Executive Summary

Global Muslim Lifestyle Travel Market 2012:
Landscape & Consumer Needs Study
For Airlines, Destinations & Hotels/Resorts

a joint study by
DinarStandard
Executive Summary

Muslim tourists globally represent a major niche market—a market that has a young demographic, is growing in affluence, and is increasingly asserting its unique needs on the travel, tourism and hospitality market. Consider this:

Australia’s Gold Coast is attracting Muslim tourists by offering a Gold Coast Ramadan Lounge. In Thailand, spa-outlets have introduced the concept of Muslim-friendly spas in a bid to lure tourists from the Middle East. Global Health City, in Chennai, India, has gotten Halal certified to better serve its growing medical tourists from Muslim countries. Even in Muslim majority destinations, hotels/resorts such as De Palma Group of Hotels in Malaysia, Al-Jawhara Hotel in Dubai, Amer Group of Resorts in Egypt, Ciragan Palace Kempinski Hotel in Turkey are offering Muslim lifestyle related services by not serving alcohol, separating recreation services/timings for women, providing prayer facilities and more. Airlines and destinations are just beginning to pay attention. However, as this study will show, there is a multi-billion dollar customer base whose latent needs are yet to be met by the tourism industry. Muslim tourists may very well be the largest un-tapped niche market of the tourism Industry.

DinarStandard, a US based marketing research & advisory firm focused on the Muslim markets, has partnered with Crescentrating, the pioneer and world leader in the development of Halal-friendly travel, to produce a first-ever ‘Global Muslim Lifestyle Travel Market: Landscape & Consumer Needs Study’ covering the largest outbound and inbound Muslim travel markets globally.

The Study (based on a Muslim tourist consumer survey from major source markets and secondary research) estimates that the global Muslim tourism market in 2011 was $126.1 billion in outbound expenditure (not including core religious travel expenditure of Hajj & Umrah, but covering leisure, business, and other tourism segments). This constitutes 12.3% of the total global outbound tourism expenditure in 2011 of $1,034 billion as estimated by UNWTO. Among the top 20 countries exhibiting the greatest growth in international tourism expenditure between 2005-2010, 25% of that growth in expenditure is from OIC member (mostly Muslim majority) countries.

The unique Muslim lifestyle consumer drivers are centered around food (‘Halal’ options), family friendly environments, religious practices accommodation, gender relation nuances, and other areas. While this is a large travel segment—very few hotels, airlines and tourism destinations moved to meet demand. This gives industry players a unique opportunity to lead in adding this segment to their multi-cultural marketing mix.
Purpose & Scope

The Study’s purpose is to enable airlines, tourism destinations, and hospitality (hotels/resorts) industry marketers to, a) evaluate the potential of the Muslim lifestyle travel market by region, b) identify consumer insights, current best-practices and key areas of differentiated offerings, and c) develop key engagement frameworks for a high impact marketing strategy. Distinct recommendation and insights emerge for those marketers focused on Muslim majority markets (e.g. Turkey, Malaysia, UAE) compared to other international hotels, airlines and destinations.

The Study identifies top outbound source markets and destination markets globally of Muslim tourists. Utilizing the World Tourism Organizations (UNWTO) description, a Tourist is a visitor (domestic, inbound or outbound) whose trip includes an overnight stay traveling to and staying in places outside their usual environment for a period less than a year. Tourism purposes include leisure, business, meeting/conferences (MICE) and others (such as medical, religious, study-abroad).

For the purposes of market sizing, the Study covers out-of-country travel only. Therefore, the figures do not reflect domestic tourism estimates. The Study has also left out, in total estimates, the core Muslim religious travel segment (Hajj & Umrah), which is focused on one destination market — Saudi Arabia. However, separate summary estimates for Hajj and Umrah are also presented.

Approach

The study incorporated a top-down and bottom-up approach to empower marketers to effectively evaluate and engage the Muslim tourism market. Market sizing best-estimates and projections are derived for Muslim travelers globally and regionally utilizing credible sources such as the World Tourism Organization (UNWTO), government agency interviews, and other secondary research mechanisms. An online primary survey was conducted focused on Muslim travelers from top outbound countries revealing unique consumer needs. In addition phone interviews with related industry leaders and influencers from top outbound and inbound countries were conducted to identify the market landscape and key local best-practices. Finally, the Study team presents recommendations for airlines, destinations, and hotels with Muslim tourist engagement frameworks derived from DinarStandard’s global Muslim market related experience as well as Crescentrating’s unique Muslim traveler market experience.

Global Context

Global outbound tourism expenditure crossed the $1 trillion mark in 2011 as it continued to demonstrate a recovery from the losses in the crisis year of 2009. Expenditure hit new records in most destinations, reaching an estimated $1,034 billion according to UNWTO estimates. It is projected to grow at 3.8% per year through 2020 to $1.44 trillion. The total number of international tourist arrivals have crossed the 1 billion mark in 2011 and are projected to reach 1.8 billion by 2030.

While European and North American consumers account for 60% of worldwide tourism (2010), the most notable trend over the decade has been the growing contribution of travelers from Asia (which includes MENA based tourists), rising from a 23% share in 2000 to 30% in 2010. Growth in incomes in both emerging and developed Asian economies is driving this rise.
FIG. 2 GLOBAL TOURIST SOURCE 2000–2010

North America/ Europe: 67% in 2000, 60% in 2010
Asia (incl. MENA): 23% in 2000, 30% in 2010
American South: 5% in 2000, 5% in 2010
Australia: 2% in 2000, 3% in 2010
Sub-Saharan Africa: 2% in 2000, 2% in 2010
While Asia region in aggregate has shown the greatest growth in Tourist exports, among the top 20 countries that have had the greatest growth in international tourism expenditure 2005-2010, 25% of that growth in expenditure is from OIC member (mostly Muslim majority) countries.

**FIG.3  TOP 20 GROWTH COUNTRIES 2005–2010**

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>ABSOLUTE EXPENDITURE GROWTH 2005 – 2010 (US$ MILLION)</th>
<th>PERCENT GROWTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>$35,125</td>
<td>142.10%</td>
</tr>
<tr>
<td>Canada</td>
<td>$13,943</td>
<td>61.30%</td>
</tr>
<tr>
<td><strong>Saudi Arabia</strong></td>
<td><strong>$13,513</strong></td>
<td><strong>145.50%</strong></td>
</tr>
<tr>
<td>Brazil</td>
<td>$13,435</td>
<td>227.50%</td>
</tr>
<tr>
<td>Australia</td>
<td>$11,769</td>
<td>74.20%</td>
</tr>
<tr>
<td>Russia</td>
<td>$11,688</td>
<td>63.90%</td>
</tr>
<tr>
<td><strong>Iran</strong></td>
<td><strong>$11,539</strong></td>
<td><strong>280.60%</strong></td>
</tr>
<tr>
<td>United States</td>
<td>$9,996</td>
<td>10.00%</td>
</tr>
<tr>
<td><strong>Nigeria</strong></td>
<td><strong>$7,878</strong></td>
<td><strong>1572.50%</strong></td>
</tr>
<tr>
<td>France</td>
<td>$7,414</td>
<td>19.10%</td>
</tr>
<tr>
<td>Singapore</td>
<td>$6,700</td>
<td>66.50%</td>
</tr>
<tr>
<td>Germany</td>
<td>$6,370</td>
<td>7.50%</td>
</tr>
<tr>
<td>Italy</td>
<td>$6,279</td>
<td>23.50%</td>
</tr>
<tr>
<td><strong>United Arab Emirates</strong></td>
<td><strong>$5,632</strong></td>
<td><strong>91.00%</strong></td>
</tr>
<tr>
<td>India</td>
<td>$5,469</td>
<td>66.10%</td>
</tr>
<tr>
<td>Spain</td>
<td>$4,359</td>
<td>23.60%</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>$4,156</td>
<td>31.20%</td>
</tr>
<tr>
<td>Belgium</td>
<td>$3,787</td>
<td>22.60%</td>
</tr>
<tr>
<td><strong>Indonesia</strong></td>
<td><strong>$3,692</strong></td>
<td><strong>77.90%</strong></td>
</tr>
<tr>
<td>Malaysia</td>
<td>$3,604</td>
<td>83.10%</td>
</tr>
</tbody>
</table>

* OIC member countries highlighted

The significance of this growing source of international tourism from Muslim majority markets is a key consideration for economies that have significant tourism revenues. Today, the top tourism destination markets are in Europe (51%) followed by Asia-Pacific (22%), Americas (16%), Africa (5%) and Middle-East (6%).
Muslim Tourism Market Potential

Total aggregate estimation: This Study estimates that the global Muslim tourism market in 2011 was $126.1 billion in outbound expenditure (excluding core religious travel expenditure of Hajj & Umrah, in Saudi Arabia but including leisure, business, and rest of tourism segments). This expenditure is 12.3% of the total global outbound tourism expenditure in 2011 of $1,034 billion as estimated by (UNWTO) World Tourism Organization. Comparatively this Muslim tourism market as a whole is larger than the largest spending tourist market in the world — Germany — and almost twice that of China’s in 2011.

The Study estimates are based on (UNWTO) World Tourism Organization, Yearbook of Tourism Statistics, Compendium of Tourism Statistics and data files along with DinarStandard's Muslim population expenditure proportion estimates for each country (based on percentage of population adjusted for income disparities.) Other country based national agency research and interviews have also been used to verify the estimates and assumptions.

Growth Estimation: Due to the fact that many of the Muslim majority markets are now fast emerging economies, with higher than global average population growth rates, and a younger demographic, the Muslim tourists expenditure growth rate is expected to be at 4.79% per year on average through 2012–2020. This is higher than the global expected average growth rate of 3.8% during the same period. By 2020, this study estimates the total Muslim tourists’ expenditure to be $192 billion representing 13.36% of global tourism expenditure. (see FIG.4)

Hajj & Umrah Segment: The Study did not cover the core Muslim religious travel segment of Hajj & Umrah given the unique nature of, and its focus primarily on one destination. The Study however does put forth estimates for Hajj/Umrah spending in Saudi Arabia which it estimates to be $8.4 billion in 2011 and expected to reach $14.3 billion by 2020. If added on to the overall Muslim tourism estimate given above, Hajj/Umrah would represent 6.2% of the total Muslim tourism expenditure. Note: This estimate does not include international air travel expenditure related to Hajj/Umrah, which in 2011 has been estimated at an additional $6.3 billion (included in the $126.1 billion Muslim tourism expenditure estimate for 2011).

Regional Breakdown: While the Muslim tourism market is sizeable and attractive as a growth market, it is widely distributed and culturally diverse. These variances have implications on differences even within Muslim travelers in terms of tourism destination preferences, travel habits and patterns. At a macro level, the Muslim population can be segmented by those in mostly Muslim majority markets and those living as a sizeable minority in non-Muslim majority countries.

Of the total 1.62 billion global Muslim population in 2011, 78% reside in the 57 OIC (Organization of Islamic Cooperation) mostly Muslim majority countries. Of the total estimated Muslim tourism expenditure in 2011, 82% came from the OIC member countries ($102.9 billion). However, within the OIC member countries as well as globally, there is a wide disparity in the share of tourism expenditure relative to population. The six Gulf Cooperation Council (GCC) members countries represent the highest proportion of global Muslim traveler expenditure at 37% while representing only 3 percent of the global Muslim population. (see FIG.5)

Top Muslim Tourist Source Countries

The top Outbound Muslim tourism source country is Saudi Arabia ($23.8 bill in outbound tourism expenditure), followed by Iran, UAE, Indonesia and Kuwait based on 2011 data. Three of these top markets are the Gulf countries. Another interesting finding is that Muslim communities living in non-Muslim countries also have sizable outbound tourism expenditure share. The largest of these markets are Germany, Russia, France and UK.

Top Muslim Tourist Destination Countries

Based on the number of trips, the top destinations for Muslim tourists are Malaysia, Turkey, and UAE. The following six markets are Singapore, Russia, China France, Thailand and Italy. This assessment is based on data derived from top Muslim outbound markets that represent 73% of total expenditure. (FIG.7)

Survey Insights

A first of its kind online survey of Muslim tourists from select top source markets was conducted between May–June 2012. The survey received 922 total responses (95% confidence level, +/− 4 confidence level) and covered questions related to Muslim tourists travel profile, destination,
**FIG. 4** OUTBOUND TOURISM EXPENDITURE (IN MILLIONS)

**FIG. 5** REGIONAL BREAKDOWN OF GLOBAL MUSLIM TRAVELERS SHARE OF OUTBOUND TOURISM EXPENDITURE

**FIG. 6**

### TOP SOURCE COUNTRIES (FROM OIC* COUNTRIES, BASED ON MUSLIM OUTBOUND TOURISM EXPENDITURE - 2011)

<table>
<thead>
<tr>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saudi Arabia</td>
</tr>
<tr>
<td>Iran, Islamic Rep.</td>
</tr>
<tr>
<td>United Arab Emirates</td>
</tr>
<tr>
<td>Indonesia</td>
</tr>
<tr>
<td>Kuwait</td>
</tr>
<tr>
<td>Turkey</td>
</tr>
<tr>
<td>Nigeria</td>
</tr>
<tr>
<td>Malaysia</td>
</tr>
<tr>
<td>Qatar</td>
</tr>
<tr>
<td>Egypt</td>
</tr>
</tbody>
</table>

### TOP SOURCE COUNTRIES (FROM NON-OIC* COUNTRIES, BASED ON MUSLIM OUTBOUND TOURISM EXPENDITURE - 2011)

<table>
<thead>
<tr>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
</tr>
<tr>
<td>Russian Federation</td>
</tr>
<tr>
<td>France</td>
</tr>
<tr>
<td>United Kingdom</td>
</tr>
<tr>
<td>Singapore</td>
</tr>
<tr>
<td>United States</td>
</tr>
<tr>
<td>Belgium</td>
</tr>
<tr>
<td>India</td>
</tr>
<tr>
<td>Canada</td>
</tr>
<tr>
<td>Italy</td>
</tr>
</tbody>
</table>

*OIC = Organization of Islamic Cooperation 57 mostly Muslim majority countries. Hajj expenditure taken out.
The survey results show that majority of Muslims traveled for leisure within the last year (52.7%) with 29% saying they travel for leisure every 1–2 years, while 22% said they do every 7–12 months.

On the question of, “Overall, which of the following are important to you when travelling for leisure?” the top answers were, “Halal Food” (67%), followed by “Overall price” (53%), and “Muslim-friendly experience” (49%). (FIG.8)

The Survey identified Muslim tourists top reasons for selecting their lodging during their last leisure trip as well as services that were missing they wish they received. Options provided included “Clean room and environment”, “Friendly hospitality and service”, “Halal food option(s)”, “Central location to activities,” “Prayer facilities,” “Non-alcoholic environment,” “Variety of food option(s),” “Great swimming facilities,” “Countless amenities,” “Shuttle service,” “Parking/Valet parking,” And “Separate recreation services for women.”

For Airline use experience and needs, options included “Comfortable seating (i.e. enough leg room),” “Ease of praying before, during and after flight,” “Islamic reading/audio,” “Entertainment,” “Halal food option(s),” “Dining/food option(s),” “Clean bathrooms and overall environment,” “Friendly hospitality and service,” and “Non-alcoholic beverage option(s).”

(The full Survey results included in the Study provide specific insights on unique needs, gaps and satisfaction level for airlines, hotels and destinations segmented by geography.)

Best practices & Recommendations
The Study presents a select set of best practices from various tourism destinations, airlines, and hotels catering currently to Muslim tourists. Some of these examples include:

- **Airlines:** Emirates, Saudi, Malaysia, Thai Airways
- **Hotels/ Resorts:** Al-Jawhara — UAE; Amer Group — Egypt; De Palma Group — Malaysia; Hotel Orient — India; Others from Turkey, Thailand, Singapore
- **Destinations:** Munich Airport, Thailand, Australia’s Gold Coast, Egypt, Malaysia, Turkey, others

**FIG. 8** OVERALL, WHICH OF THE FOLLOWING ARE IMPORTANT TO YOU WHEN TRAVELLING FOR LEISURE?

<table>
<thead>
<tr>
<th>Service</th>
<th>Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Halal Food</td>
<td>66.8%</td>
</tr>
<tr>
<td>Overall Price</td>
<td>52.9%</td>
</tr>
<tr>
<td>Muslim-friendly Experience</td>
<td>69.1%</td>
</tr>
<tr>
<td>Relaxation</td>
<td>45.5%</td>
</tr>
<tr>
<td>Hotel/Resort Stay Experience</td>
<td>37.2%</td>
</tr>
<tr>
<td>Choice of Destination</td>
<td>36.1%</td>
</tr>
<tr>
<td>Adventure</td>
<td>34.5%</td>
</tr>
<tr>
<td>Dinning/Food Experience</td>
<td>31.3%</td>
</tr>
<tr>
<td>Air &amp; Hotel Deal</td>
<td>27.6%</td>
</tr>
<tr>
<td>Air Travel Experience</td>
<td>20.9%</td>
</tr>
<tr>
<td>All Other Responses</td>
<td>12.1%</td>
</tr>
</tbody>
</table>

Source: 2010 UNWTO data, various national tourism statistic sources.
Unique niche offerings: Halal Health city — India; Muslim friendly spas — Thailand; Islamic theme tour packages — US/UK/Malaysia.

Based on Muslim tourist flows, best practice assessments, and the Muslim tourist survey conducted, this Study concludes with specific recommendations for hotels, airlines & destinations. The recommendations help hotels, airlines & destinations evaluate the need to cater to Muslim tourists as well as to determine the types of unique services to offer. Key recommendation areas covered are:

Tourist Flows: Regional Muslim tourist flows are presented to help marketers evaluate need and potential. Given the prominence of MENA markets in the global Muslim tourist expenditure (60% of total in 2011), their specific tourist destination trends and preferences are also presented. Other regional flow examples are the Muslim tourist flow to Russia from Central Asian markets or to China from East Asian Muslim markets of Malaysia, and Indonesia. Estimates for top 50 destination countries and their Muslim tourist source flows are provided. (Algeria, Australia, Azerbaijan, Bahrain, Belgium, Bulgaria, Canada, China, Cyprus, Denmark, Egypt, Estonia, Finland, France, Georgia, Germany, Greece, Hong Kong, China, India, Indonesia, Iran, Iraq, Italy, Jordan, Kazakhstan, Kuwait, Kyrgyzstan, Lebanon, Libya, Macau, Malaysia, Mexico, Morocco, Oman, Pakistan, Qatar, Russia, Saudi Arabia, Singapore, Spain, Syria, Thailand, Tunisia, Turkey, Ukraine, United Arab Emirates, United Kingdom, USA, Uzbekistan, Yemen).

Halal Food & Other Priorities: The full Study makes distinct recommendations for tourism players in Non-Muslim majority destinations as well as Muslim majority markets.

For non-Muslim majority based airlines, hotels and destinations, “Halal’ food options stand out as the top attribute Muslim tourists are asking for. The Study provides a full list of other priority areas and ways in which others hotels, airlines and destinations are offering unique services to attract this segment.

Trigger Points: As most tourism industry players are careful to ensure that all guests, regardless of their backgrounds are catered to, the Study recommends specific customer services ‘trigger points’ based on which Muslim customers can be catered to in various ways to differentiate themselves to gain customer satisfaction and loyalty.

Themed Travel: For destinations with Muslim heritage sites, there is a growing opportunity to develop and market their Islamic heritage or cultural sites for Muslim tourists. Increasingly Muslims traveling from Western Europe, North America, and East Asia are engaged in Islamic heritage or themed trips. Some of such potential heritage markets besides Saudi Arabia, Turkey, and Egypt include: Jordan, Palestine, Uzbekistan, India, Russia, Spain, and Iraq.
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# Executive Summary

# Acknowledgements

# Study Purpose, Scope & Approach

# Global Tourism Market Trends & Context
   - **Largest**
   - **Fastest growing markets**

# Global Muslim Tourism Market Opportunity
   - **General Demographic** (Ppn; Age; Income..)
   - **Relevance to Travel Market**
   - **Muslim Tourism Market Size**
   - **Top Outbound Markets** (Profile of top 5; data on top 50)
   - **Top Inbound Markets** (Profile of top 5; data on top 50)
   - **Muslim Tourism Growth Trends & Projections**

# Consumer

# Survey Results
   - **Survey — Tourist profile**
   - **Survey — Destination selection & activities**
   - **Survey — Lodging experience (Room, Hotel, Other)**
   - **Survey — Air transportation experience**

# Current Best Practices and Key Players
   - **Airlines** (examples: Emirates, Saudi, Malaysia, Thai Airways others)
   - **Hotels/ Resorts** (Al Jawhara — UAE; Amer Group — Egypt; De Palma Group — Malaysia; Hotel Orient — India; Others from Turkey, Thailand, Singapore)
   - **Destinations** (Munich Airport, Thailand, Australia’s Gold Coast, Egypt, Malaysia, Turkey, others)
   - **Unique Niche Offerings** (Halal Health city — India; Muslim friendly spas — Thailand; Islamic theme tour packages — US/UK/Malaysia)

# Recommended strategies
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   - **Recommendations for Airlines**
   - **Recommendations for Hotels**
   - **Recommendations for Destinations**

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   - **Muslim Tourist Outbound Expenditure Estimate by Country** (2006–2017, 120+ countries)
   - **Muslim Tourist Top 50 Inbound Markets**
   - **Survey Full Summary**
   - **Terminology**
Price

US $1,995 (Includes a print copy and a secure PDF digital copy with data spreadsheet. Excel File included of all charts and tables including all survey “Comments”)

Purchase full study at:
http://advisory.dinarstandard.com/travelstudy/
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+1 888 624 3320 or +65 6255 2896
Survey Questions

TRAVEL PROFILE
1. When is the last time you traveled for a leisure vacation?
2. How often do you travel for leisure?
3. Which country or countries have you traveled to for leisure trips in the last ten years?
4. Overall, which of the following are important to you when travelling for leisure?

DESTINATION SELECTION & ACTIVITIES
5. Which country or countries did you travel to on your LAST leisure trip?
6. How long was your LAST leisure trip?
7. Who did you travel with on your last leisure trip?
8. How did you purchase your travel services on your last leisure trip?
9. What were your reasons for selecting your last leisure travel destination(s)l?
10. What type of activities did you do on your last leisure trip?
11. How much did you spend on these activities during your last leisure trip? (including shopping, eating out — but excluding air/hotel expenses)
12. Overall, how satisfied were you with your choice of travel destination, on your LAST leisure trip?

LODGING (ROOM, HOTEL, OTHER)
13. Where did you stay during your last leisure trip?
14. How much did you spend on your lodging during your last trip in total?
15. How satisfied were you with your lodging choice for your last leisure trip?
16. Which of the following influenced you into choosing where you stayed on your last leisure trip?
17. During your last leisure trip, what was missing from your lodging experience that you wish you had?

TRANSPORTATION
18. Which airline did you choose for your last leisure trip? If you didn’t fly please select ‘Did not use airline’ option.
19. On your last leisure trip, in which airline class did you travel?
20. On your last leisure trip, how much did you spend on purchasing your airline ticket?
21. How satisfied were you with the airline for your last leisure trip?
22. Which of the following best describes your flight experience on the airline, on your last leisure trip?
   (Select all that apply)
23. What was MISSING during your flight that could have improved the experience for you?

DEMOGRAPHIC INFO
24. What COUNTRY do you LIVE in now?
25. What COUNTRY were you BORN in?
26. Your primary area of occupation?
27. Your gender?
28. Are you (Male/Female)?
29. What is the highest degree or level of education that you have completed?
30. Into which income category does your total family income fall?
About DinarStandard™

DinarStandard™ is a New York based growth strategy research & advisory firm, focused on the emerging Muslim markets of: Islamic finance, Halal/ Muslim lifestyle, and OIC industry clusters.

For more than five years, DinarStandard has been a pioneer business media delivering original analysis highlighting the emergence of the global Muslim Lifestyle Market. Its anchor report, DS100 — Top 100 Businesses of the Muslim World, Social Responsibility in Islamic Financial Institutions and other original reports are regularly covered by global media such as The Economist, Forbes, Zaman (Turkey), Malaysian Star, and many others.

Through its Research & Advisory services, DinarStandard delivers market opportunity analysis, business planning, marketing/ media planning, and campaign execution for its clients.

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About Crescentrating:

Crescentrating Pte Ltd, a Singapore based company, is the pioneer and world leader in Halal Friendly Travel with its core products being a Rating system, which rates travel services and facilities on Halal friendliness.

Crescentrating.com is the premier travel portal for Muslim travelers worldwide. The company also releases its annual ranking of Halal Friendly destinations, Airports, etc. which is widely covered by the global media. Crescentrating also launched the world first Air travel祈祷 calculator.

Along with it services for Muslim Travelers, it also provides advisory services and training for the travel industry targeting Muslim Travelers.

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Q Partners Travel & Tours, Malaysia
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Finally, we thank the almost 1000 Survey respondents who took the survey and put their trust in this study. We apologize if we have missed any names.

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