

FAZAL BAHARDEEN (@fazalbahardeen)

C R E S C E N T
CREATING



muslim travel
WAREHOUSE



halaltrip



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C R A T I N G

Global Muslim Travel Index (GMTI)

GMTI 2015

Kuala Lumpur, March 2015

GMTI 2016

Jakarta, March 2016

The PREMIER
resource for

Governments

Tourism Boards

Travel & Hospitality Services

To realign strategies
and attract the
Muslim traveler



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Global Muslim Travel Index (GMTI)

- The most **comprehensive research**
- **Tracks** the health and growth
- **Benchmarks** destination's progress

Governments

Tourism Boards

Travel & Hospitality Services

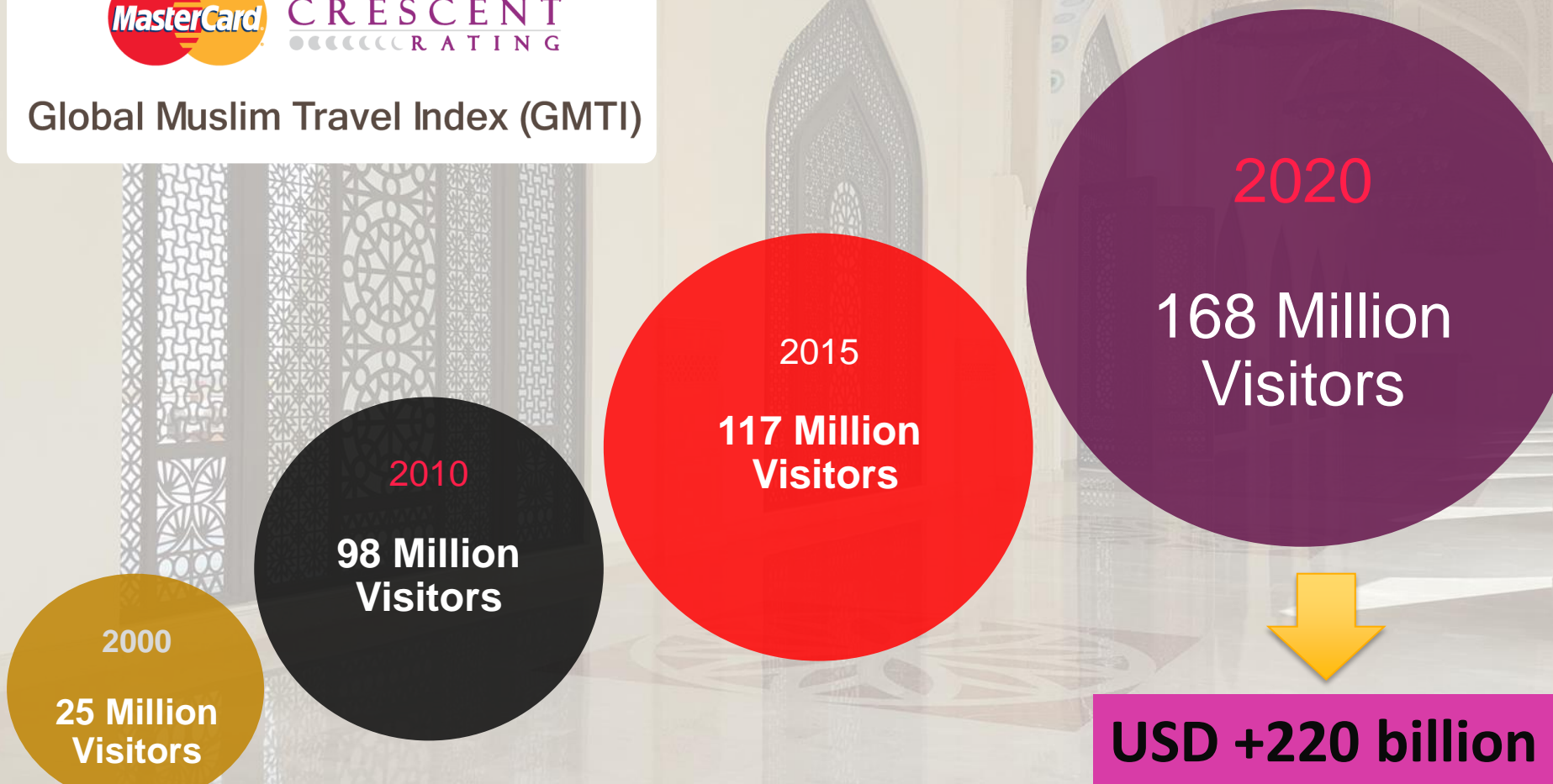
Investors

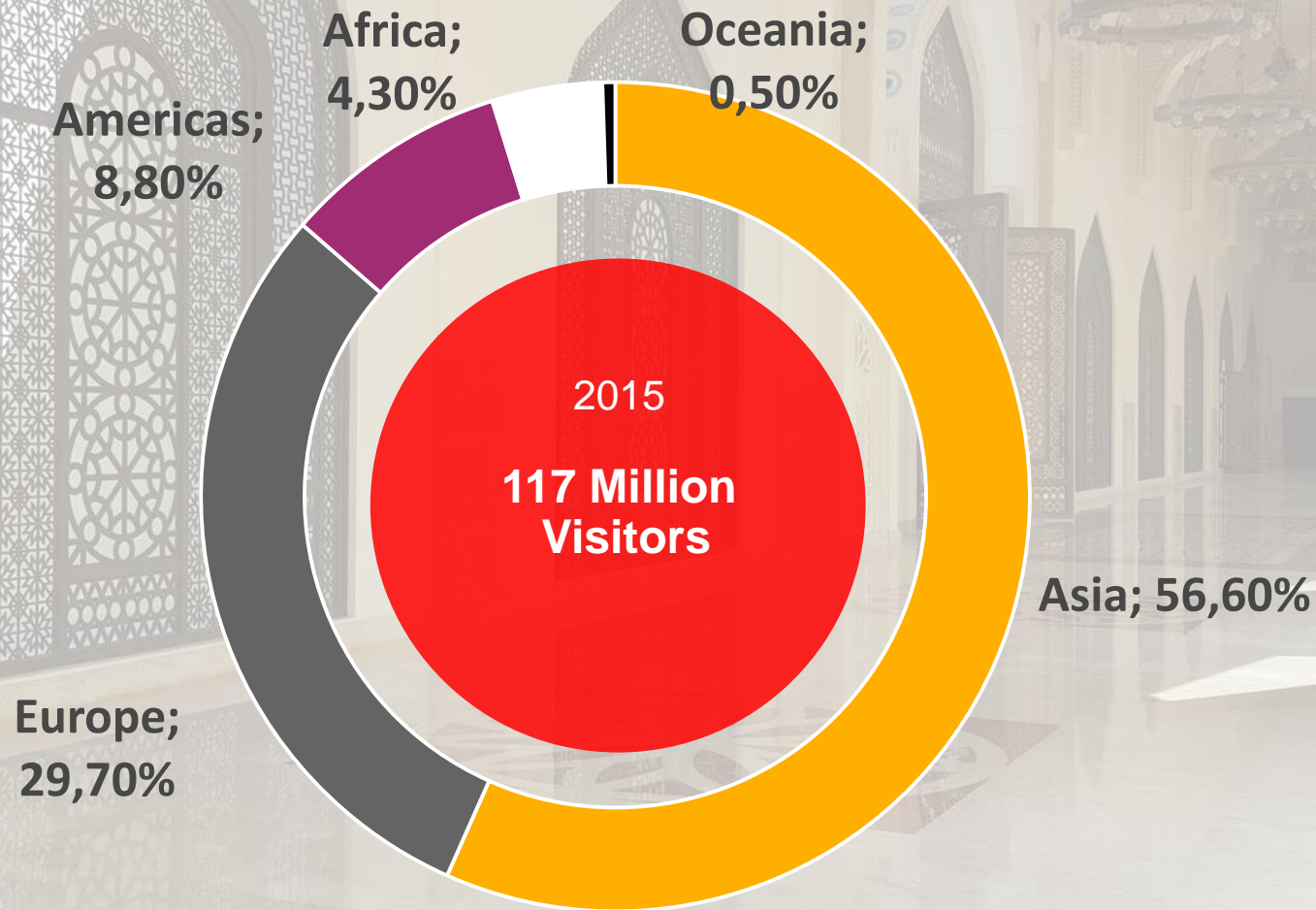
Travelers



CRESCENT
RATING

Global Muslim Travel Index (GMTI)







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Global Muslim Travel Index (GMTI)

2015

100 Destinations

29 OIC
71 non-OIC

2016

130 Destinations

48 OIC
82 non-OIC





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Global Muslim Travel Index (GMTI)

Family-friendly holiday & safe travel destination

1. Family-friendly Destination
2. Muslim Traveler & General Safety
3. Muslim Visitor Arrivals

40% Weightage

Muslim-friendly services & facilities at the destination

4. Dining options & Halal assurance
5. Access to prayer places
6. Airport facilities
7. Accommodation options

40% Weightage

Halal awareness and destination marketing

8. Ease of communication
9. Muslim Traveler needs awareness & outreach
10. Air Connectivity
11. Visa Requirements

20% Weightage



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Global Muslim Travel Index (GMTI)

TOP 10 2016

1	Malaysia	=
2	Turkey	+1
3	UAE	-1
4	Saudi Arabia	+2
5	Qatar	=
6	Indonesia	-2
7	Oman	=
8	Jordan	+1
9	Singapore	+1
10	Morocco	-2

Score Comparison by Region	Americas	Europe	Africa	Oceania	Asia	GMTI Average
2016 GMTI Average Score	31.6	39.2	43.1	43.1	56.5	43.7
2015 GMTI Average Score	30.4	36.9	44.9	41.6	55.1	43.8
Family-friendly Destination	47.2	51.3	38.9	50.9	47.3	46.4
Muslim Traveler and General Safety	80.0	81.9	76.5	90.7	84.6	81.2
Muslim Visitor Arrivals	3.5	13.1	12.5	5.4	27.2	14.9
Dining Options & Halal Assurance	16.7	29.3	48.8	36.0	61.0	40.7
Access to Prayer Spaces	20.6	26.9	68.9	24.7	71.5	48.4
Airport Facilities	15.0	22.5	31.8	41.9	60.3	34.5
Accommodation Options	18.6	24.1	17.6	21.7	37.3	25.2
Ease of Communication	25.5	35.9	28.6	61.6	43.5	34.9
Muslim Travel Needs Awareness and Outreach	5.0	11.5	18.8	24.6	31.0	17.8
Air Connectivity	7.8	40.8	18.2	13.3	53.0	31.9
Visa Requirements	64.7	59.2	59.6	62.8	67.8	62.9

Top 20 OIC	2016 Score	2015 Score
Top 20 OIC Average GMTI	66.6	65.8
Family-friendly Destination	45.2	45.7
Muslim Traveler and General Safety	84.4	89.9
Muslim Visitor Arrivals	38.9	29.8
Dining Options & Halal Assurance	82.0	81.8
Access to Prayer Spaces	99.0	99.0
Airport Facilities	77.9	76.9
Accommodation Options	45.3	46.2
Ease of Communication	59.6	58.7
Muslim Travel Needs Awareness and Outreach	33.1	49.2
Air Connectivity	57.4	-
Visa Free Travel	69.5	-

Classification of OIC member states – Feb 2016 Report

Group A – Leaders	Group B – Best Positioned for Growth	Group C – Potential for Growth	Group D – Need to Develop		
Malaysia	Saudi Arabia	Brunei	Kazakhstan	Djibouti	Guinea
Turkey	Qatar	Tunisia	Bangladesh	Syria	Guinea-Bissau
United Arab Emirates	Indonesia	Kuwait	Algeria	Yemen	Iraq
	Oman	Iran	Azerbaijan	Afghanistan	Libya
	Jordan	Bahrain	Pakistan	Guyana	Mauritania
	Morocco	Maldives	Kyrgyz	Suriname	Palestine
		Egypt	Senegal	Benin	Somalia
		Comoros	Uzbekistan	Burkina Faso	Sudan
		Turkmenistan	Tajikistan	Cameroon	Mali
			Lebanon	Chad	Niger
			Albania	Cote d'Ivoire	Sierra Leone
			Nigeria	Gabon	Togo
			Mozambique	Gambia	Uganda

March

Global Muslim Travel Index 2016

June

Ramadan Travel Report 2016

October

Muslim Business Traveler Report 2016



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ITB
Asia

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Strategic Partner

Halal In Travel
Asia Summit 2016



November

Muslim Friendly Airport Index 2016

December

Muslim Travel Shopping Index 2016

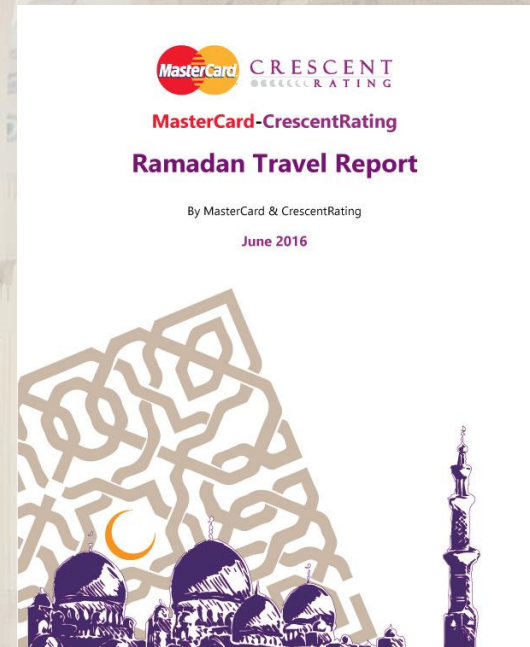
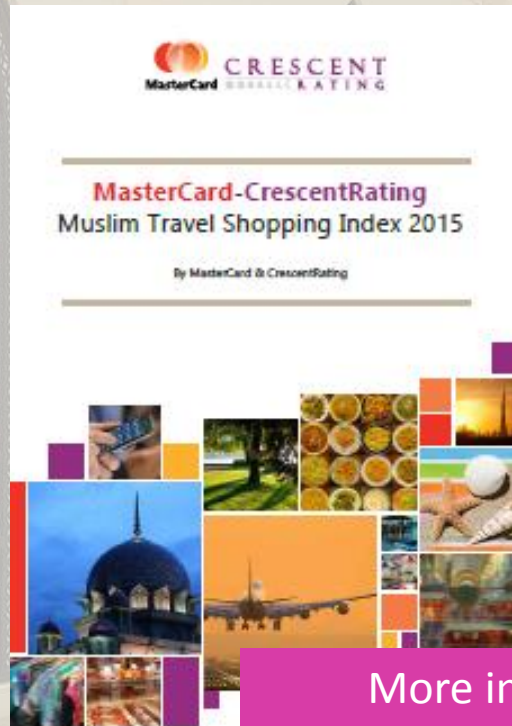
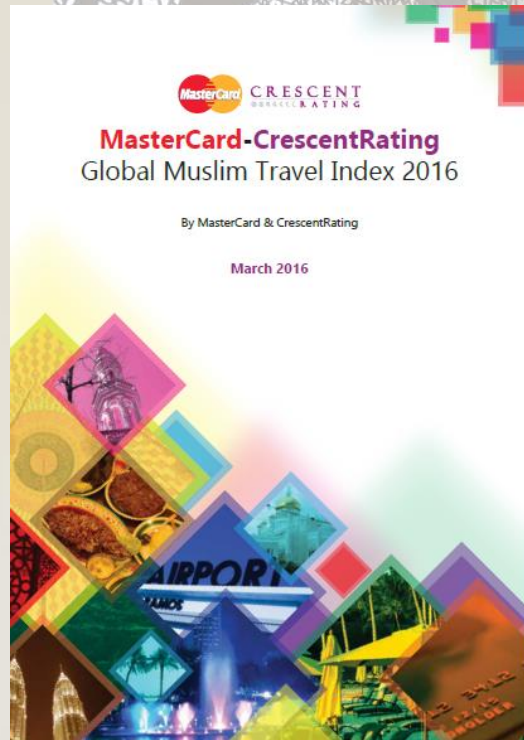
Opportunities



OIC
Destinations

New
Products &
Services

Innovation
& Startups



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Destinations & Travel Services



The world's leading authority on Halal Travel & Tourism

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Muslim Travelers



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Thank You!