



Mastercard-CrescentRating
Halal Travel Frontier 2020



January 2020

TRENDS TO WATCH IN 2020

#HTF2020



Mastercard-CrescentRating
Halal Travel Frontier 2020

January 2020



Fazal Bahardeen

Founder & CEO
CrescentRating.com
HalalTrip.com

Welcome to the third edition of the Halal Travel Frontier report. There is hope and optimism in the air as we start the new decade with several tourism revolutions on the horizon. To forecast these developments, we have combined insights from CrescentRating, HalalTrip and Mastercard with expert opinions from industry specialists, and data from our multiple digital platforms. From this, we have identified 16 key trends that will shape the next phase of Halal tourism development in 2020.

The past decade saw Halal Tourism or Muslim Friendly Tourism develop from a niche market to mainstream. In time, we will also see more Muslim travelers become trend setters. They will continue to be instrumental in correcting misunderstandings and clarifying narratives about Halal tourism and Muslims in general. This will be done by generating inclusive content that is shared responsibly.

As identified in the CrescentRating Global Muslim Travel Index 2019, we have entered the Halal Travel 2.0 phase. Demographic and environmental changes continue to affect the role of media and its impact on viewers. New influencers such as Daud Kim have emerged and are sharing stories which are more authentic and relatable. In addition, TV series such as Ertugrul rekindle the interest of Muslims to better learn about past figures and places. In terms of social activism, social causes are now at the forefront and no longer an afterthought. Travel and social impact will be intertwined. Finally, technology continues to be a central driver in enhancing and creating new experiences in the tourism sector.

These are just some of the trends uncovered in this report. We hope these insights inspire travel industry stakeholders, entrepreneurs, and startups to engage and benefit from the growth of the Muslim travel market.



Safdar Khan

EVP Southeast Asia Emerging
Markets Division President, Mastercard



The year 2020 marks Mastercard's sixth year partnering with CrescentRating to utilize our collective industry knowledge, thought-leadership and resources to develop in-depth reports on the growing Muslim travel market. It has been our endeavor to serve as a beacon for businesses and governments to understand this segment better by crafting decisions and providing relevant benefits around it to capture the tremendous opportunity. It is our hope that through programs and reports such as this, we can help create a more inclusive and engaging world that's open to new possibilities.

We see that change taking place in the Mastercard-CrescentRating Halal Travel Frontier Report 2020. Once what was considered a niche and often underserved travel market has moved into the mainstream and raised their voice – and the world has listened. Locations around the world have shifted their offerings to embrace Muslim travelers, engaging them gastronomically with halal cuisine, technologically through social media, and culturally, as more and more travelers seek localized interactions with their destinations of choice.

A major emerging theme from this and other reports is that as Muslim travelers' spending power and destination awareness increases, so does these travelers' sense of responsibility. Social activism and travel work hand-in-hand, whether that means contributing to local businesses, working with social impact organizations as part of travel and taking care to pay attention to sustainability. This attitude helps build up local communities as this demographic embraces the world - an indication that embracing diversity begins a positive cycle that ripples out its benefits worldwide.

The trends within this report provide focus to organizations, tourism operators and merchants looking to engage with this community and further their businesses and communities with expert information on how to better hone their offerings to this powerful demographic.

As we embark on a new decade, we look forward to our continued partnership with CrescentRating and expanding on our portfolio of research that will continue to serve as an excellent resource in the travel sector.



crescent rating

Transition Point in Halal Lifestyle Events

Towards a Global Travel Wallet For Travelers

ACCELERATORS

Halal Gastronomy to the Mainstream

UMRAH DIY: TECH INNOVATION AND THE GOLD RUSH FOR BEHAVIOUR DATA

HALAL TRAVEL 2020

The Ertugrul Phenomenon

Diversity Guiding Responsible Content Sharing

MOTIVATORS

The Daud Kim Effect

Reframing Halal Tourism for Inbound Markets

Sustainability as Core for Halal Travel

DIFFERENTIATORS

Resurrection of Lost Heritage Sites and Islamic History

Future Ready Travel Sector for Gen Z and Gen Alpha

Ensuring Off Track Destinations are On Track with Muslim Travel Needs

Overcoming Islamophobia One Step at a Time

ACTIVATORS

Muslim Business Travelers as Service Catalysts

Emergence of the "Muslim Social Impact Travel" Spirit

Multiple Activities Driving Muslim Female Travelers Growth

MASTERCARD-CRESCENTRATING HALAL TRAVEL FRONTIER 2020



THE EMERGENCE OF THE “MUSLIM SOCIAL IMPACT TRAVEL” SPIRIT

Driven by the global trend of social awareness and their Islamic faith, a growing number of Muslim travelers are increasingly conscious of making a social impact when they travel.

These travelers seek immersive local cultural experiences that are ethical and sustainable. They also seek to contribute to local economies and make a positive impact in host communities. They want their travels to be more meaningful.

This spirit is trending among the younger generations. Driven by their beliefs, members of these generations are agents of social change and are drawn to meaningful experiences that enable them to contribute to the communities they visit and minimize harm to the environment. They are empowered by their faith to start and champion a social movement. Some

examples of responsible tourism travels include opting to buy from local businesses over large corporations, choosing eco-friendly travel options and combining travel with volunteering.

With the emergence of this travel spirit, service providers will be motivated to introduce specialized travel products and services that align with these social values that are environmentally-friendly and also beneficial for the local communities.





The goals of sustainable tourism development are related to, and in line with, the goals of Islam, which calls for responsible consumption and avoiding waste, promoting peace and justice, contributing towards humanity's wellbeing and balancing harmony between human and nature.

It is imperative for tourism providers to adopt an ecologically and socially conscious approach to business to appeal to the Muslim traveller. These providers' brand identity, behaviour and communication strategies must be aligned with sustainable values to gain credibility in the minds of the Muslim travel segment.

Barkathunnisha Abu Bakar

Founder, Elevated Consultancy & Training
Director, World Women Tourism
Associate, Murdoch University (Singapore)





ENSURING OFF TRACK DESTINATIONS ARE ON TRACK WITH MUSLIM TRAVEL NEEDS

With heightened concerns of over-tourism in popular destinations which cause negative repercussions on the quality of life for its residents as well as other tourists, more travelers will be choosing to visit less-traveled destinations over tourist hotspots.

One prime motivator to visit the uncharted destination is being able to experience an authentic environment undiluted by tourism, which is also more affordable and less crowded. These destinations have impressive cultural offerings rivalling popular tourist hotspots. More Muslim travelers will be attracted to exotic and unique experiences before they become mainstream.

This shift in consumer preferences means that these destinations have to better understand the unique needs of an increasingly diverse group of travelers to better provide for them, including catering to the faith-based needs of Muslim travelers.





Everyone is an explorer deep down inside. With popular tourist destinations losing hype, more are inclined towards unconventional travel destinations. However for Muslim travelers, the primary concern would be the availability of halal food. Thus to increase tourism, a country must be able to welcome people from all walks of life.

Nur Zhafirin Bin Nor Azhar

Nur Zhafirin is an undergraduate at the National University of Singapore, currently pursuing his Bachelors in Mechanical Engineering. As a student he has traveled to over 26 cities. As an avid traveler, he seeks to explore the unexplored.





OVERCOMING ISLAMOPHOBIA ONE STEP AT A TIME

In some parts of the world, there have been continued hate crimes towards Muslims due to Islamophobia. Despite these, Muslim travelers may still choose to visit such destinations out of necessity. With Halal Travel 2.0 and technology being key drivers, 2020 will see more Muslim travelers having the ability to take the necessary precautions to mitigate these concerns.

Travelers can check and monitor the local Muslim climate of the destination through both official news channels as well as social media before and during their trip and adjust their itinerary if needed. With an increasingly connected world and more digital tools available, Muslim travelers will gain more confidence.

The ability to obtain specific information prior to the journey and stay connected during the journey provides assurance to both current and future travelers considering such destinations. This is vital as the destinations themselves continue to provide more Muslim-friendly services to improve the overall climate for all travelers.





Safety and security are extremely important factors for Muslim travelers. These are not limited to war, conflict, crime and disaster. In today's context, xenophobic and Islamophobic voices targeting Muslims are on the rise and real in many parts of the world. Thus, it is important that Muslim travelers can take the necessary precautions to mitigate these risks by getting the right information and updates on places where they will be traveling.

Ustaz Dr Muhammad Haniff Bin Hassan

Fellow, S. Rajaratnam School of International Studies (RSIS)





TOWARDS A GLOBAL TRAVEL WALLET FOR TRAVELERS

Enabled by advancements in security such as facial recognition and thumbprint technology, e-wallets and mobile payments are growing in popularity among travelers.

2020 will see increased usage and popularity of e-commerce payments among travelers, as more and more merchants embrace efficient, secure and convenient digital payment methods.

Along with the global trend of e-commerce payment transactions, FinTech companies will offer value-added services to Muslim travelers to adopt digital transactions. Additionally, financial institutions with Muslim clientele will also introduce financing

products and solutions that can facilitate the travel requirements of their consumers, including corporate customers. This will become more evident in upcoming years.

Beyond offering alternatives towards financing and transacting for Muslim-friendly trips, digital payments and fintechs will contribute to the innovation of payment solutions globally.





Enabled by advancements in security and user experience, e-wallets and mobile payments are growing in popularity among Muslim travelers, who seek to engage with the world in a tech-savvy and informed manner, accompanied by their smartphones every step of the way.

2020 will bear witness to the increased usage and popularity of e-commerce payments among travelers, as more and more merchants embrace efficient, secure and convenient digital payment methods.

Fintechs can also contribute to this growth, by offering valued-added services to Muslim travelers to adopt digital transactions and offer value-added services to Muslim travelers. Additionally, financial institutions such as traditional banks with Muslim clientele are introducing financing products and solutions that can facilitate the travel requirements of their consumers as well as corporate customers. We are likely to see even more developments emerge in coming years.

Beyond offering alternatives towards financing and transacting for Muslim-friendly trips, digital payments and fintechs will continue to contribute to the innovation of payment solutions globally, so it is important to know their audiences when creating or fine-tuning their products and services. It is my hope that they leverage the opportunity present among Muslim travelers, who weave a desire to affect positive change with their travels and hone their offerings such.

Aisha Islam

Vice President, Market Product Management,
Mastercard





MULTIPLE ACTIVITIES DRIVING MUSLIM FEMALE TRAVELERS GROWTH

According to the Mastercard-CrescentRating Muslim Women in Travel (MWIT) Report 2019, Muslim women comprise 45% of the Muslim travel market. The continued growth of this segment in 2020 will lead to a greater dynamism of activities involving Muslim women travelers. In addition, there will be a surge in the variety of products and services designed to meet the unique needs of this group.

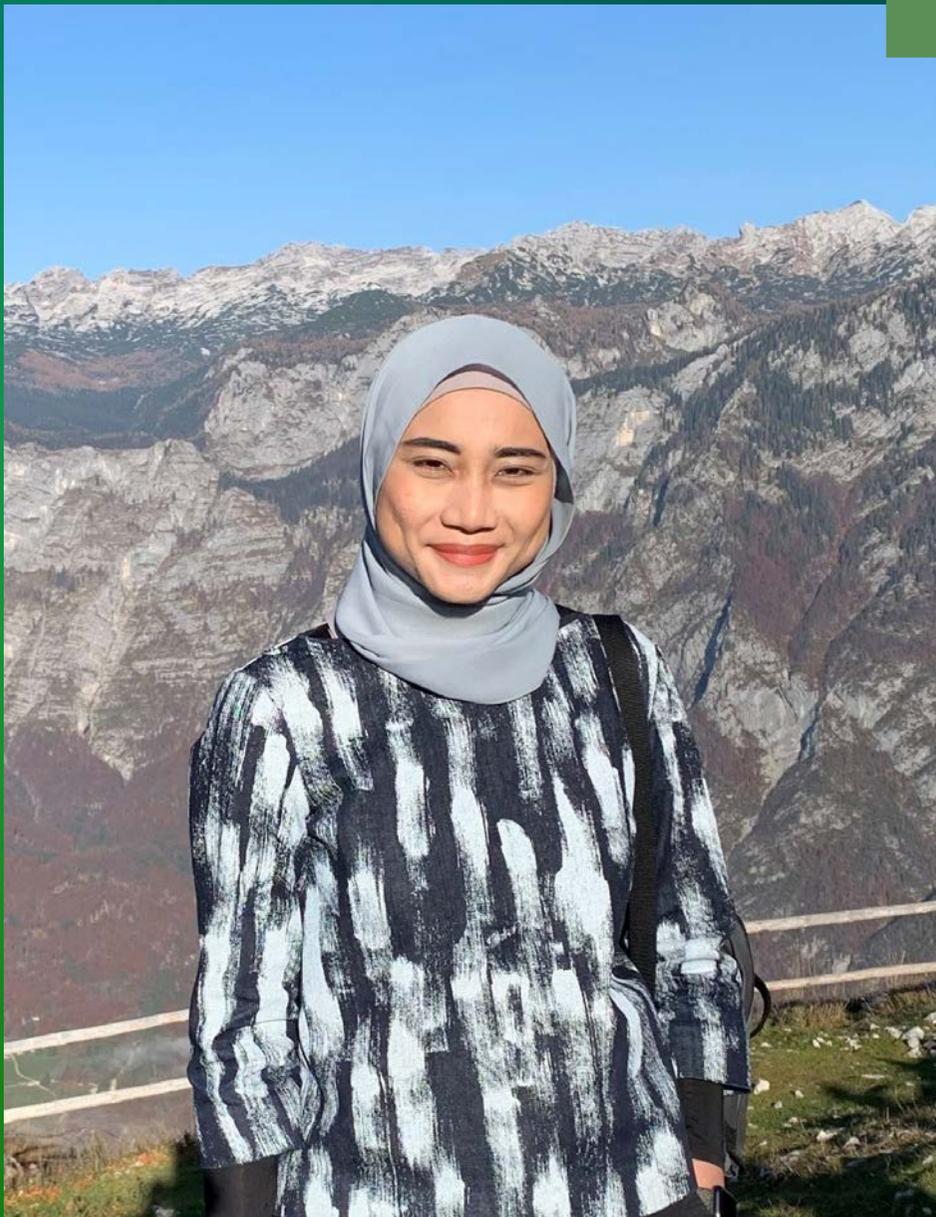
Many of these women are young, educated and actively participating in the workforce. With increasing financial freedom, along with the global trend of more women becoming empowered to travel, Muslim women too are joining this positive traveling bandwagon.

The MWIT Report also revealed that while 71% of Muslim women usually travel with their family, 29% also traveled in an all-female groups while

28% travel solo. Regardless of the travel party, the study affirms the influence these female travelers have over the trip planning.

Muslim women travelers from Southeast Asia will become a key tourist demographic as more social groups are created by Muslim women travelers for individuals to share travel-related content. In addition, destinations and service providers will be looking to provide more Muslim female-friendly services to capture this market.





Muslim women travelers are increasingly ubiquitous, be it traveling alone, with family and friends, for leisure, or for business. They are highly influential in trip planning regardless of the group setting they are in.

This means conscious travel decision-making when it comes to which accommodation to stay in, which halal establishment to dine at and which airlines to fly with.

Destinations and businesses should pay closer attention to the service touch-points of this segment, who are active travelers empowered by their faith, in order to better cater to their needs.

Raudha Zaini

Head of Marketing
Crescentrating & HalalTrip





HALAL GASTRONOMY TO THE MAINSTREAM

As Halal food becomes available in more destinations, services and operators will redesign their culinary activities to be inclusive and Muslim-friendly, pioneering a new wave of halal-centric gastronomy tours and activities.

Culinary tourism has been a popular trend over the past years but Muslim travelers were often unable to participate in such activities due to their halal dietary requirements. Muslim travelers, like any other traveler, are keen to try local cuisines of the host communities, participate in a cooking class, a food tour or a festival as a way of learning and immersing themselves in local cultures. With the Muslim travel market projected to be a USD 300 billion segment in 2026, this will lead to new developments and innovations in the food and beverage sector making halal culinary mainstream. Gone will be

the days where Muslims participating in gastronomic activities in non-OIC destinations are unheard of.

Many Asian countries looking to attract Muslim tourist dollars are already investing resources to meet this goal. Some destinations leading the way for this Halal Gastronomy landscape include Japan, South Korea, Hong Kong and Taiwan.





Muslim consumers now are more adventurous towards their dining choice thus indirectly pushing the culinary boundaries of many brands to turn to creative and unique Halal deliverables.

This is evident when you realise the increase in Halal food manufacturing and emergence retail Halal subsidiaries of major brands and corporations.

Chef Muhammad Kamal Bin Khamis

Emeritus President of Singapore Halal
Culinary Federation
Co-founder of KitchenSq





THE DAUD KIM EFFECT: AMIDST THE DIGITAL NOISE, YOUNG MUSLIMS FIND DAUD KIM RELATABLE

Daud Kim is a former Korean singer who has become a popular vlogger chronicling his journey into Islam. His YouTube channel has amassed over 1.1 million subscribers and contains more than 200 videos.

Viewers are attracted to his authentic personality and unique, simple style as he shares his daily learnings about the faith-based needs of Muslims. In his videos which are easy to follow and understand by both Muslims and non-Muslims, he takes his audience along his own journey in trying to better understand many Muslim practices such as Halal food, prayers and wudu and even the Hijab. These new experiences are laden with challenges such as overcoming stereotypes and misconceptions.

We acknowledge the “Daud Kim Effect” and the broad consequences that storytellers such as Daud Kim have in promoting a Muslim-friendly

environment and sharing the travel needs of Muslims to the broader world. This helps to dispel stereotypes and presents a renewed narrative of the Muslim community and Muslim-centric travels. Amidst the digital noise, Muslim Millennials and Gen Z Muslims find authentic voices such as Daud Kim especially appealing and relatable.

With its effective reach and raw messaging, the Daud Kim Effect will continue to play a positive role in changing mindsets and help improve the perception of Muslims travelers around the world. This will aid in creating a Muslim friendly travel environment. In 2020, this trend of user-generated content will pick up to inspire more content creators to share their own stories and help in shaping the Muslim friendly travel environment.





As a young Muslim studying communications and media studies, I find Daud Kim's videos to be effective and well produced. His stories are easy to follow and relatable.

Personally, I also find his type of content to be refreshing. They are lighthearted and dispel the harsh image sometimes associated with the faith.

With this, I am also comfortable with sharing his videos to friends and family. His style of communication cuts across cultures and resonates with almost everyone. Sometimes, these videos help me to think about deeper issues too, such as what it means to be a Muslim, and how best we can educate others about our faith in an inclusive manner.

Danishah Rosli

Video Content Manager Halaltrip





THE ERTUGRUL PHENOMENON

In addition to food, fashion, travel and just general thoughts, Muslims are sharing quotes and video clips related to stories from the past. The “Ertugrul Phenomenon” has arrived.

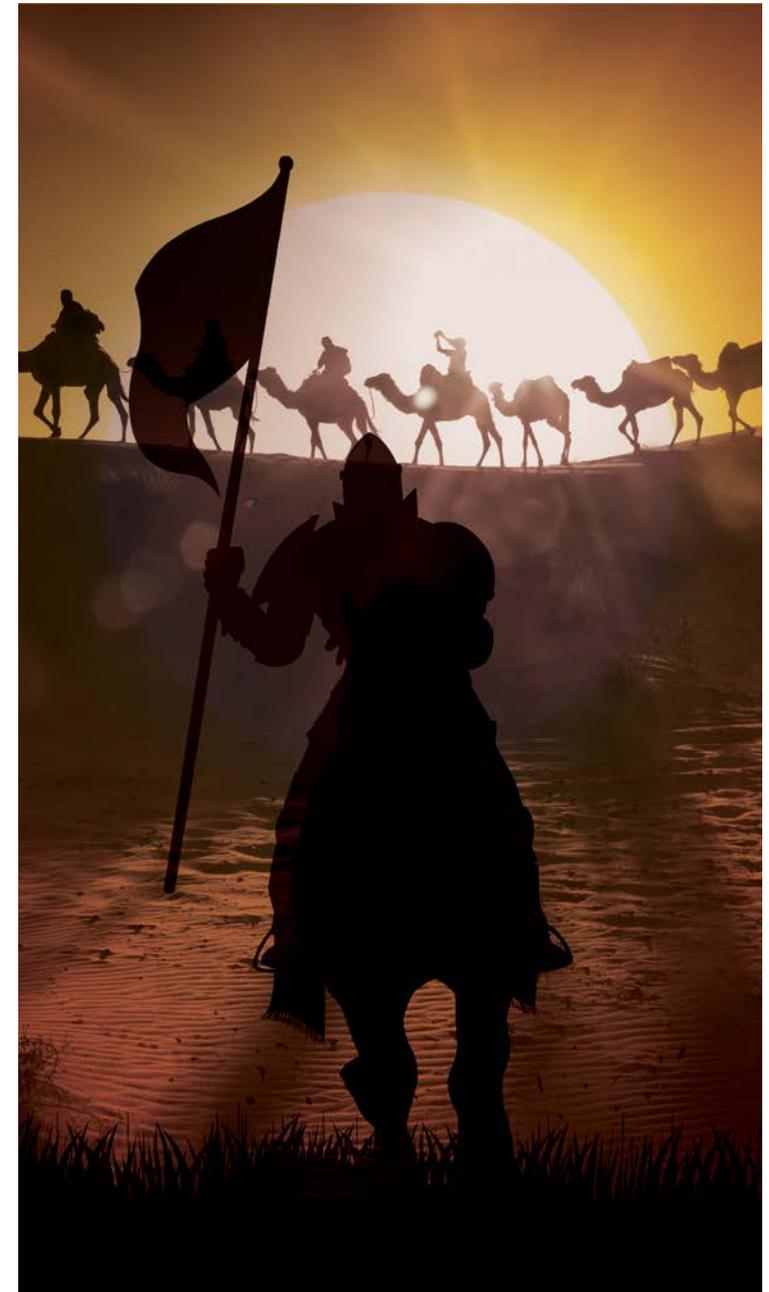
The “Ertugrul Phenomenon” has been spurred by a string of high quality and well-produced shows inspired by Islamic history and heritage. These include the caliph Omar Ibn Khattab series (2012), the sultan Abdul Hamid series (2017), Resurrection Ertugrul (2014) and more recently, Kurulus Osman (2019). Some of these are even aired on the popular video on demand platform Netflix. These shows have successfully broken the dearth of well-produced movies since the highly acclaimed “The Message” back in 1976.

Due to these shows spanning multiple episodes across many seasons, as opposed to standalone movies, it is aligned with the media consumption habits of today. Beyond entertainment,

these shows have effectively rekindled the interest of Muslims to better learn about these past figures as well as the places which these epic tales are set in.

The viewers are becoming curious and want to visit these historical sites for themselves. This is increasing the popularity of destinations in which these shows have been set in. “Sorgut”, a previously unknown town, is now a popular tourist destination. These shows are having the same effects as Lord of the Rings for New Zealand and K-Drama and K-Pop for Korea.

Due to the increasing popularity of such shows and their ability to offer audiences with entertainment that is different and unique in its educational content, we foresee more such programs on history and heritage to be available in 2020. Such edutainment will continue to play an important role in promoting destinations that can inspire travelers based on history.





DIVERSITY GUIDING RESPONSIBLE CONTENT SHARING

It has become increasingly difficult to ensure content online is accurate and inoffensive. While the debate continues on whether social media companies and governments should play a more active role in policing online behaviour, we do see the emergence of responsible content sharing of unique stories by diverse groups of people. Socially conscious Muslims travelers will be key contributors to this trend.

With more and more Muslims traveling around the world, they will continue to share their life experiences including travel stories. Audiences unfamiliar with the Islamic faith will find such content fresh and educational. In addition to presenting a common plane of understanding, such content also will highlight the unique challenges Muslims face in practising their faith.

Content shared by ordinary Muslims will continue to reveal universal values as well as everyday struggles. Dynamic and fresh content providers such as Daud Kim contribute to this volume and quality of diversity. In terms of regulating their own content-sharing behaviors, the socially conscious Muslim content creators are also guided by their faith's emphasis of information accuracy and responsible content sharing.

While misconceptions and negative content online will still exist, these will be countered by the variety of positive stories depicting the different ways in which their tradition is practised across different cultures and languages. This positive influence will serve as a reminder to nudge others to share content in a more responsible manner.





From the mundane to the monumental, these stories often provide a nuanced counterpoint to media and scholarly accounts that frame Islam and Muslim lives in terms of geopolitics or religious texts and debates. These stories give us first-hand accounts of Muslims' impressions of differences and commonalities among Muslims, between Muslims and non-Muslims, and how they navigate a world full of both wonder and beauty as well as discrimination and conflict.

A broader question we need to carefully consider, one I've sought to examine through my own anthropological research of the development of halal tourism, is whether these stories will affect and potentially challenge still-pervasive Orientalist and Islamophobic understandings of Islam and Muslim lives, and more recent disinformation campaigns that spread through social media.

Dr Attiya Ahmad

Associate Professor of Anthropology and
International Affairs
The George Washington University





RESURRECTION OF LOST HERITAGE SITES AND ISLAMIC HISTORY

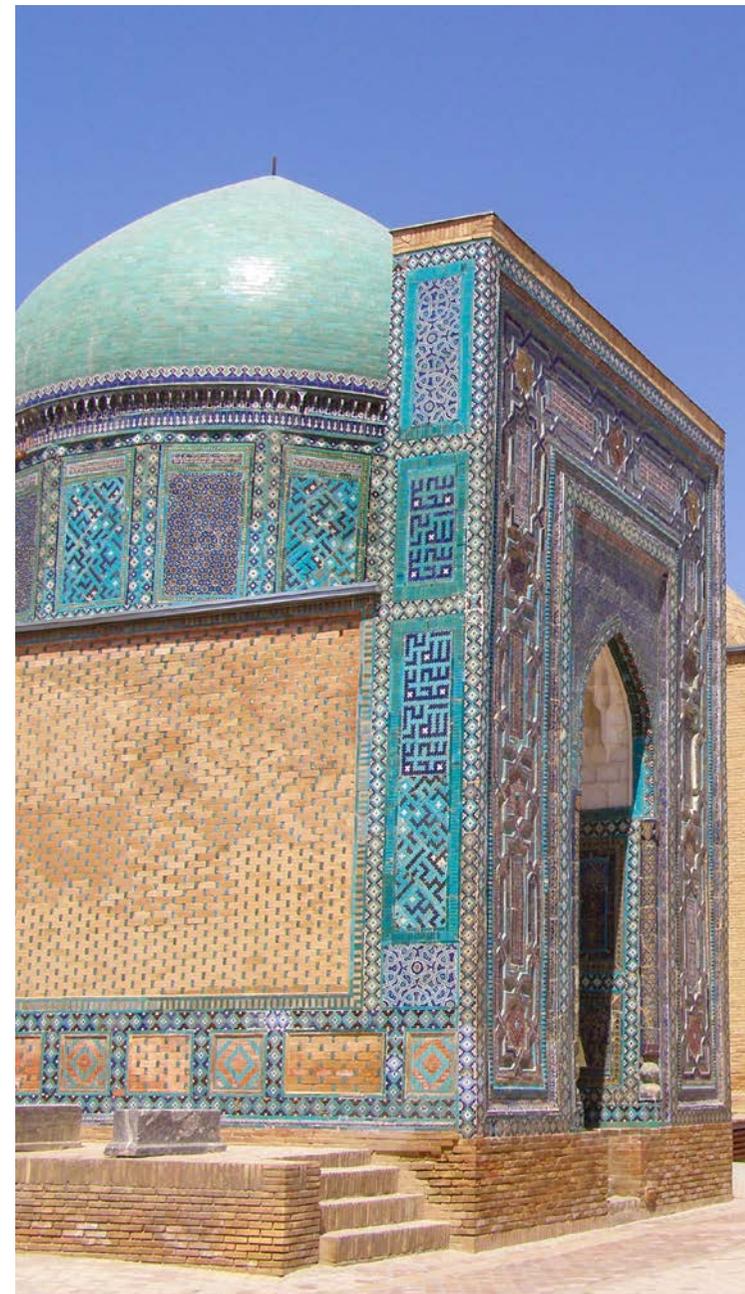
With moves to grow and promote tourism in Uzbekistan and Saudi Arabia (KSA), 2020 will see the resurrection of lost heritage sites.

Uzbekistan is home to many important religious and historical monuments and was the birthplace of renowned Muslim clerics and scholars such as Imam Al Bukhari. This brings opportunities for the development of a new form of tourism known as Ziyarah (Islamic pilgrimage) which is unique to the country. For the past two years, the country has been investing in building the necessary infrastructures, building hotels, relaxing visa requirements and simplifying the visa process to encourage more tourists.

Similar to Uzbekistan, tourism has become a strategic focus for Saudi Arabia (KSA) in a move to reduce dependency from the petroleum sector and diversify their economy.

2019 was a historic moment for the kingdom as tourist visas were made available to over 49 countries with plans to add more countries to the list. As the birthplace of Islam and home to some of the religion's most holiest sites, Saudi Arabia too has huge potential in developing its own "Islamic Heritage tourism" - an extension of its traditional umrah and hajj. Saudi Arabia has no shortage of key landmarks and places that hold historical significance in the development and growth of the religion. In addition, it also has a number of civilization ruins and traces of lost cities and kingdoms. To date, thirteen ancient towns have been discovered and it is believed that there are many others.

More OIC destinations will embrace this trend and uncover heritage that may be of interest to Muslim visitors.





In 2020, Uzbekistan is expected to bring more opportunities to increase its 6.7 million foreign arrivals. ISESCO has assigned the ancient city of Bukhara as the cultural capital of the Islamic world and another UNESCO prescribed city of Khiva was chosen as the Cultural capital of the Turkic-speaking nations.

Uzbekistan is home to many important religious and historical monuments and were the birthplaces of renowned Muslim clerics and scholars such as Imam Al Bukhari, At Tirmizi, al-Beruni, al-Kwarizmi, Ibnu Sina and Bahauddin Naqshbandi. This brings opportunities for the development of a new form of tourism known as “Ziyarah tourism”, a term coined by Shavkat Mirziyoyev, the President who prioritized the sector as the key to its economic growth.

For the past two years, the country has been investing in building the necessary infrastructures, building hotels, visa-free entry for 86 countries and over 50 countries with e-visa facilities.

The country lies on the crossroads of the historic Silk Road and it has opened the borders with 4 neighbouring countries making it possible for anyone to enjoy the combined tours around the region. Further it is a great stop over on the way to Saudi Arabia to perform Umra and Hajj.

Temur Mirzaev

Director of the “Silk Road office”
under the Tourism ministry of Uzbekistan





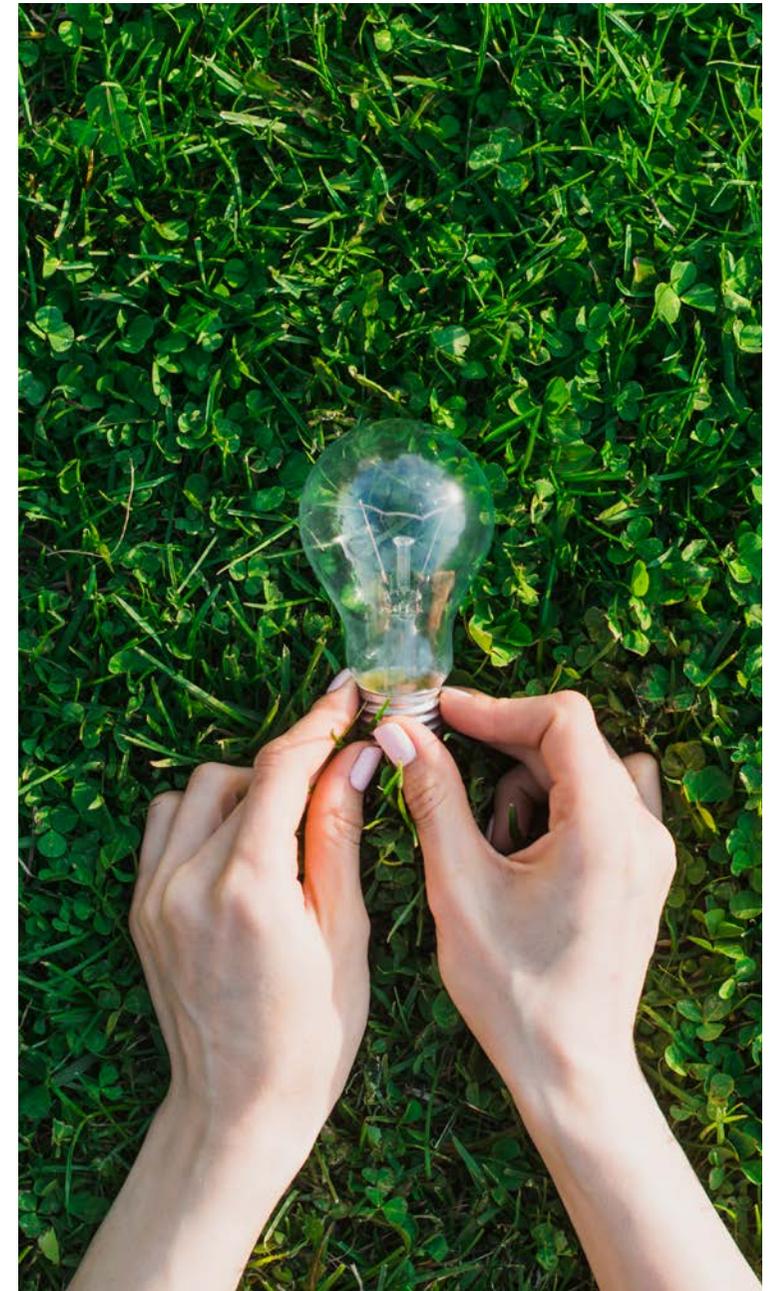
SUSTAINABILITY AS CORE FOR HALAL TRAVEL

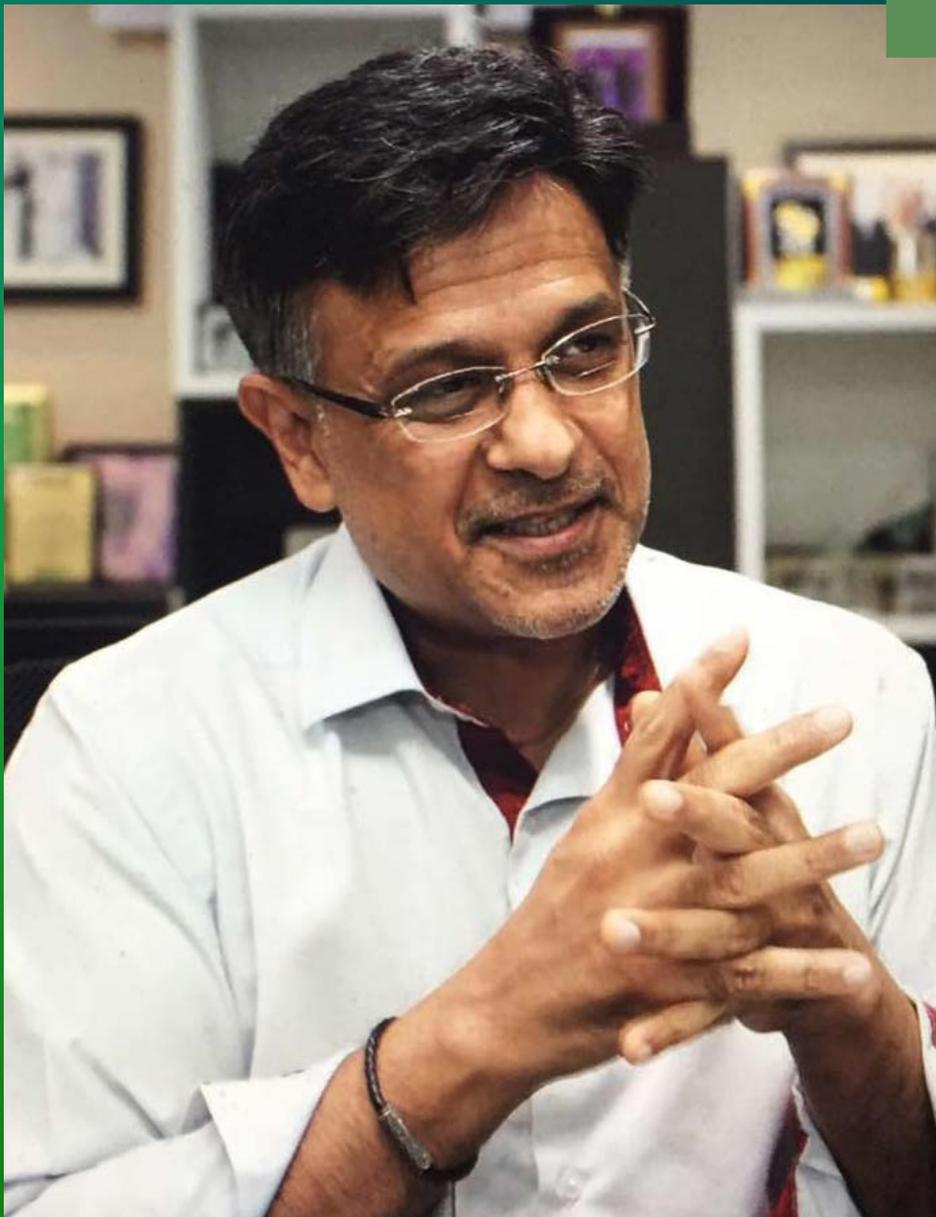
Sustainability will become increasingly central in shaping both business and consumer decisions in the tourism sector.

The United Nations and the media have played important roles in raising the awareness on several sustainability concerns related to tourism. This includes overtourism and the negative environmental and cultural impacts that travel can have. In the spotlight are also concerns such as plastic usage and climate footprints. In addition, the general wellbeing of all stakeholders in the value chain, and not just visitors, are coming to the forefront.

Future travelers, especially the younger travelers, will begin to reward destinations and companies that are able to provide quality services while being eco-friendly and culturally respectful. They will be willing to pay a

premium to enjoy the comforts of their travel experience knowing that they are not compromising on the environment. In 2020, more companies in the travel industry will realize the real economic and social benefits of including sustainability in their business models. Technology, innovation and travel efficiency will continue to play key roles in managing the costs associated with sustainability.





Muslims, as global responsible citizens, need to understand their carbon foot-print on tourism, from choice of travel to place of travel to choice of stay and food consumption. Today, the aviation sector contributes about 2% of the global carbon emissions, and the #flightshame hashtag, started in Nordic countries, has been trending, has created an awareness, and has resulted in behavior modification in some travelers. The Time Person of Year, teenage climate activist, Greta Thunburg, is followed by many young Muslims.

Muslim travelers must be conscious of their carbon footprint on air-travel. Yes, it can become an inconvenience, but can we take a train, hence, short distances to vacations/travels? Book short haul flights? Book flights with airlines that have made pledges to reducing their carbon footprint and in-cabin food waste.

Then, there are issues of destination cities, motels to hotels to resorts, and foods for Muslims to consider. Today, one can find resilient cities. One can stay at sustainable hotel brands, or, research sustainable initiatives at hotels, like water conservation, recycling and waste reduction, etc. Finally, investigate about the carbon-foot print, food miles, of the food served at the hotel, (halal) restaurants, etc., If sourced locally, it's ideal, as healthier and helping the local economy.

Human activity has made climate a mega-trend, and, at minimum, we travelers, be it for vacation or business, all have a responsibility to undertake research to lower our carbo-foot print without much inroads into our lifestyle. Some call it stewardship and some call sustainable tourism.

Rushdi Siddique

Co-Founder & CEO of Vaistra Tech Inc.





UMRAH DIY: TECH INNOVATION AND THE GOLD RUSH FOR BEHAVIOUR DATA

With the launch of the new electronic tourist Visas to Saudi Arabia (KSA) and having the Umrah services inventory online, the next battle of the Umrah market will be in the digital space.

Within this segment, there will be increasing competition to cater to the needs of those doing Umrah on their own. Technology will be key in facilitating multiple Umrah travel needs and touchpoints for this group. This includes learning about the customs, rituals and Umrah locations via 360-degree live video streams, receiving guided augmented tours via smartphones and sharing their experiences during Umrah via high-speed connections. Pilgrims will also be connected to one another via traditional as well as crowdsourced news. As technology continues to advance and becomes more ubiquitous in the Umrah experience, it will help to create a more connected and better Umrah experience.

In addition to technology, the information and insights which can be processed from the data of over 20 million Umrah travelers cannot be overstated. Such data can be used to improve the quality of DIY Umrah by better analyzing the behaviors and needs of travelers. Travelers can be better catered based on differences related to their country-of-origin, gender, age and even purchasing habits. Use of such data can help better personalize the Umrah experience and truly create a hospitable climate catering to the global audience.

One of the key factors towards the successful diffusion of technology and implementing data-driven decisions is strong leadership driving such culture. The KSA is well positioned to address the needs of future pilgrims and deliver an Umrah experience that is truly life-changing and of better service quality.





Technology has always been a key component in service. With the fourth industrial revolution, service industries such as Umrah will also experience significant changes. Travelers will turn to multiple integrated technologies that can elevate their Umrah experience. As for Umrah service providers, they need to move beyond providing basic education and logistics support to truly delivering exceptional service experiences for consumers.

Service powered by data will be their means to differentiate, and there are multiple service moments of truth in Umrah travel for them to deliver personalized and delightful interactions with their Umrah pilgrims.

Nurhafihz Noor

PhD Researcher
(Services Marketing and Information Systems)





TRANSITION POINT IN HALAL LIFESTYLE EVENTS

In the last decade, there has been a marked increase in the number of Halal lifestyle events held across the globe. Besides travel, event themes range from food, fashion to finance. Some of these events are catered to the industry, while others are for consumers. In addition, some are standalone, while others are hosted alongside leading trade shows. One example is the Halal in Travel Asia Summit held during the ITB Asia conference.

Going forward, Halal lifestyle events will no longer be in the emergent phase of the conference and exhibitions industry. Their maturity will be signalled by a shift towards better quality. Countries such as Malaysia, Indonesia, UAE, Turkey etc. will be able to solidify their positions with major high quality annual anchor events both for trade and consumers. However, in order to stay ahead and relevant, they will need

to come up with innovative ideas and groundbreaking topics and discussions, as well as tangible conference outputs to advance the Halal lifestyle space.

The improved experience of Halal lifestyle events will lead to more positive networking effects. Participants to such events will see more opportunities to form quality networks.

This positive trend is a natural, iterative progression stemming from the volume and variety of events currently available. Despite the increasing role of digital, Halal lifestyle events will continue to play an important part for the Halal industry to regroup, rethink and rejuvenate. They represent prime opportunities for both organisational as well as professional growth.





Halal lifestyle B2B events are also emerging in Muslim-minority countries especially in Western countries. UK, Canada, Germany, USA already have or will be having their first B2B events in 2020. So in some parts of the world, Halal events are still in the emerging phase. However, these Halal events gained experience from the leading ones in the industry like MIHAS. As an example, Canada Halal Expo (first of its kind in North America), offered a high quality networking platform while considered as small in terms of exhibition space.

For now, in Western countries Halal events are mostly consumer based, but they are adding B2B sections or creating standalone trade-shows like in France and the UK. Africa, with over 635 million muslims, will be hosting its first World Halal Expo this year, in Nigeria.

Mamadou Ndiaye

CEO of Appsaya
Appsaya is a Networking App for events





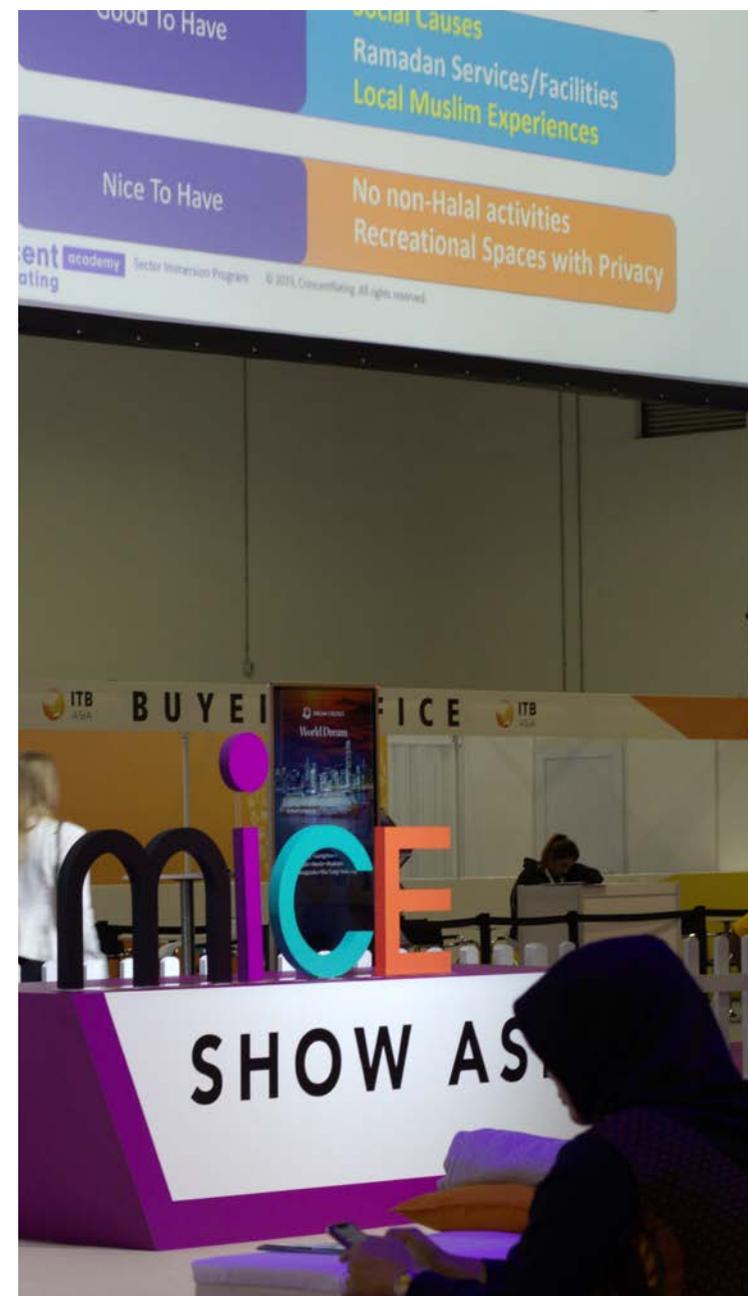
MUSLIM BUSINESS TRAVELERS AS SERVICE CATALYSTS

The Meetings, incentives, conferences and exhibitions (MICE) sector has been slow to respond to the growth of the Muslim market. Especially the Conference and Exhibition segment. Most venues did not have the basic Halal food or prayer space facilities.

That is beginning to change now. The wave of Muslim travel influence is spreading to the MICE sector. ITB Asia 2019 had a very prominent Halal Cafe. It has had a prayer space for a few years now.

Driven by the growing number of Muslim business travelers to exhibitions and conferences, 2020 will continue to see a growth in Halal-inclusive events and venues. Event and meeting planners are starting to integrate

Muslim friendly amenities in their activities. Besides halal food, prayer spaces are set up for Muslims to use in between meetings. Meetings or conference programs are also accounting for prayer breaks on Fridays.



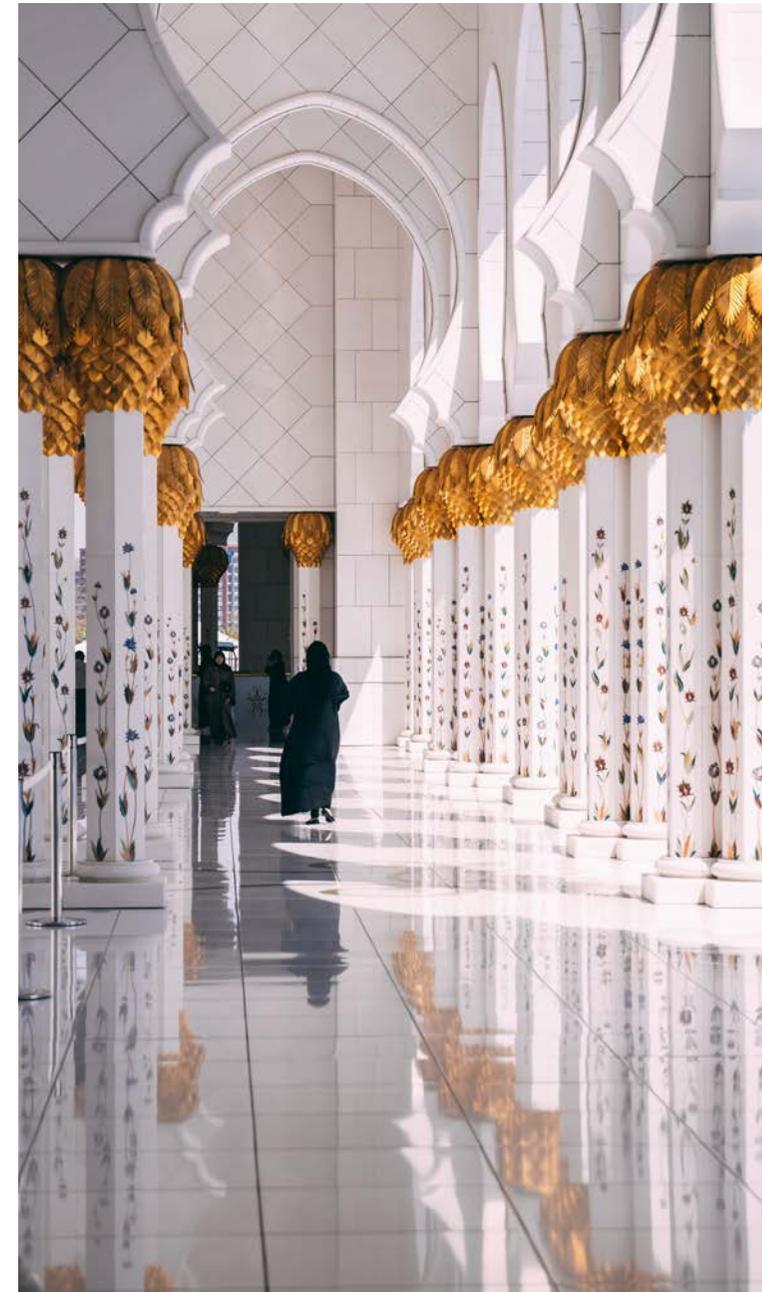


REFRAMING HALAL TOURISM FOR INBOUND MARKETS

The last several years have witnessed both OIC and non-OIC destinations racing to capture the Halal travel market by building their capability and capacity. But for some destinations, such efforts are giving rise to misunderstandings that are stifling growth.

Destinations that have predominantly been a non-Muslim travel destination may find obstacles driving the Halal tourism or the Muslim friendly narrative. This is largely due to misunderstandings and lack of awareness among stakeholders on what Halal tourism is about. Some local communities of the destinations fear the loss of local culture and heritage if “Halal tourism” is promoted.

On the other hand, some destinations are keen on attracting and catering to the Muslim travel market but have reservations of adopting Halal tourism with the worry of possibly alienating and driving away non-Muslim tourists. These issues give rise to a pressing need to redefine and reframe what halal tourism is to mitigate such obstacles. There is a need to reiterate to stakeholders that Halal tourism ultimately emphasizes an inclusive environment and does not refer to being Muslim-exclusive.





The main challenge facing destinations that are willing to cater to the Halal tourism/Muslim friendly travel is making balance between catering to non-Muslim and Muslim travelers. In this regard, innovation has become compulsory in the quest to achieve long term competitiveness. Absence of sufficient degree of innovation may pose a serious risk to the competitiveness in the Tourism market. I believe this is the right time for entrepreneurs in the Halal space to play an important role. There are many opportunities that need to be explored and transferred into halal tourism product/services; not only for Muslim but also for non-Muslim travelers. There are some spheres of Halal travel which will be equally suitable for the non-Muslim market. Entrepreneurs must act now to prepare the Halal Travel Market for a future led by innovation and technology and to build scalable, digitally enabled business models to reduce the concerns of destinations and businesses.

Dr Mohamed Battour BSc(Hons), MSc, PhD

Associate Professor
Faculty of Leadership & Management
Universiti Sains Islam Malaysia





FUTURE READY TRAVEL SECTOR FOR GEN Z AND GEN ALPHA

In the year 2020, Gen Z Muslims will be in the workforce and playing a key role in determining the next phase of Halal travel. In addition, Gen Alpha will also play an important part in shaping the travel behaviors of families. The travel sector in 2020 needs to be future-ready for both these generations.

Similar to their Gen Y or Millennial predecessors, Gen Z Muslims prefer travel experiences that are authentic, affordable and accessible. However, they are also highly adaptable to different cultures and contexts and are able to successfully juggle their travel limitations. In this aspect, service providers and destinations need to be able to cater to the faith-based service needs of Gen Z.

Gen Alpha probably first learnt to use their fingers to both point to objects as well as swipe smartphones. Technology

is deeply embedded with Gen Alpha. In this aspect, parents seeking a getaway will welcome destinations and services that can fulfil the needs of their Gen Alpha kids. Services can alleviate the worries faced by parents by signalling to them in advance that they welcome and are well-equipped to take care of Gen Alpha. This can include providing tailored edutainment and activities suitable for Gen Alpha during various travel touchpoints, as well as special family discounts and packages.

The benefit of catering to Gen Z and Gen Alpha in their early travel stages is the ability to develop a relationship between them and the travel industry. This will leave a positive impact and can create loyalty for the travel sector for more generations to come.





To be a part of the local scene, to eat like the locals, and live within them – this is the authentic experience Gen Zs want to savor when we are at a destination. Traveling to us is more than just paying visits to places for ‘tourists’. In fact, our generation of travelers wants to support animal sanctuaries, local businesses and communities, each adding value to our travels.

Gen Alpha is or will soon be decision-makers of family travels. The travel industry will envision a plethora of travel styles, led by these generations. Today, travel sites are starting to shift their focus to Gen Alpha by creating content specifically for this generation like travel discovery books, travel packages that are packed with adventure and extremely user-friendly apps. These sites will create brand loyalty among Gen Alpha in the long run.

While these generations are exploring new destinations, they still face similar challenges as Muslim travelers. This includes the availability of Halal food, the privacy to practice their faith and the peace of mind to travel in a foreign country. Destinations that are serious in making travel an asset of their country will have to invest time and resources to suit the needs of these travelers.

Hazirah Jamaludin

Content Manager, HalalTrip



ACKNOWLEDGEMENTS

Dr Attiya Ahmad

The George Washington University

Kareemah Ashiru

@HijabiGlobetrotter

Nabilah Ayunni

Crescentrating

Nur Zhafirin Bin Nor Azhar

National University of Singapore (Undergraduate)

Barkathunnisha Abu Bakar

Elevated Consultancy and Training

Dr Mohamed Battour

Universiti Sains Islam Malaysia

Ustaz Dr Muhammad Haniff Bin Hassan

S. Rajaratnam School of International Studies (RSIS)

Aisha Islam

Mastercard

Hazirah Jamaludin

HalalTrip

Muhammad Kamal Bin Khamis

KitchenSq LLP

Dr Sari Lenggogeni

Universitas Andalas

Sujimi Bin Mohamed

Dreamcation Cruises And Tours

Temur Mirzaev

Tourism ministry of Uzbekistan

Mamadou Ndiaye

Appsaya

Nurhafihz Noor

PhD Researcher

Danishah Rosli

HalalTrip

Rushdi Siddiqui

Vaistra Tech Inc

Dr Eunice Tan

Murdoch University

Shinya Yokoyama

Food Diversity Inc

Raudha Zaini

Crescentrating & HalalTrip

Report Designed by

Hannan Design Studio

contact@hannandesignstudio.com



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



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.



Destination Marketing

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



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.



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

Talk with our Experts...



Find out how you can better connect with Muslim travelers.

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.

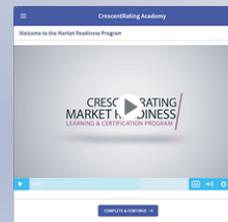


Level 2

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

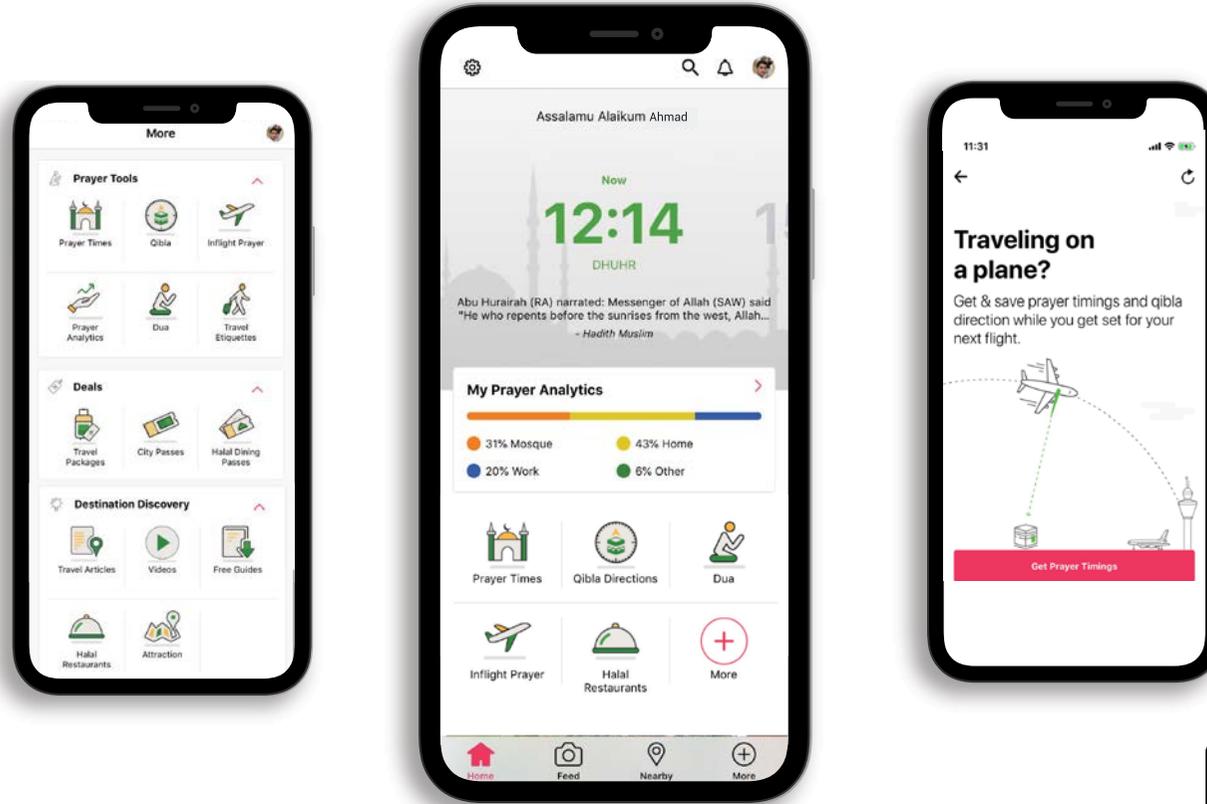
online | learning | certification

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



*Available in multiple languages



MASTERCARD-HALALTRIP BENEFITS PROGRAM

Exclusive and unique offers to Mastercard cardholders in Indonesia and Malaysia



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

go

inspire others



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.



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.

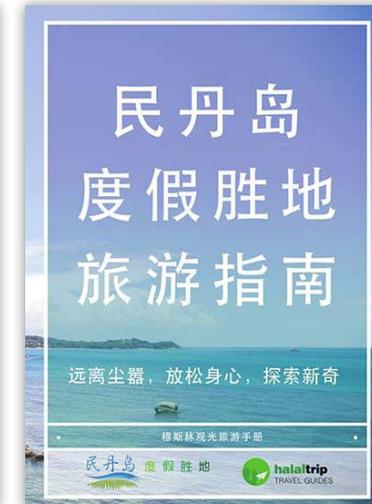
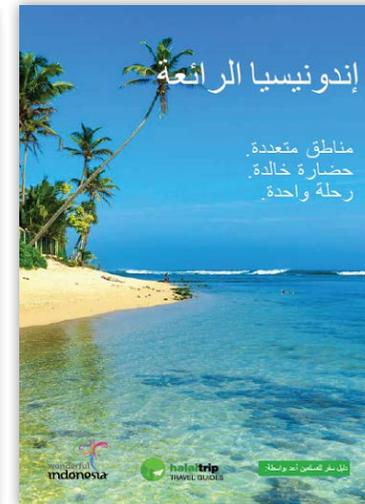
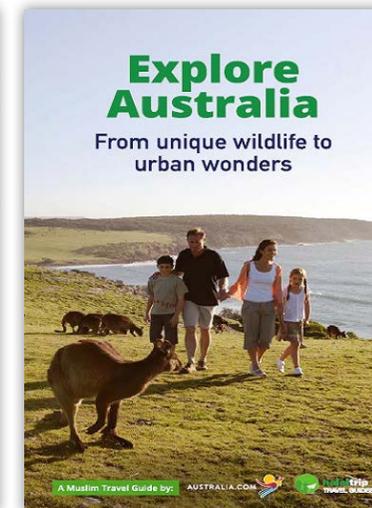
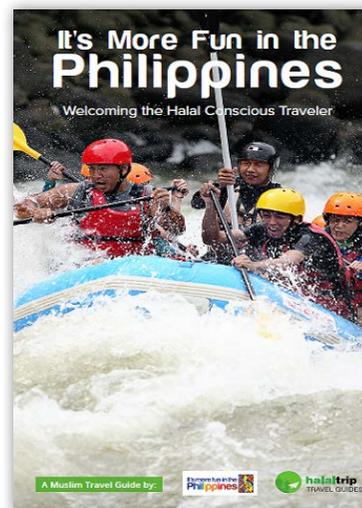




Downloadable Muslim Visitor Guides in partnership with Destinations

Access the latest Downloadable Muslim visitor guides on Halaltrip mobile app or halaltrip.com

www.halaltrip.com/downloadable-halal-travel-guides/





CONFIDENTIALITY, DISCLAIMER AND CONTACTS

Any exploitation and usage which is not explicitly allowed by copyright law, of this publication requires prior consent of the publisher. All information contained in this publication has been researched and compiled from sources believed to be accurate and reliable, during development. However, in view of the natural scope for human and/or mechanical error, CrescentRating and Mastercard accept no liability whatsoever for any loss or damage resulting from errors, inaccuracies or omissions affecting any part of the publication. All information is provided without warranty. CrescentRating and Mastercard or their affiliates make no representation of warranty of any kind as to the accuracy or completeness of any information hereto contained. Descriptions of, or references to, products, publications, organizations or individuals within this publication do not imply endorsement of any product or publication, organization or individual.



CrescentRating Pte. Ltd.

80 Changi Road,
#05-12 Centropod Singapore, 419715
Tel: +65 6702 4098
Email: info@crescentrating.com
Web: www.crescentrating.com



Mastercard Asia/Pacific Pte Ltd

3 Fraser Street | DUO Tower
Level 17 | Singapore 189352
Tel +65 6390 6576
Email: mylene.ong@mastercard.com

January 2020

Mastercard-CrescentRating
Halal Travel Frontier 2020



crescent
●●●●●●●● rating