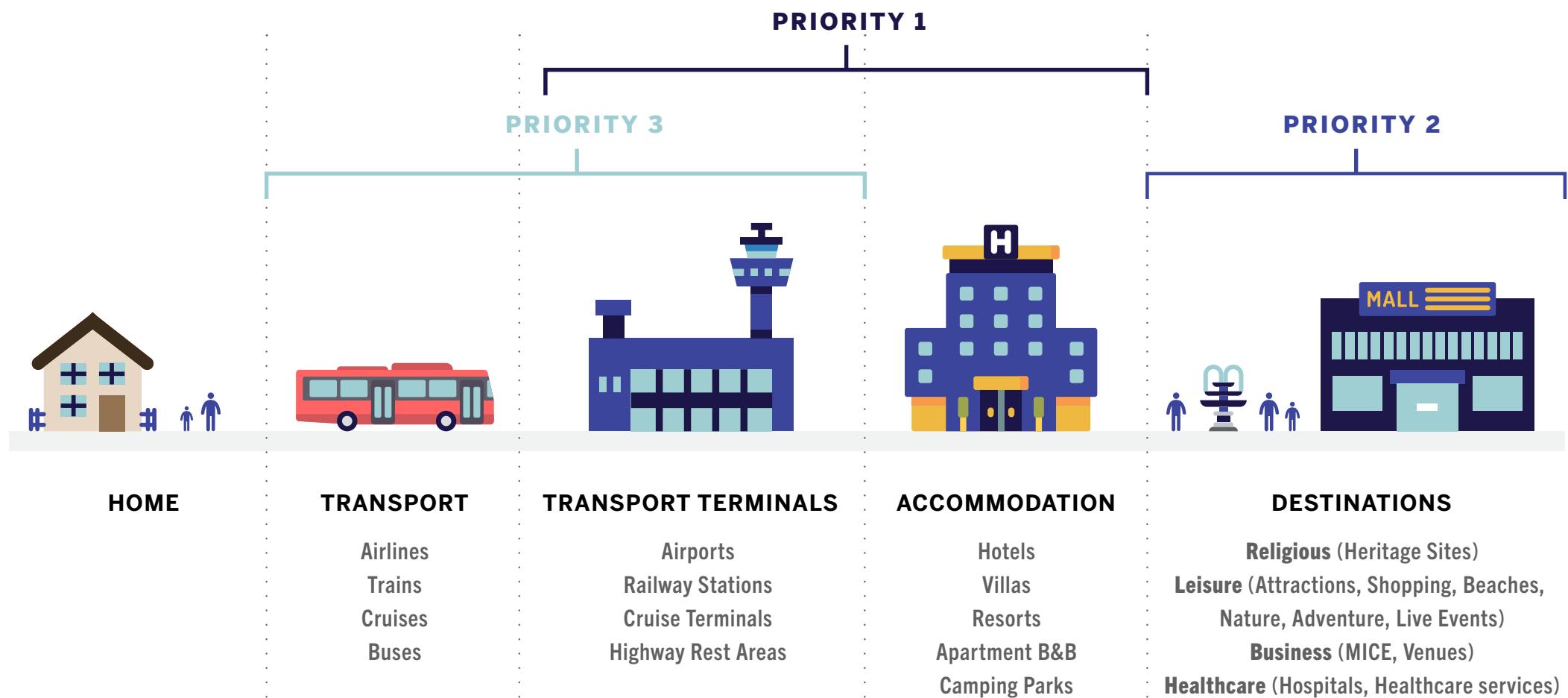
As such, some Muslims would prefer to avoid facilities that serve alcohol, have discotheques or are adjacent to a gambling resort.

KEY TOUCHPOINTS FOR MUSLIM-FRIENDLY SERVICES

The following model is based on the findings of the survey where participants were asked to score venues that should have faith-based services.

These places were grouped into 3 groups:

- PRIORITY 1 includes airports and hotels
- PRIORITY 2 includes event venues, shopping malls and attractions
- PRIORITY 3 includes highway rest areas, planes and railway stations

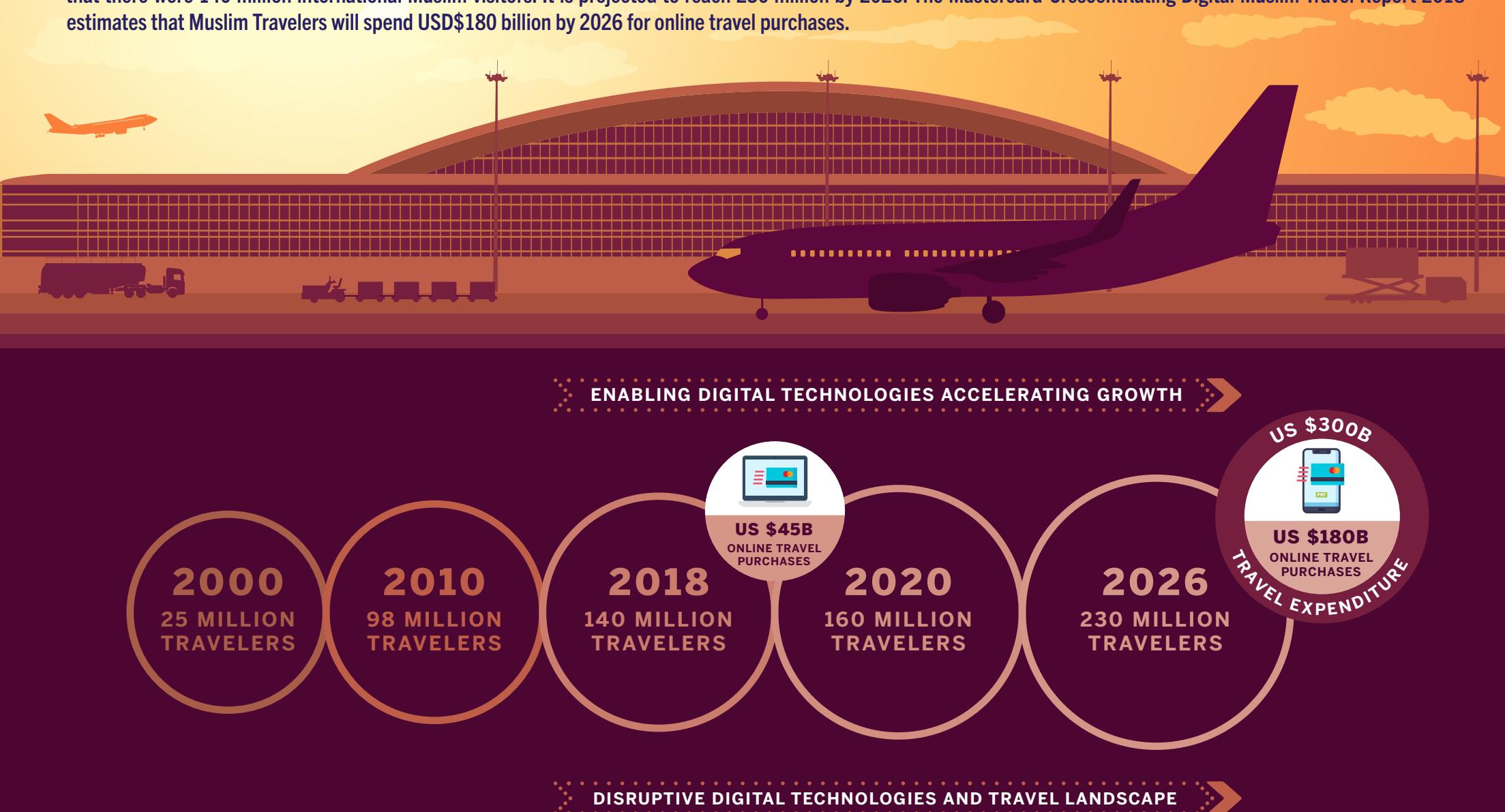


A photograph of a man wearing a traditional cap, looking down at a display of colorful, patterned lamps hanging from above. The lamps are made of glass and feature intricate designs. In the foreground, there are various items for sale, including small glasses and containers. The background shows more of the market stall and other people.

03 | MUSLIM TRAVEL MARKET

MUSLIM TRAVEL MARKET GROWTH PROJECTIONS

The fifth edition of the annual Mastercard-CrescentRating GMTI 2019 report continues to track the overall growth of the Muslim travel market. In 2018, it is estimated that there were 140 million international Muslim visitors. It is projected to reach 230 million by 2026. The Mastercard-CrescentRating Digital Muslim Travel Report 2018 estimates that Muslim Travelers will spend USD\$180 billion by 2026 for online travel purchases.



TOP OUTBOUND MARKETS

Thirty top outbound markets are identified based on the current Muslim outbound market as well as the potential markets, Muslim population of the country and the GDP per capita. Twenty of them are from the Organization of Islamic Cooperation (OIC) countries and ten from non-OIC countries.



TOP INBOUND MARKETS

There are not many changes to the top inbound markets compared to the GMTI 2018 report. The top ten non-OIC destinations remain the same. These top ten destinations account for 22% of the Muslim inbound travel. Iran, Uzbekistan and Indonesia have entered the top ten OIC inbound markets. These ten destinations account for 36% of the total Muslim inbound market. The twenty destinations in total account for 58% of the Muslim visitors.



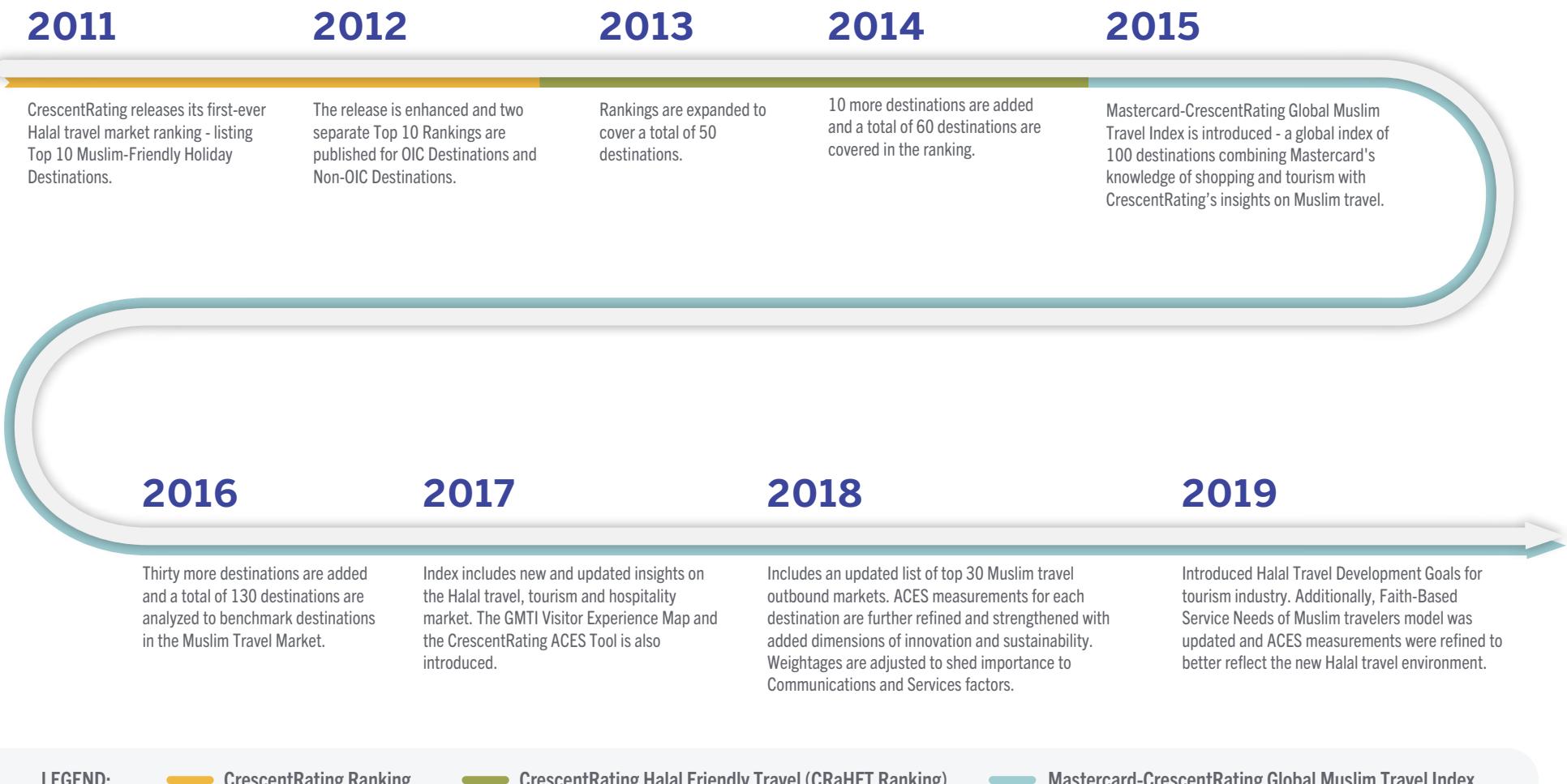
04 | GMTI 2019



MASTERCARD-CRESCENTRATING GLOBAL MUSLIM TRAVEL INDEX (GMTI)

Since 2011, CrescentRating has analyzed the Halal travel market and benchmarked destinations. The report initially called “CrescentRating Annual Ranking” transformed into the Global Muslim Travel Index, by partnering with Mastercard. The first GMTI report was launched on March 2015. The GMTI 2019 is the 5th edition of the report.

The report has evolved in keeping with the developments of the market. It brings the most comprehensive research and insights to help stakeholders better cater to this segment of travelers. Apart from providing the latest updates on the market, GMTI's core focus is ranking of destinations based on CrescentRating ACES criteria.



CRESCENTRATING ACES MODEL

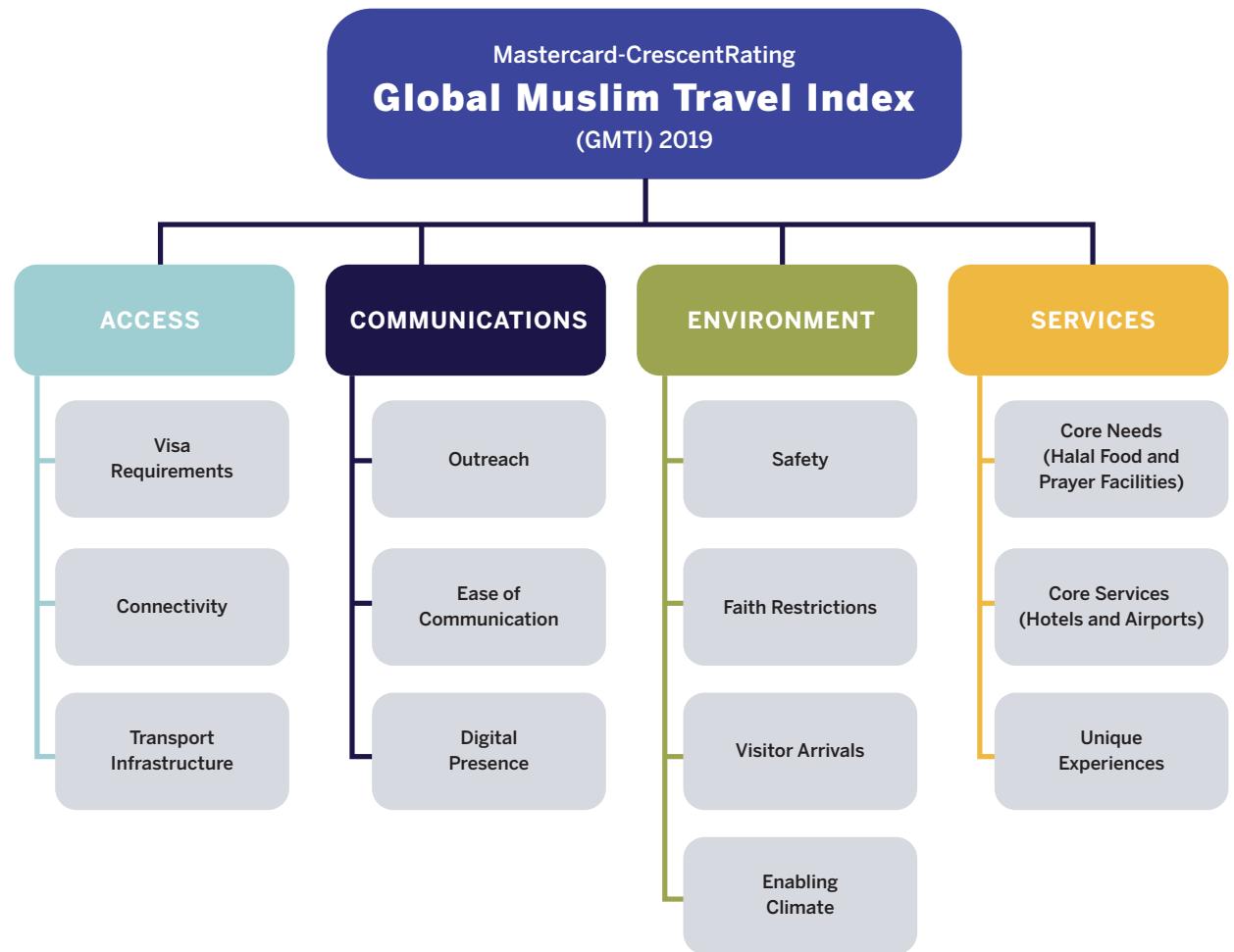
The GMTI criteria are based on “CrescentRating ACES model”, which was formalized along with the GMTI 2017 report.

The ACES model encompasses four key factors:

- Ease of **Access** to the destination
- Internal and External **Communication** by the destination
- **Environment** at the destination
- **Services** provided by the destination

Each of these key factors are assessed using quantitative measurements across several criteria. Each criteria score is derived using several sub-criteria. In total, more than 40 data sets are used in compiling the GMTI scores based on the ACES model.

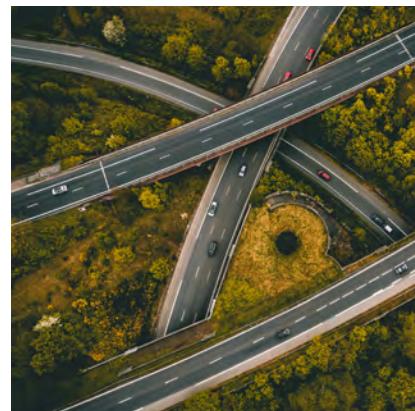
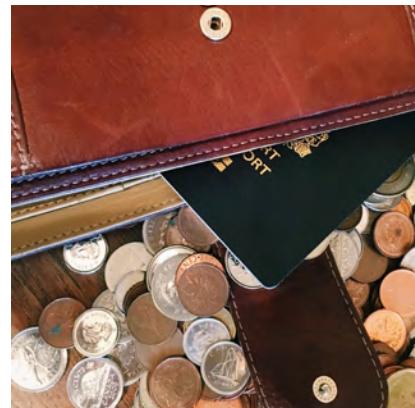
Since its formalization in 2017, the model criteria and sub-criteria have evolved to keep pace with the development of the Muslim travel market.



ACCESS

VISA REQUIREMENTS | CONNECTIVITY | TRANSPORT INFRASTRUCTURE

Visa requirements faced by tourists in order to visit a destination remains a key consideration in determining its level of access. Other measures include land and air connectivity, in addition to the degree of transport infrastructure and development at the destination.



10%
WEIGHTAGE

COMMUNICATIONS

OUTREACH | EASE OF COMMUNICATION | DIGITAL PRESENCE

Outreach initiatives including public education, media outreach and Muslim visitor guidebooks are key to improve communications with Muslim travelers. The destination's digital footprints in Halal travel, as well as the presence of languages used by the top 30 Muslim outbound markets are also key considerations in this measurement.

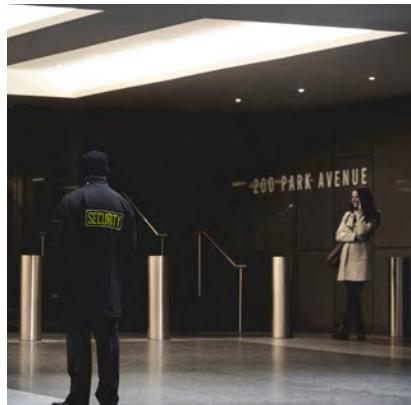


20%
WEIGHTAGE

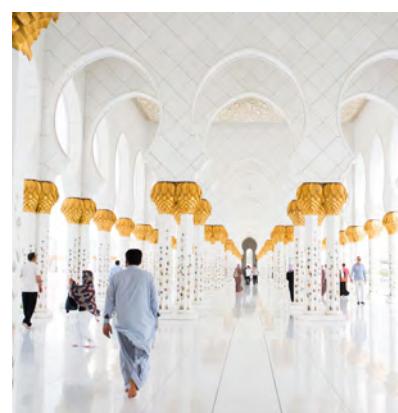
ENVIRONMENT

SAFETY | FAITH RESTRICTIONS | VISITOR ARRIVALS | ENABLING CLIMATE

The level of commerce contributed by inbound travelers to a destination is important in facilitating an effective environment for Muslim travelers. Muslim travelers need to also feel safe and face little restrictions in practicing their faith in the destination. In addition, the destination's enabling climate including its institutions, research and development, and use of information technology is a significant factor for innovation and sustainability in the environment.



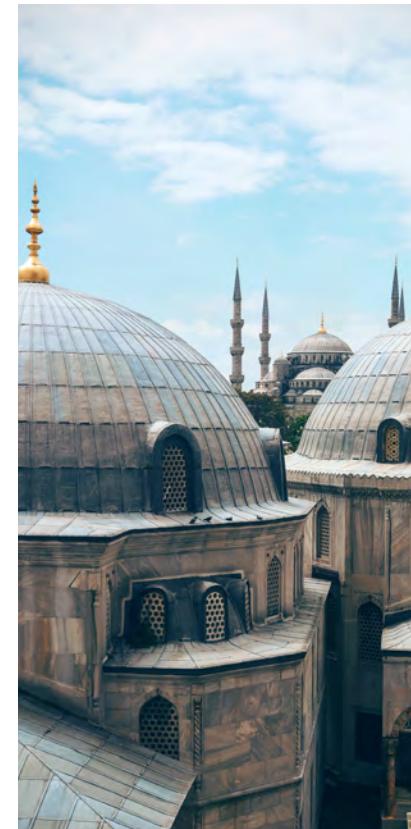
30%
WEIGHTAGE



SERVICES

CORE NEEDS | CORE SERVICES | UNIQUE EXPERIENCES

In order for destinations to provide good service experiences to Muslim travelers, it is important for their facilities to cater to the faith-based needs of Muslim travelers in touchpoints including restaurants, hotels and airports. There is additional value for destinations which can offer unique experiences such as world heritage sites and places of significance that showcase Islamic history or culture.



40%
WEIGHTAGE

130 DESTINATIONS RANKED IN GMTI 2019

The global Muslim population is diverse and geographically distributed into segments in Muslim majority destinations as well as sizeable minorities in other destinations. Since 2017, the following 130 destinations have been ranked annually in the Global Muslim Travel Index.

AFRICA		ASIA		AMERICAS		EUROPE		OCEANIA
Benin	Somalia	Azerbaijan	Malaysia	Argentina	Panama	Albania	Luxembourg	Australia
Burkina Faso	South Africa	Bahrain	Maldives	Aruba	Peru	Andorra	Malta	New Zealand
Cameroon	Sudan	Bangladesh	Oman	Bahamas	Puerto Rico	Austria	Netherlands	Fiji
Comoros	Swaziland	Brunei	Pakistan	Bolivia	Suriname	Belgium	Norway	
Djibouti	Tanzania	Cambodia	Philippines	Brazil	United States	Bosnia and Herzegovina	Poland	
Egypt	Togo	China	Qatar	Canada	Uruguay	Bulgaria	Portugal	
Gabon	Tunisia	Cyprus	Saudi Arabia	Chile		Croatia	Romania	
Gambia	Uganda	Georgia	Singapore	Colombia		Czech Republic	Russian Federation	
Guinea	Zimbabwe	Hong Kong	South Korea	Costa Rica		Denmark	Slovak Republic	
Guinea-Bissau		India	Sri Lanka	Cuba		Estonia	Slovenia	
Kenya		Indonesia	Taiwan	Dominican Republic		Finland	Spain	
Mali		Iran	Tajikistan	Ecuador		France	Sweden	
Mauritius		Japan	Thailand	El Salvador		Germany	Switzerland	
Morocco		Jordan	Turkey	Guam		Greece	Ukraine	
Mozambique		Kazakhstan	Turkmenistan	Guatemala		Hungary	United Kingdom	
Niger		Kuwait	United Arab Emirates	Guyana		Ireland		
Nigeria		Kyrgyzstan	Uzbekistan	Jamaica		Italy		
Senegal		Laos	Vietnam	Mexico		Latvia		
Sierra Leone		Lebanon		Nicaragua		Lithuania		



05 | GMTI 2019 RESULTS

TOP 10 DESTINATIONS - GMTI 2019 RANKINGS

For the first time since the launch of the Index, Malaysia will share the top position with another destination, Indonesia. Indonesia's lift in ranking reflects their efforts to educate the industry on the opportunities presented by the Muslim travel market. Turkey has also risen to the third position. Singapore continues its top position among non-OIC destinations. Japan, Taiwan, South Africa and South Korea continue with their upward movement. All of these destinations are becoming more and more friendly for Muslim tourists.

TOP 10 OIC DESTINATIONS

RANK	GMTI 2019 RANK	DESTINATION	SCORE	CHANGE
1	1	Malaysia	78	0
1	1	Indonesia	78	1
3	3	Turkey	75	1
4	4	Saudi Arabia	72	1
5	5	United Arab Emirates	71	-3
6	6	Qatar	68	0
7	7	Morocco	67	3
8	8	Bahrain	66	0
8	8	Oman	66	1
10	10	Brunei	65	1

TOP 10 NON-OIC DESTINATIONS

RANK	GMTI 2019 RANK	DESTINATION	SCORE	CHANGE
1	10	Singapore	65	0
2	18	Thailand	57	0
3	25	United Kingdom	53	0
3	25	Japan	53	1
3	25	Taiwan	53	2
6	29	South Africa	52	1
7	31	Hong Kong	51	-2
8	34	South Korea	48	5
9	36	France	46	0
9	36	Spain	46	3
9	36	Philippines	46	5

OIC VS NON-OIC GMTI 2019 COMPARISON

The global Muslim population is diverse and geographically distributed into segments in Muslim majority destinations as well as sizeable minorities in other destinations. Given below are the rankings of the Top 20 OIC and Non-OIC Destinations.

RANK	2019 RANK	OIC DESTINATION	SCORE
1	1	Malaysia	78
1	1	Indonesia	78
3	3	Turkey	75
4	4	Saudi Arabia	72
5	5	United Arab Emirates	71
6	6	Qatar	68
7	7	Morocco	67
8	8	Bahrain	66
8	8	Oman	66
10	10	Brunei	65
11	12	Jordan	63
11	12	Iran	63
13	14	Egypt	61
14	15	Kuwait	60
15	16	Tunisia	59
15	16	Pakistan	59
17	19	Algeria	56
17	19	Lebanon	56
17	19	Bangladesh	56
18	22	Maldives	55
18	22	Uzbekistan	55
19	24	Kazakhstan	54
20	25	Azerbaijan	53

RANK	2019 RANK	NON-OIC DESTINATION	SCORE
1	10	Singapore	65
2	18	Thailand	57
3	25	United Kingdom	53
3	25	Japan	53
3	25	Taiwan	53
6	29	South Africa	52
7	31	Hong Kong	51
8	34	South Korea	48
9	36	France	46
9	36	Spain	46
9	36	Philippines	46
12	40	New Zealand	45
13	41	Germany	44
13	41	India	44
13	41	Australia	44
13	41	Bosnia and Herzegovina	44
17	46	United States	42
17	46	Russian Federation	42
19	51	Canada	41
19	51	Ireland	41
19	51	Tanzania	41
19	51	Sri Lanka	41
19	51	Kenya	41

TOP 10 DESTINATIONS - ACCESS AND COMMUNICATIONS

TOP 10 DESTINATIONS - EASE OF ACCESS

Ease of Access of a destination is calculated based on visa requirements and connectivity to the top thirty inbound markets and transport infrastructure at the destination. Connectivity scores are based on air connectivity as well as two new criteria added this year; flight time and land borders to the top thirty destinations.

Qatar tops the table with UAE, Switzerland, Malaysia and Hong Kong rounding up the top five destinations. Six out of the top ten destinations for Ease of Access are non-OIC destinations.

DESTINATION	CONNECTIVITY	VISA REQUIREMENTS	TRANSPORT INFRASTRUCTURE	TOTAL
Qatar	50	92	85	226
United Arab Emirates	65	73	88	226
Switzerland	62	63	97	222
Malaysia	47	90	84	221
Hong Kong	39	86	96	221
Turkey	70	74	75	219
Netherlands	59	63	94	216
Germany	63	63	84	210
United Kingdom	64	64	82	209
France	58	63	86	208

TOP 10 DESTINATIONS - COMMUNICATIONS

Indonesia tops the rankings for overall Communications in communicating to Muslim travelers. Indonesia scored strongest in terms of outreach. Malaysia scores high on digital presence and ease of communication.

DESTINATION	EASE OF COMMUNICATION	DIGITAL PRESENCE	OUTREACH	TOTAL
Indonesia	84	67	98	248
Malaysia	95	92	45	232
Singapore	75	60	39	174
Japan	17	80	61	159
New Zealand	49	54	55	158
Turkey	19	68	65	152
Brunei	79	35	31	145
South Africa	30	60	51	141
Taiwan	20	42	75	137
Saudi Arabia	54	46	36	137

TOP 10 DESTINATIONS - ENVIRONMENT AND SERVICES

TOP 10 DESTINATIONS - ENVIRONMENT

As was the case in GMTI 2018, Singapore scored the strongest for having an environment which can be sustainable in supporting Muslim travelers. Majority of destinations which have Supportive Environments originate from OIC destinations.

DESTINATION	ENABLING CLIMATE	SAFETY	FAITH RESTRICTION	INBOUND ECONOMY	TOTAL
Singapore	98	97	100	37	331
Turkey	50	94	100	87	331
United Arab Emirates	70	94	100	52	316
Saudi Arabia	57	88	100	67	312
Malaysia	62	91	100	53	305
Bahrain	48	88	100	59	295
South Korea	86	96	100	9	291
Japan	83	94	100	10	287
Oman	55	97	100	28	280
Qatar	61	100	100	17	279

TOP 10 DESTINATIONS - SERVICES

All destinations in the top ten list on Services criteria are OIC-destinations, with Indonesia topping the list. However most of these destinations still lack offering unique experiences.

DESTINATION	HALAL DINING	PRAYER PLACES	AIRPORT	UNIQUE EXPERIENCES	HOTEL	TOTAL
Indonesia	95	100	100	35	59	389
Saudi Arabia	95	100	100	18	64	377
Malaysia	95	100	100	9	72	376
Turkey	76	100	81	53	59	368
Iran	85	100	93	48	34	361
United Arab Emirates	80	100	100	11	67	358
Qatar	90	100	100	12	53	355
Egypt	85	100	74	55	39	352
Brunei	90	100	100	10	52	351
Morocco	77	100	87	30	52	347

GMTI40 COMPARISON

SCORES COMPARISON OF GMTI 2019 WITH PAST YEARS

The criteria used in the Index have evolved with some new and few others updated with new metrics. As such, a direct comparison is not a fully accurate reflection of the trend. However for the purpose of reference, the following tables provide comparison scores of 2018 with 2017.

A key index to monitor the overall performance of the Muslim travel market throughout the year - GMTI40 - tracks the average score of the top 20 OIC and top 20 non-OIC destinations. Featured here is a comparison of GMTI40 over the last five years.



GMTI 2019 RESULTS TABLE

DESTINATION	ENVIRONMENT					SERVICES					COMMUNICATION			ACCESS			
	2019 SCORE	2019 RANK	ENABLING CLIMATE	SAFETY	FAITH RESTRICTIONS	INBOUND ECONOMY	RESTAURANTS	PRAYER PLACES	AIRPORT	UNIQUE EXPERIENCES	HOTEL	EASE OF COMMUNICATION	DIGITAL PRESENCE	OUTREACH	CONNECTIVITY	VISA REQUIREMENTS	TRANSPORT INFRASTRUCTURE
Albania	41	51	42	97	50	28	60	55	20	10	18	16	18	25	12	68	58
Algeria	56	19	37	79	100	37	89	100	50	27	25	53	31	25	31	43	55
Andorra	28	116	50	97	100	2	20	20	0	5	17	12	15	1	5	63	16
Argentina	31	92	46	96	100	0	25	22	0	11	23	11	31	1	8	71	57
Aruba	29	105	30	94	100	1	20	15	18	5	0	21	16	0	5	77	55
Australia	44	41	88	65	83	9	47	32	44	27	32	49	44	29	20	63	77
Austria	35	69	85	53	10	15	47	42	5	15	38	27	50	8	52	63	83
Azerbaijan	53	25	38	91	100	19	70	90	54	16	36	21	33	25	45	63	80
Bahamas	29	105	20	91	100	1	25	15	0	5	23	43	16	0	7	77	41
Bahrain	66	8	48	88	100	59	70	100	100	12	44	69	35	25	38	66	75
Bangladesh	56	19	21	85	100	3	80	100	89	10	45	20	31	34	38	61	52
Belgium	31	92	76	26	0	5	60	54	4	12	27	22	46	8	50	63	75
Benin	32	84	23	88	100	8	25	53	0	10	18	14	15	10	7	63	46
Bolivia	27	121	28	90	100	0	21	15	0	10	23	5	16	0	4	77	49
Bosnia and Herzegovina	44	41	44	97	83	8	55	67	30	16	34	13	34	19	17	74	45
Brazil	30	99	47	71	100	2	34	16	4	20	23	11	49	0	15	70	55
Brunei	65	10	55	97	100	6	90	100	100	10	52	79	35	31	20	76	70
Bulgaria	29	105	53	66	33	22	29	20	6	17	24	8	46	8	28	63	60
Burkina Faso	31	92	23	82	100	8	25	55	0	5	18	14	15	20	3	57	33
Cambodia	34	76	16	97	100	4	25	24	39	10	19	16	20	11	7	74	51
Cameroon	34	76	18	88	33	23	40	81	0	5	22	27	16	8	11	41	46
Canada	41	51	81	69	100	6	47	35	36	22	27	45	37	9	38	52	79
Chad	29	105	11	81	33	18	40	51	0	10	22	14	15	15	6	44	38
Chile	32	84	53	97	100	3	50	15	0	10	24	5	16	0	6	70	74
China	34	76	65	62	17	24	30	25	17	65	29	10	35	9	68	51	70
Colombia	29	105	49	87	100	1	21	15	0	9	24	7	16	0	9	83	56
Comoros	41	51	9	88	100	3	50	100	0	5	22	34	16	25	0	69	48
Costa Rica	28	116	47	93	100	1	17	15	0	10	23	15	16	0	9	71	54
Croatia	35	69	59	81	100	8	35	20	4	10	41	24	18	24	24	63	73
Cuba	27	121	20	97	100	2	27	15	0	11	22	5	16	0	13	45	62
Cyprus	36	67	58	95	100	5	40	40	0	11	23	23	16	10	23	63	74
Czech Republic	32	84	66	70	100	6	25	16	29	11	24	7	16	0	35	63	70

GMTI 2019 RESULTS TABLE

DESTINATION	ENVIRONMENT					SERVICES					COMMUNICATION			ACCESS			
	2019 SCORE	2019 RANK	ENABLING CLIMATE	SAFETY	FAITH RESTRICTIONS	INBOUND ECONOMY	RESTAURANTS	PRAYER PLACES	AIRPORT	UNIQUE EXPERIENCES	HOTEL	EASE OF COMMUNICATION	DIGITAL PRESENCE	OUTREACH	CONNECTIVITY	VISA REQUIREMENTS	TRANSPORT INFRASTRUCTURE
Denmark	28	116	88	47	0	6	35	20	6	10	23	29	31	8	45	63	84
Djibouti	41	51	13	85	100	3	70	100	0	5	24	14	16	25	10	62	51
Dominican Republic	31	92	34	91	100	2	25	18	0	5	23	47	18	0	12	73	67
Ecuador	29	105	34	88	100	0	22	15	0	10	23	15	18	0	4	91	70
Egypt	61	14	32	82	100	26	85	100	74	55	39	67	34	25	40	61	72
El Salvador	27	121	28	91	100	0	20	19	0	5	23	5	15	0	4	77	58
Estonia	25	129	70	82	10	1	19	15	6	10	23	15	16	0	18	63	71
Fiji	35	69	28	97	100	1	35	26	30	5	18	20	18	8	6	80	53
Finland	29	105	89	65	57	2	25	17	0	10	23	24	16	3	40	63	88
France	46	36	82	60	50	40	55	53	35	50	37	28	19	20	58	63	86
Gabon	28	116	28	91	33	5	25	51	0	10	0	21	16	8	2	67	57
Gambia	42	46	27	91	100	8	45	90	20	5	23	8	18	25	4	72	61
Georgia	39	63	47	91	100	39	35	30	0	10	24	16	34	8	39	85	62
Germany	44	41	82	59	50	17	55	42	39	44	35	36	48	14	63	63	84
Greece	32	84	63	67	77	23	20	27	0	28	29	17	19	8	39	63	73
Guam	29	105	11	100	100	0	25	15	0	5	16	45	16	8	2	78	40
Guatemala	26	126	21	91	100	1	18	17	0	10	22	5	16	0	4	74	48
Guinea	40	60	15	85	100	7	59	80	20	5	24	10	19	25	1	50	45
Guinea-Bissau	35	69	18	94	100	7	44	43	20	5	23	2	16	15	1	70	30
Guyana	37	65	17	94	100	1	20	71	27	5	29	46	15	8	4	63	35
Hong Kong	51	31	83	94	83	10	55	30	77	11	28	30	24	34	39	86	96
Hungary	27	121	59	55	100	2	20	15	18	10	23	7	18	0	32	63	61
India	44	41	43	45	100	31	43	50	48	53	42	6	45	14	65	56	70
Indonesia	78	1	44	91	100	28	95	100	100	35	59	84	67	98	29	92	69
Iran	63	12	41	85	100	41	85	100	93	48	34	25	15	38	52	66	55
Ireland	41	51	84	66	100	5	30	53	53	11	24	50	16	3	33	63	74
Italy	38	64	72	61	50	26	33	17	38	59	38	8	42	9	55	63	69
Ivory Coast	35	69	19	88	100	12	40	63	0	10	23	18	15	10	9	48	58
Jamaica	31	92	34	94	100	1	30	15	0	10	23	49	16	0	8	72	67
Japan	53	25	83	94	100	10	45	22	62	24	46	17	80	61	31	64	93
Jordan	63	12	43	88	100	39	80	100	81	32	38	74	31	25	40	72	67
Kazakhstan	54	24	47	94	83	54	81	90	33	18	30	13	16	28	27	76	59

GMTI 2019 RESULTS TABLE

DESTINATION	ENVIRONMENT					SERVICES					COMMUNICATION			ACCESS			
	2019 SCORE	2019 RANK	ENABLING CLIMATE	SAFETY	FAITH RESTRICTIONS	INBOUND ECONOMY	RESTAURANTS	PRAYER PLACES	AIRPORT	UNIQUE EXPERIENCES	HOTEL	EASE OF COMMUNICATION	DIGITAL PRESENCE	OUTREACH	CONNECTIVITY	VISA REQUIREMENTS	TRANSPORT INFRASTRUCTURE
Kenya	41	51	26	88	100	2	40	40	44	14	28	20	33	26	30	62	69
Kuwait	60	15	45	94	100	17	80	100	87	5	47	64	31	23	49	62	58
Kyrgyzstan	52	29	36	91	100	30	75	90	50	16	29	12	16	25	18	82	44
Laos	26	126	14	91	100	2	21	15	0	10	20	11	16	0	9	69	53
Latvia	25	129	57	76	27	2	25	15	0	10	23	17	16	0	22	63	70
Lebanon	56	19	36	88	100	23	70	100	63	10	35	70	31	20	36	68	49
Lithuania	30	99	61	83	100	1	25	16	6	10	23	11	16	0	22	63	70
Luxembourg	33	79	67	94	100	2	25	22	0	5	22	33	18	3	28	63	81
Malaysia	78	1	62	91	100	53	95	100	100	9	72	95	92	45	47	90	84
Maldives	55	22	33	94	100	4	84	100	57	10	46	40	26	25	23	69	58
Mali	42	46	17	79	100	8	64	92	20	24	23	8	16	25	8	50	53
Malta	33	79	71	95	100	2	35	15	0	10	22	32	27	0	17	63	67
Mauritius	36	67	45	100	100	3	38	25	10	9	26	25	16	14	14	87	70
Mexico	31	92	51	87	100	3	30	16	0	34	23	6	16	0	19	65	66
Morocco	67	7	45	94	67	66	77	100	87	30	52	49	59	25	37	82	71
Mozambique	32	84	23	88	100	4	40	42	0	5	23	10	31	8	4	69	39
Netherlands	37	65	84	59	50	11	49	48	12	10	23	22	33	14	59	63	94
New Zealand	45	40	81	87	100	3	52	20	12	12	24	49	54	55	15	72	76
Nicaragua	26	126	6	88	100	1	20	15	0	10	23	15	16	0	4	79	57
Niger	40	60	25	81	100	8	49	92	20	10	22	8	16	25	9	44	34
Nigeria	42	46	17	82	100	12	55	60	36	11	32	27	46	15	27	61	41
Norway	33	79	86	78	50	4	25	30	0	12	23	45	48	3	29	63	77
Oman	66	8	55	97	100	28	80	100	100	13	47	61	35	38	60	61	84
Pakistan	59	16	17	82	100	26	89	100	93	26	35	28	34	38	38	44	61
Panama	30	99	46	96	100	0	25	21	0	10	23	7	16	1	7	74	77
Peru	29	105	38	93	100	1	24	16	0	12	24	5	19	3	5	68	55
Philippines	46	36	39	72	100	5	47	55	37	10	32	36	39	53	27	82	56
Poland	29	105	58	44	100	8	25	15	22	19	23	12	16	0	44	63	67
Portugal	35	69	68	95	100	6	25	20	20	21	29	8	19	3	24	63	85
Puerto Rico	31	92	37	100	100	1	25	20	0	10	23	24	16	0	6	78	64
Qatar	68	6	61	100	100	17	90	100	100	12	53	62	37	26	50	92	85
Romania	30	99	54	82	100	11	25	15	4	10	22	10	16	0	24	63	58

GMTI 2019 RESULTS TABLE

DESTINATION	ENVIRONMENT					SERVICES					COMMUNICATION			ACCESS			
	2019 SCORE	2019 RANK	ENABLING CLIMATE	SAFETY	FAITH RESTRICTIONS	INBOUND ECONOMY	RESTAURANTS	PRAYER PLACES	AIRPORT	UNIQUE EXPERIENCES	HOTEL	EASE OF COMMUNICATION	DIGITAL PRESENCE	OUTREACH	CONNECTIVITY	VISA REQUIREMENTS	TRANSPORT INFRASTRUCTURE
Russian Federation	42	46	56	66	83	43	40	26	37	33	32	28	26	33	49	45	65
Saudi Arabia	72	4	57	88	100	67	95	100	100	18	64	54	46	36	76	47	76
Senegal	50	33	32	91	100	10	65	100	53	10	23	18	16	25	10	75	58
Sierra Leone	44	41	13	91	100	7	60	81	42	5	24	48	18	20	1	43	48
Singapore	65	10	98	97	100	37	85	70	67	12	35	75	60	39	32	76	99
Slovak Republic	30	99	57	78	100	2	25	15	20	10	23	8	18	0	24	63	60
Slovenia	30	99	69	92	67	3	30	15	0	10	23	19	16	3	18	63	68
Somalia	46	36	23	79	100	7	90	100	20	10	0	36	15	25	3	69	37
South Africa	52	29	43	80	100	7	60	60	67	17	34	30	60	51	26	64	71
South Korea	48	34	86	96	100	9	42	17	43	13	29	10	75	45	34	77	88
Spain	46	36	75	85	50	44	50	25	21	59	39	7	53	26	50	63	85
Sri Lanka	41	51	36	53	100	6	51	64	31	16	42	23	60	14	39	66	62
Sudan	51	31	29	85	100	22	90	100	20	9	40	50	15	25	21	50	55
Suriname	33	79	25	97	100	1	24	61	0	2	31	43	16	8	0	41	38
Swaziland	27	121	21	100	100	2	25	20	0	5	13	15	16	0	0	70	22
Sweden	33	79	90	65	67	4	32	25	9	14	23	29	31	8	36	63	85
Switzerland	40	60	90	65	0	6	55	50	28	12	29	36	57	11	62	63	97
Taiwan	53	25	62	98	100	7	55	24	63	12	57	20	42	75	26	66	83
Tajikistan	47	35	20	91	50	17	70	90	50	15	34	14	16	25	15	68	67
Tanzania	41	51	23	94	100	4	60	60	16	14	35	26	34	10	14	66	57
Thailand	57	18	46	81	100	39	55	50	87	9	41	34	57	45	50	81	69
Togo	32	84	20	94	100	8	25	52	0	1	23	9	16	8	8	70	34
Tunisia	59	16	51	88	100	39	80	100	48	27	35	70	16	25	33	82	57
Turkey	75	3	50	94	100	87	76	100	81	53	59	19	68	65	70	74	75
Turkmenistan	41	51	21	94	100	15	39	100	20	16	0	6	16	25	20	40	48
Uganda	32	84	29	91	100	4	25	27	0	10	17	20	46	8	5	71	49
Ukraine	32	84	42	83	100	9	30	15	14	7	21	10	31	3	39	72	53
United Arab Emirates	71	5	70	94	100	52	80	100	100	11	67	46	39	41	65	73	88
United Kingdom	53	25	88	54	100	22	70	72	51	31	46	51	38	14	64	64	82
United States	42	46	77	50	100	25	55	34	31	31	30	50	31	9	34	51	89
Uruguay	29	105	52	100	100	1	19	15	0	10	23	10	16	0	3	66	61
Uzbekistan	55	22	39	94	100	40	70	80	48	31	34	12	18	38	35	77	53
Vietnam	35	69	41	97	100	7	30	15	26	11	31	17	49	0	27	64	53
Zimbabwe	28	116	18	91	100	3	30	20	0	11	13	21	16	1	0	69	46

The Optimizer
The Planner

Groups of friends travelling together

2. PROBLEMS / PAINS

Which problems do you solve for your customer?

There could be more than one, explore different ones.
eg. existing solar solutions for private houses are not a good investment (1).

X
TOO MANY POINTS FOR COMPARISON (FINDING)

Hard to coordinate booking for a group.

06 | CRESCENTRATING AND HALALTRIP TOOLS

TOOL 01

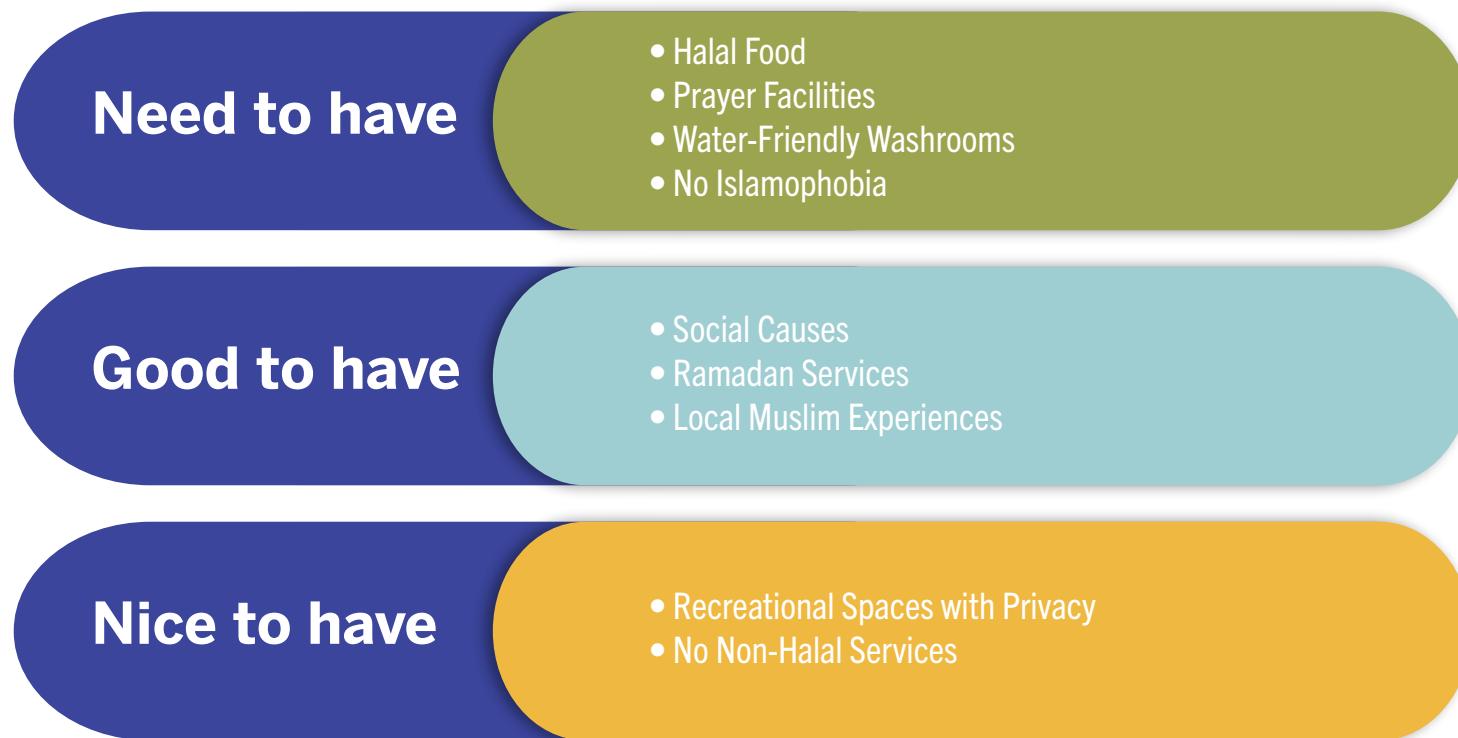
HALAL TRAVEL DEVELOPMENT GOALS

The Halal Travel Development Goals is an overarching framework which serves as a blueprint for the travel industry. Organizations and stakeholders can use these goals to recognize their strategic role in the Halal space and continue to play their various important roles in the development of the Halal travel ecosystem.



CRESCENTRATING FAITH-BASED SERVICE NEEDS

Muslim travelers have several faith-based travel needs which vary in their level of importance. Destinations and service providers can provide better experiences for Muslim guests by satisfying the “Need to Have” services. They can also add more unique value by delivering “Good to Have” and “Nice to Have” services.



TOOL 03

CRESCENTRATING CRaHFT MODEL*

The Muslim traveler journeys through several specific service segments in the tourist value chain. Each segment varies in terms of their level of importance in serving the faith-based service needs and contains their own customer experience touchpoints.



*CRaHFT refers to CrescentRating Halal Friendly Travel

TOOL 04

CRESCENTRATING CUSTOMER EXPERIENCE MAP

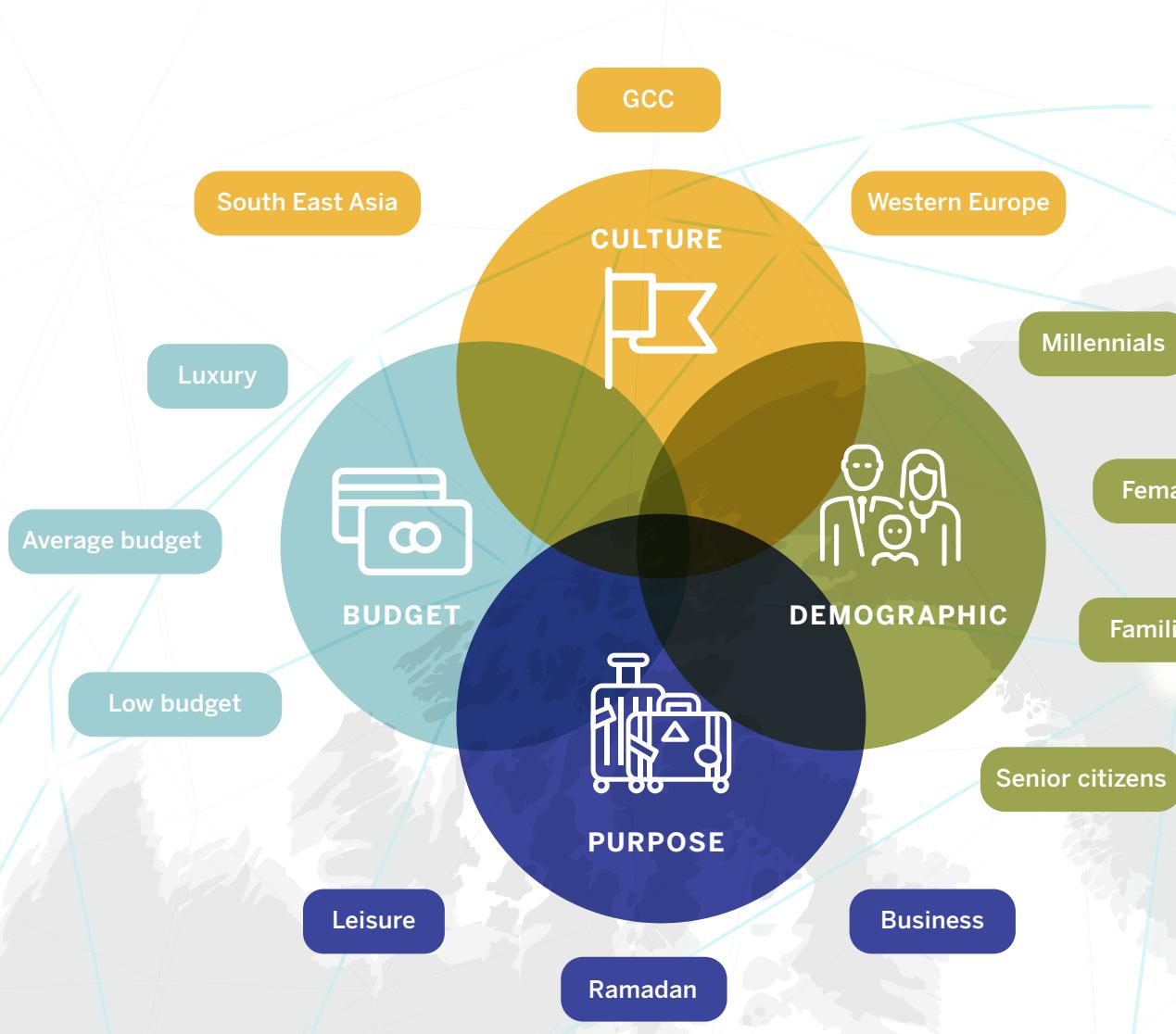
Muslim customers interact with each destination and service provider through different service touchpoints. Thus, it is important to manage their service experiences across all phases so that they become your loyal customers. To deliver good service quality, consider how their faith-based needs can be best served and integrated across all touchpoints.



TOOL 05

CRESCENTRATING KEY TRAVELER PROFILES

While Muslim travelers in general will appreciate destinations and facilities which cater to their faith-based service needs, a combination of culture, demographic, budget requirements and purpose of travel will result in unique Muslim travel segments with different preferences. This is an opportunity to personalize service offerings according to their unique profiles.



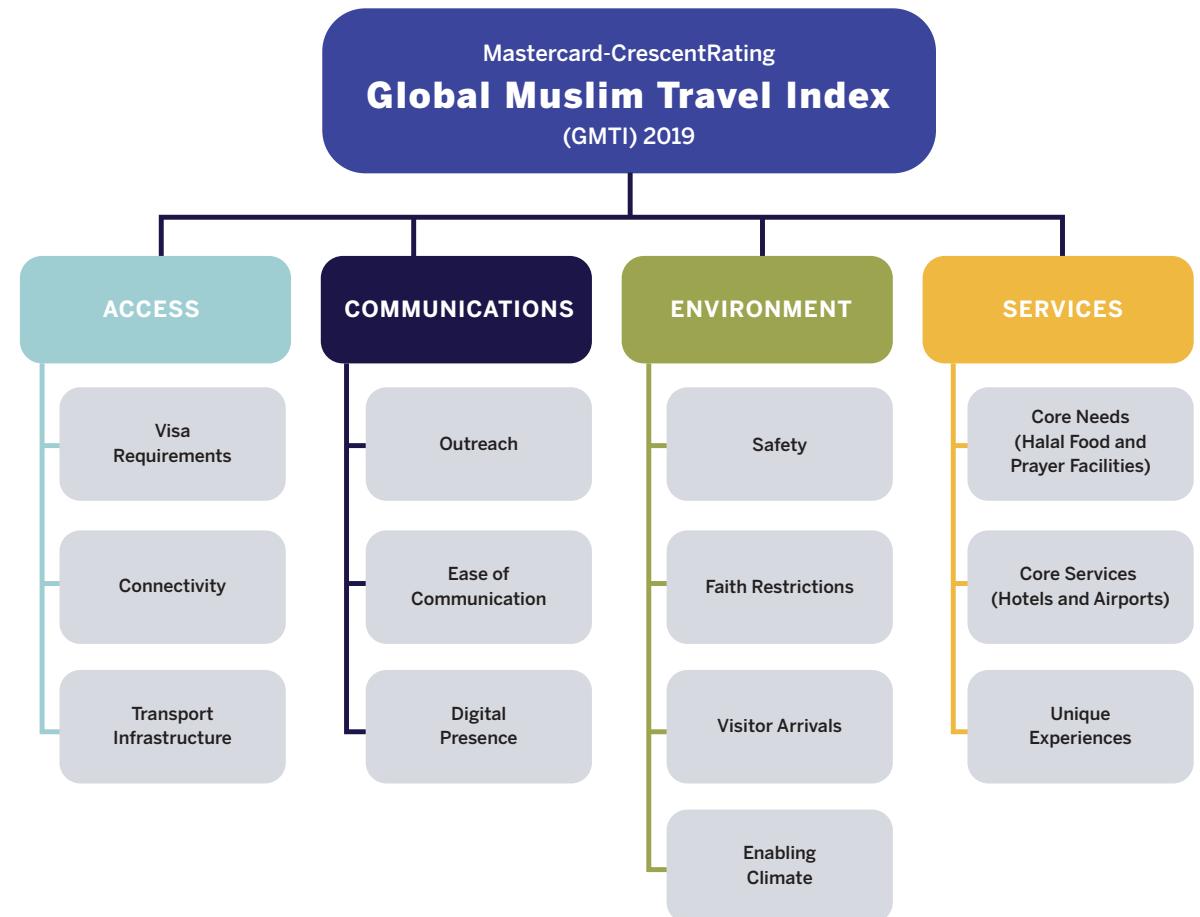
TOOL 06

CRESCENTRATING ACES FRAMEWORK

The ACES model encompasses four key factors of a destination:

- Ease of **Access** to the destination
- Internal and External **Communication** by the destination
- **Environment** at the destination
- **Services** provided by the destination

Destinations can use this to develop short, medium and long term plans to build capacity and capability to welcome Muslim travelers.



TOOL 07

CRESCENTRATING ACADEMY COMPETENCY MODEL

Developing human talent is key to providing service excellence to the visitors.

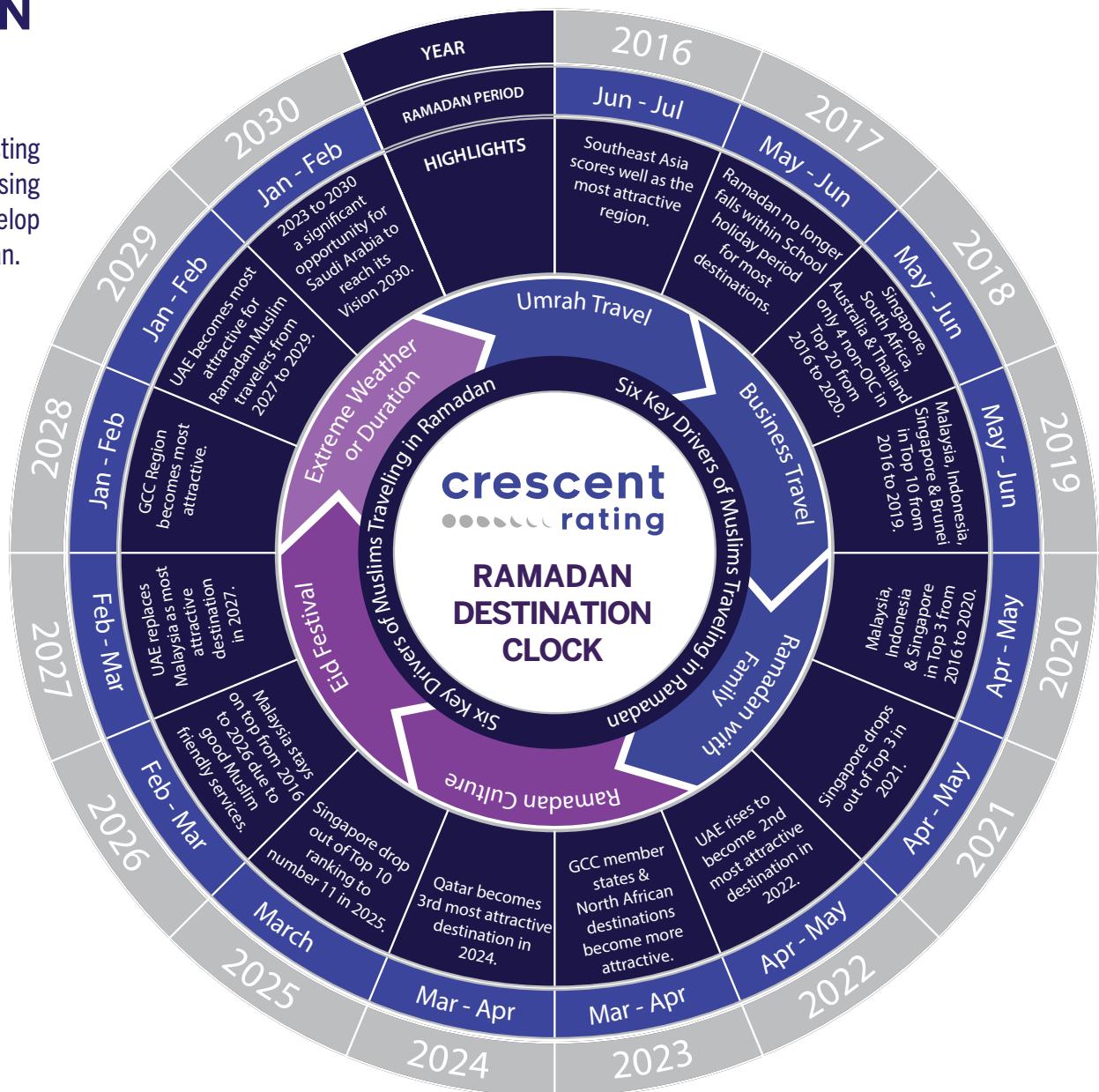
The CrescentRating Academy Competency Framework provides a structure to help develop training plans.



TOOL 08

CRESCENTRATING RAMADAN DESTINATION CLOCK

In the month of Ramadan, average daytime temperature and fasting duration in each destination will change from year to year. Using this cycle, destinations can plan for the coming years and develop strategies to better attract and cater to Muslim travels in Ramadan.



TOOL 09

HALALTRIP 3AS FRAMEWORK

A key demographic group that is accelerating the growth of the Muslim travel market is the Generation Y. Better known as the Muslim Millennial Travelers (MMTs), they are born between the early 80s and the late 90s. MMTs seek three main attributes from your travel offering: Authenticity, Affordability and Accessibility.



TOOL 10

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!



HalalTrip.com

We do the research for you.

Best Muslim-friendly places to eat, pray and explore.

go



City Guides

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



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.



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.



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.



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

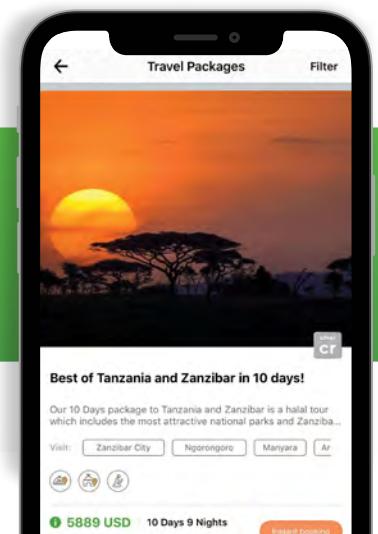
spend
less save
more

ACTIVITIES & EXPERIENCES

Exclusive discounts to popular attractions.



halaltrip



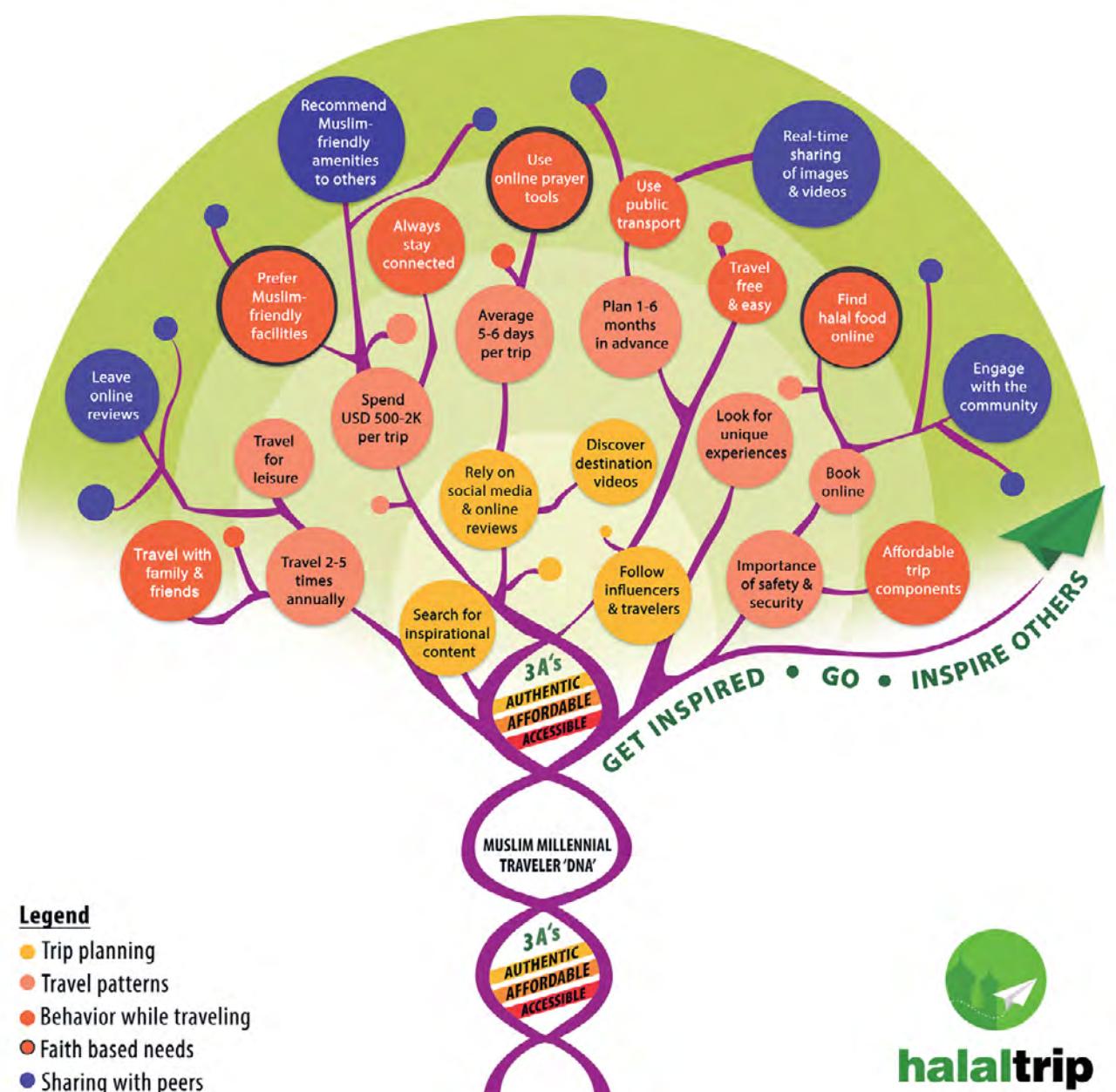
TOOL 11

HALALTRIP DNA TREE

Muslim Millennial Travelers (MMTs) are driven by their desire to find products and services which are Authentic, Affordable & Accessible (3As), these travel patterns can be observed in the planning stage, during the trip itself, and when sharing their experiences with others; "Get Inspired", "Go" and "Inspire Others" phases.

Based on the Mastercard-HalalTrip Muslim Millennial Travel Report a snapshot of the key characteristics and profile of the MMT is be mapped in the MMT "DNA".

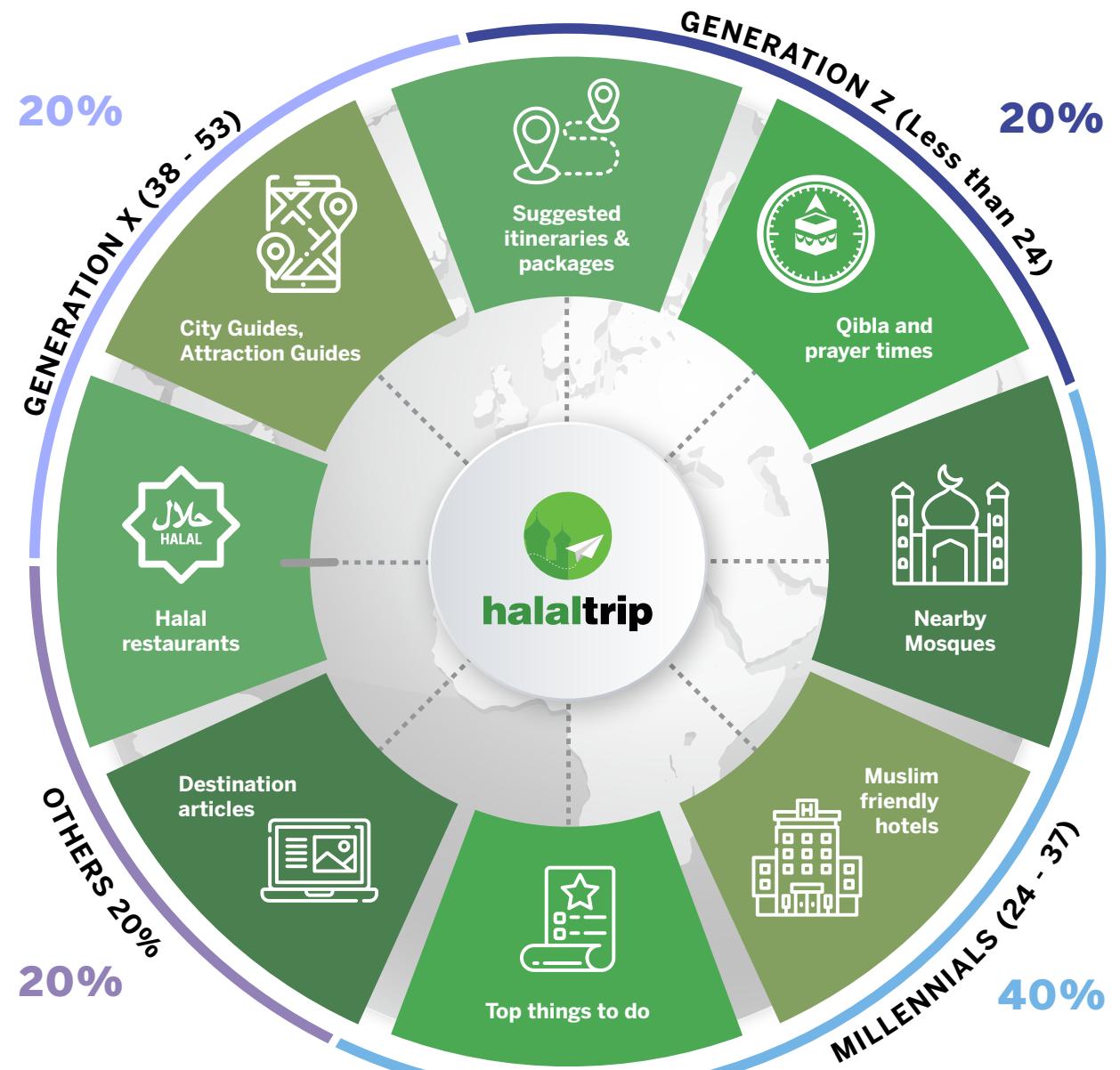
HalalTrip's MMT "DNA" captures the vibrant spirit of the MMTs and their growing aspirations to ultimately discover through travel and share their stories with peers and the community.



TOOL 12

HALALTRIP GENERATIONS DIGITALPRINT

All generations of Muslim travelers are using digital media and technologies in similar ways to improve their travel experiences. The smartphone remains a key platform to serve the Muslim guests and their various faith-based service needs.



07 | WHAT INDUSTRY EXPERTS ARE SAYING



**Arief Yahya****Minister of Tourism, Republic of Indonesia**

“Indonesia is on track to becoming a leading destination for the global Muslim travel market. To cater to this dynamic and fast-growing segment, Indonesia has developed Halal Tourism with characteristics of global standards, digital 4.0 presence, innovative products and services, and family-friendly destinations. Indonesia uses the GMTI reports as a benchmark to track the health and growth of Halal Tourism. With its potential and resources, Indonesia can deliver and fulfill global Muslim travelers’ experiences, needs, and wants.”





Salahuding Ma Chao-yen
Chinese Muslim Association (CMA) Secretary-General

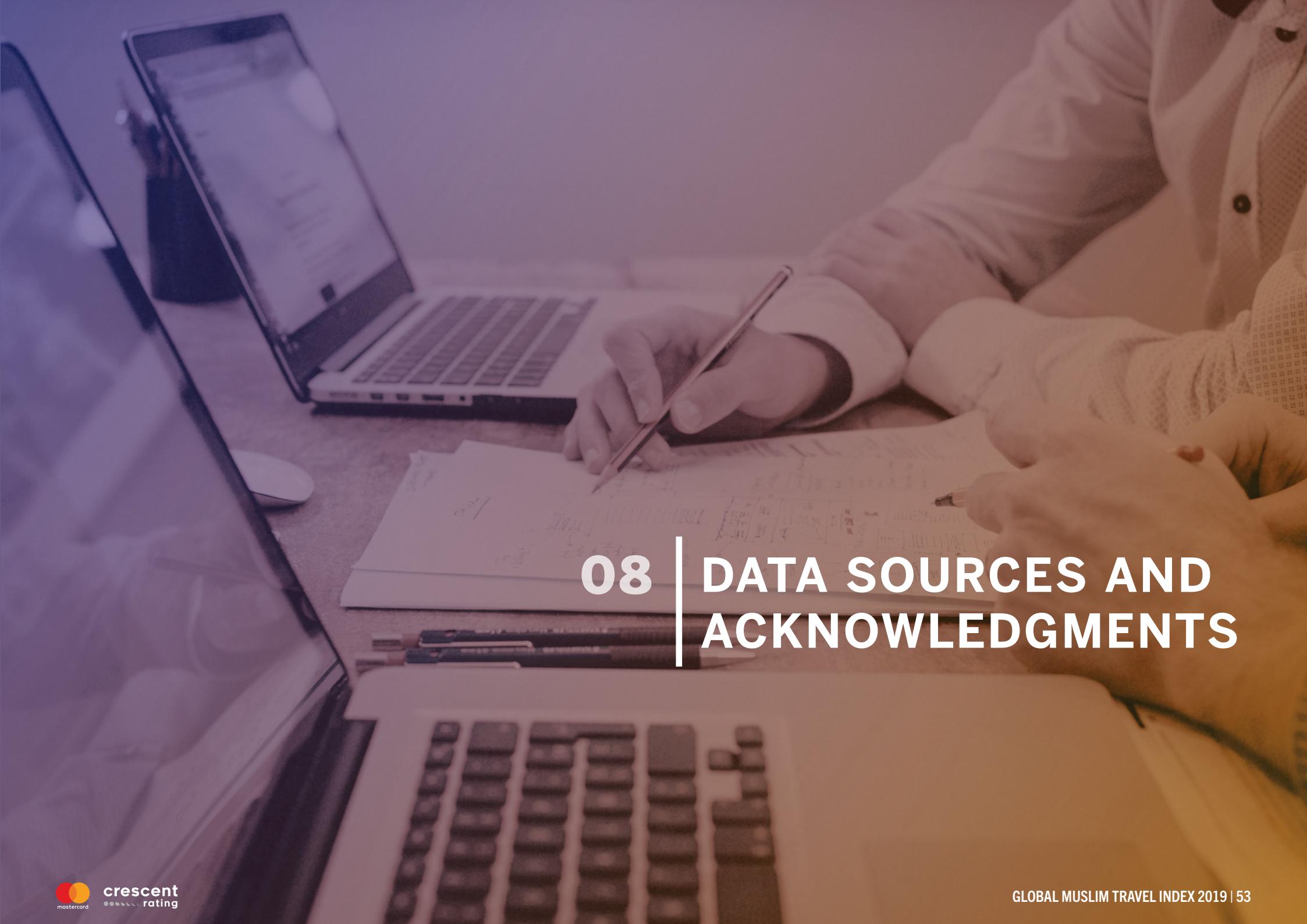
"The Muslim travel market is rising gradually and the importance of it has been seen more and more valuable. Taiwan has been continuing to improve the Muslim travel environment by increasing trainings, Muslim-friendly hotels and halal restaurants by 20% annually. The GMTI reports have helped to provide us guidelines in areas to further strengthen Taiwan's positioning."



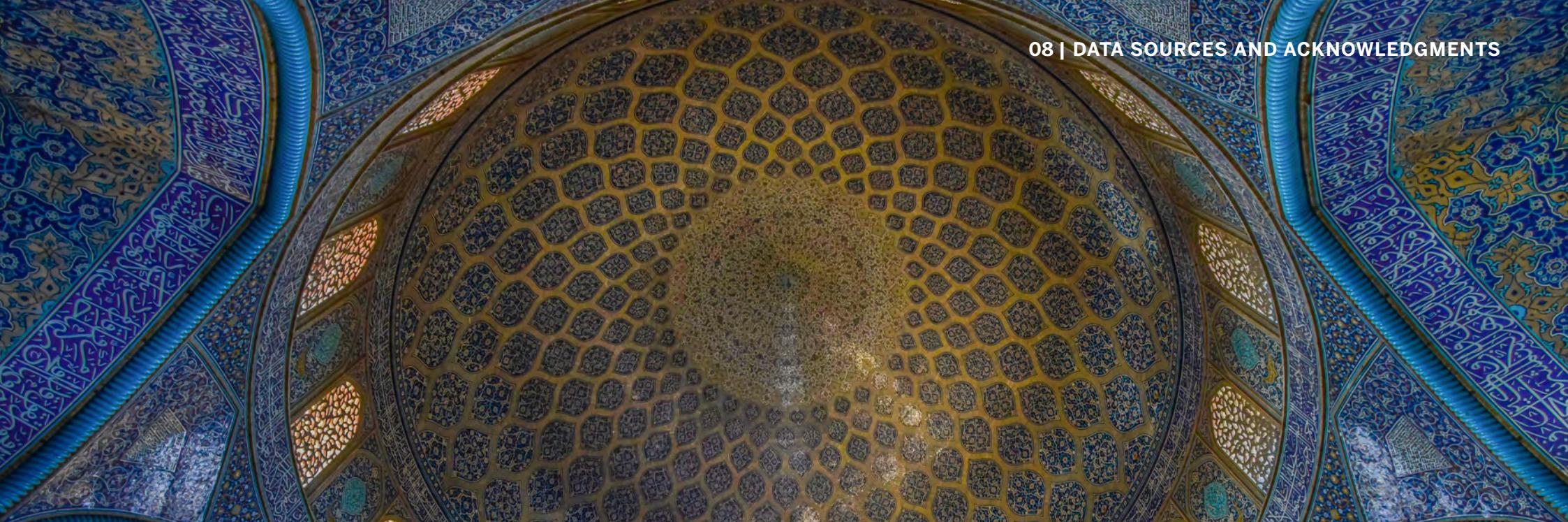
Katrina Leung
Managing Director of Messe Berlin

"The strong growth and development in the Muslim travel market had led ITB Asia to create a Muslim Travel Pavilion since 2018. This dedicated pavillion features 3 full-days of insightful conferences where various experts and industry partners such as CrescentRating have presented on the trends and the developments in the Muslim travel space. The GMTI reports have helped us to identify the top Muslim-friendly destinations and curate better and relevant content for our audience. It provides clarity on various different nuances that is expected when creating travel options for Muslims. Additionally, it has assisted us in identifying various partners to work with for enriched programs. With the increasing demand, ITB Asia also plans to expand Muslim travel presence on the show floor in 2019."





08 | DATA SOURCES AND ACKNOWLEDGMENTS

**Bureau of Consular Affairs – United States**

<http://travel.state.gov/content/passports/english/alertswarnings.html>

Department of Foreign Affairs and Trade – Australia

<http://www.smartraveller.gov.au>

Government of Canada

<http://travel.gc.ca/travelling/advisories>

Government of the United Kingdom

<https://www.gov.uk/foreign-travel-advice>

HalalTrip

<http://www.halaltrip.com>

Pew Research Center

<http://www.pewresearch.org>

The Global Innovation Index

<https://www.globalinnovationindex.org>

The Travel & Tourism Competitiveness Report

<https://www.weforum.org>

United Nations Educational, Scientific and Cultural Organization**UNESCO World Heritage Center**

<http://whc.unesco.org/en>

United Nations World Tourism Organization - UNWTO

<http://www2.unwto.org>

World Travel and Tourism Council

<https://www.wttc.org>

ABOUT US



Mastercard is a technology company in the global payments industry that connects consumers, financial institutions, merchants, governments, digital partners, businesses and other organizations worldwide, enabling them to use electronic forms of payment instead of cash and checks.

With the company's global payments processing network, Mastercard can facilitate the switching (authorization, clearing and settlement) of payment transactions and deliver related products and services.

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

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www.rehladesign.com

Rehla Design is a strategic design consultancy. We craft brands, spaces and experiences that are purposeful and integrity-driven. We work across industries with startups, SMEs and social enterprises, and have considerable experience working with entities operating in the Islamic Economy. We are based in Singapore and Dubai, UAE.

Our work spans four key areas of focus:



Brand
Strategy



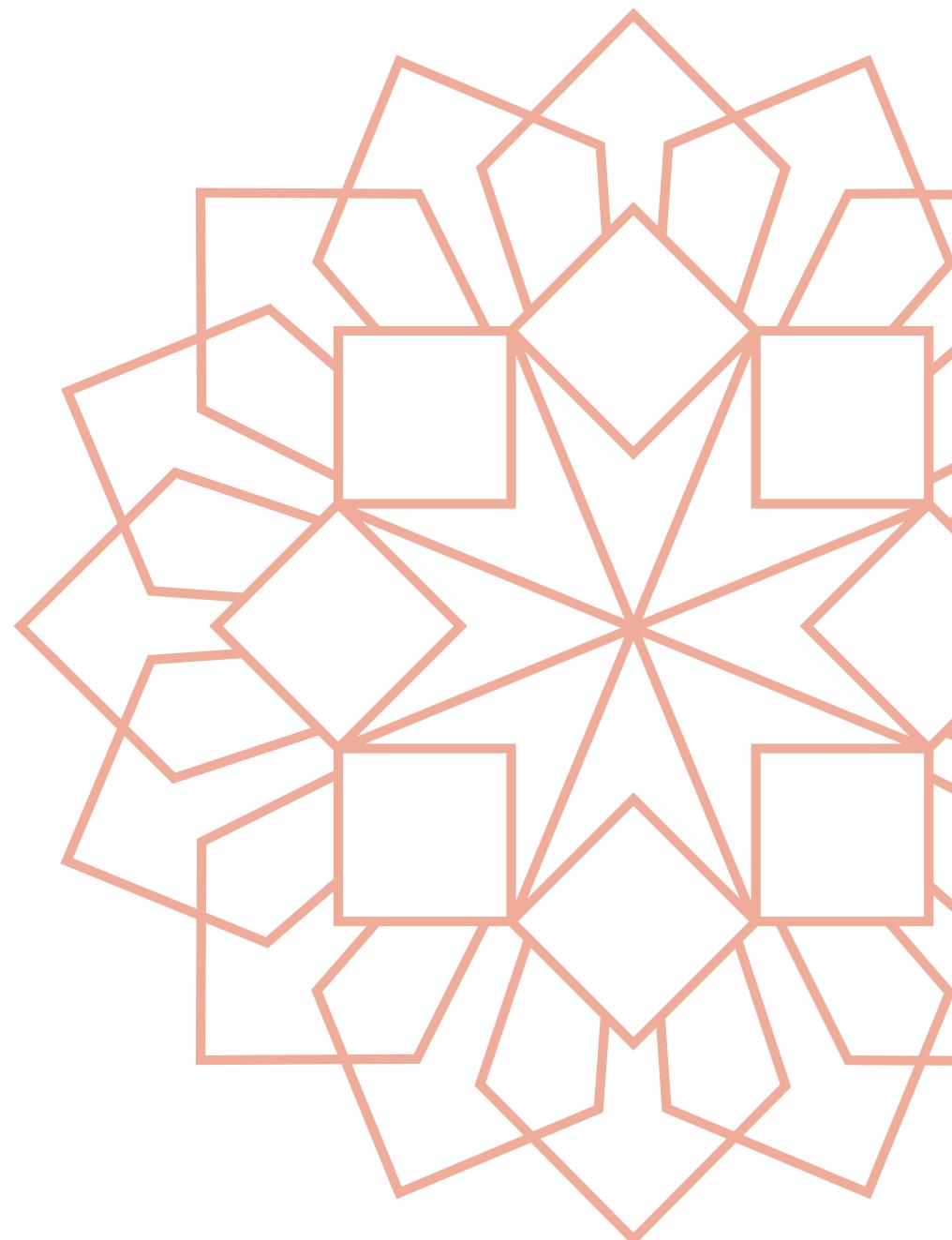
Communication
Design



Environmental
Graphic Design



Web & Social
Media Design



crescent rating

EDUCATE

REACHOUT

BUILD CAPACITY

CAPTURE THE MARKET WITH OUR COMPLETE SOLUTIONS

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

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

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

HALAL IN TRAVEL
WHERE THE HALAL TRAVEL WORLD MEETS
Attend, Host or Sponsor the premier Halal Travel conference held in multiple cities.

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

1 Crescent rating 2 Crescent rating 3 Crescent rating 4 Crescent rating 5 Crescent rating 6 Crescent rating 7 Crescent rating

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Tourism Boards



Restaurants



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Travel Associations



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Attractions



Shopping Malls



Hospitals

Talk with our Experts...



Find out how you can better connect with Muslim travelers.

Advance your Career & Expertise in Halal Travel



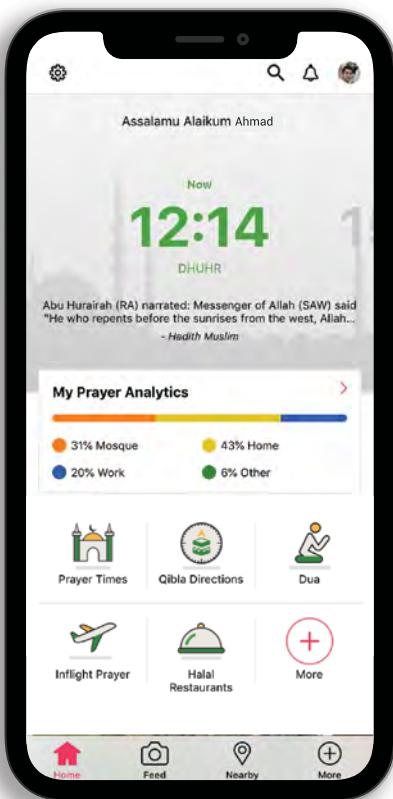
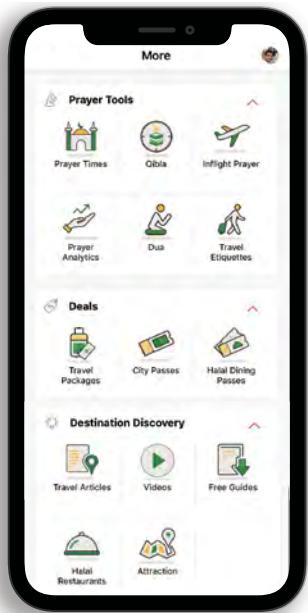
www.crescentrating.com/education



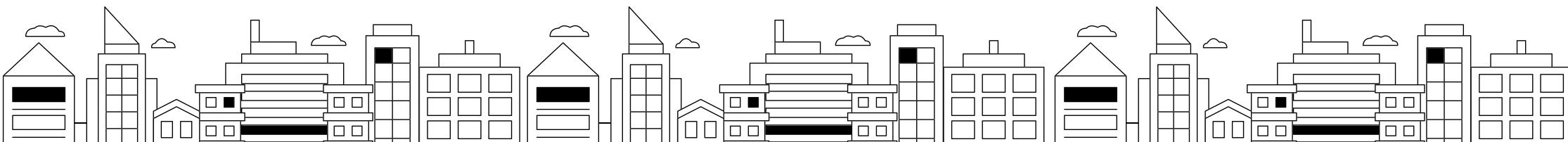
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Get inspired • Go • Inspire others

Every Muslim's Lifestyle App



*Available in multiple languages





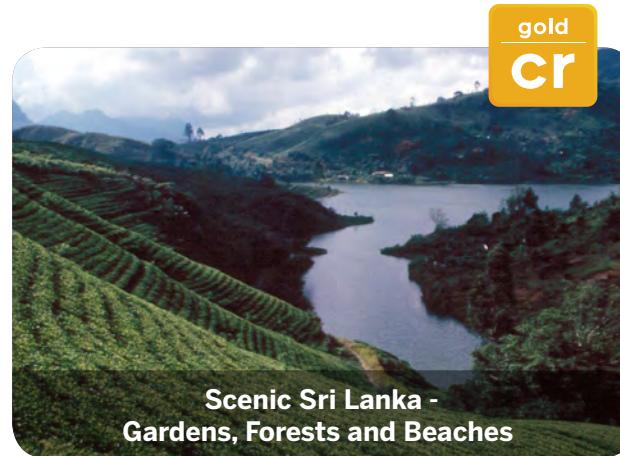
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Mastercard–CrescentRating

Global Muslim Travel Index 2019

APRIL 2019



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