

# **MUSLIM FRIENDLY TOURISM (MFT) MARKETING IN TURKEY**

**Turkish Ministry of Culture and Tourism  
Directorate General of Promotion**

# About Turkey

- ✓ Member of United Nations since 1945
- ✓ Member of UNESCO since 1945
- ✓ Member of Council of Europe since 1949
- ✓ Member of NATO since 1952
- ✓ Member of OECD since 1961
- ✓ Member of World Tourism Organization since 1975
- ✓ Candidate for European Union since 2005
- ✓ Member of The United Nations Security Council 2009-2010

# COMCEC

As one of the four Standing Committees of the OIC, COMCEC was established by the Third Islamic Summit Conference held in Mecca/Taif, in 1981. It became operational at the Fourth Islamic Summit Conference held in Casablanca, Kingdom of Morocco, in 1984, with the election of the *President of the Republic of Turkey* to its Chairmanship and convening of its first ministerial level meeting in the same year.

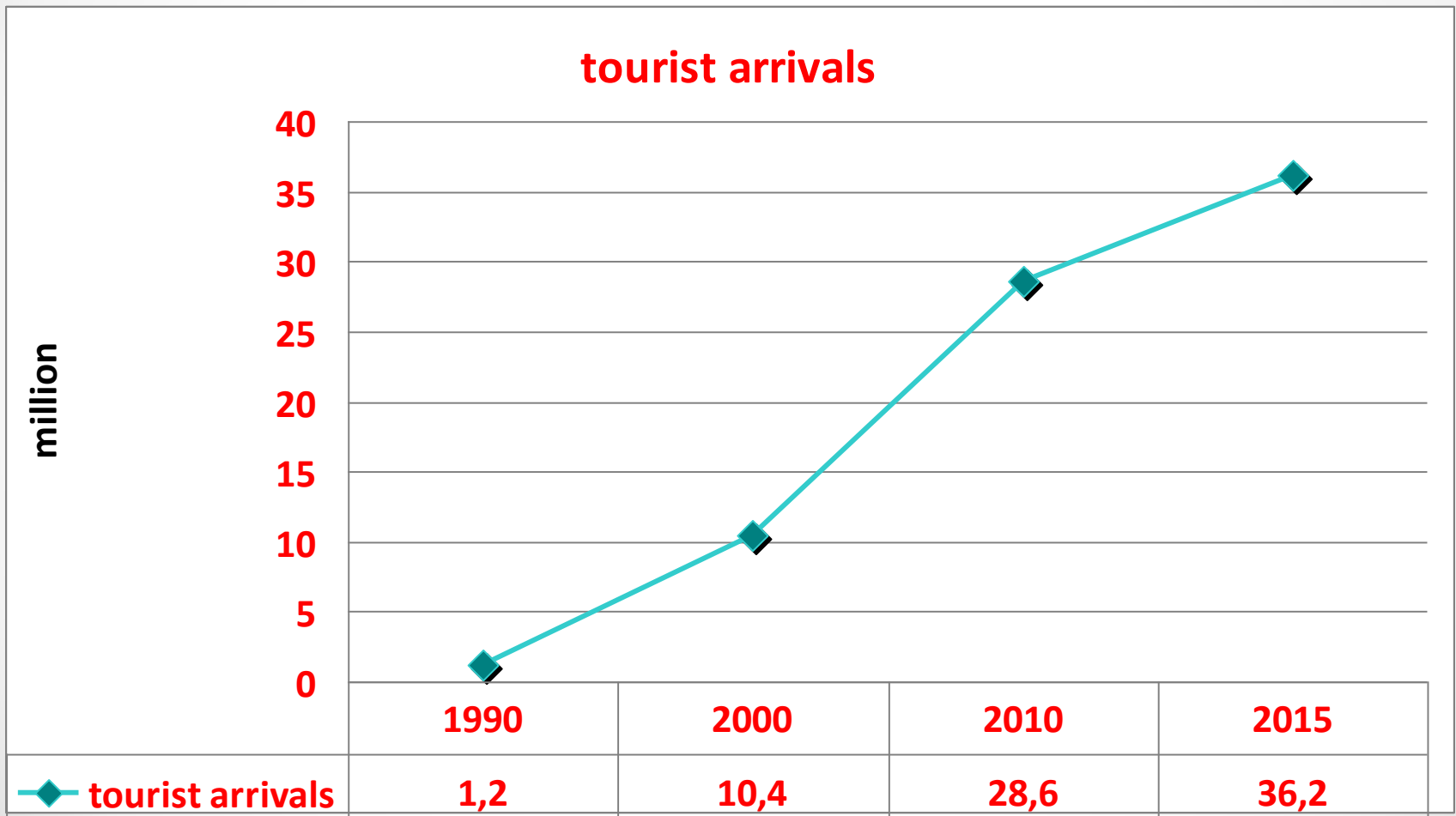


# 2023: THE 100<sup>th</sup> ANNIVERSARY OF REPUBLIC OF TURKEY

- Tourist arrivals: 50 million
- Tourism revenue: \$ 50 billion
- Top Destinations Ranking 5th in the world



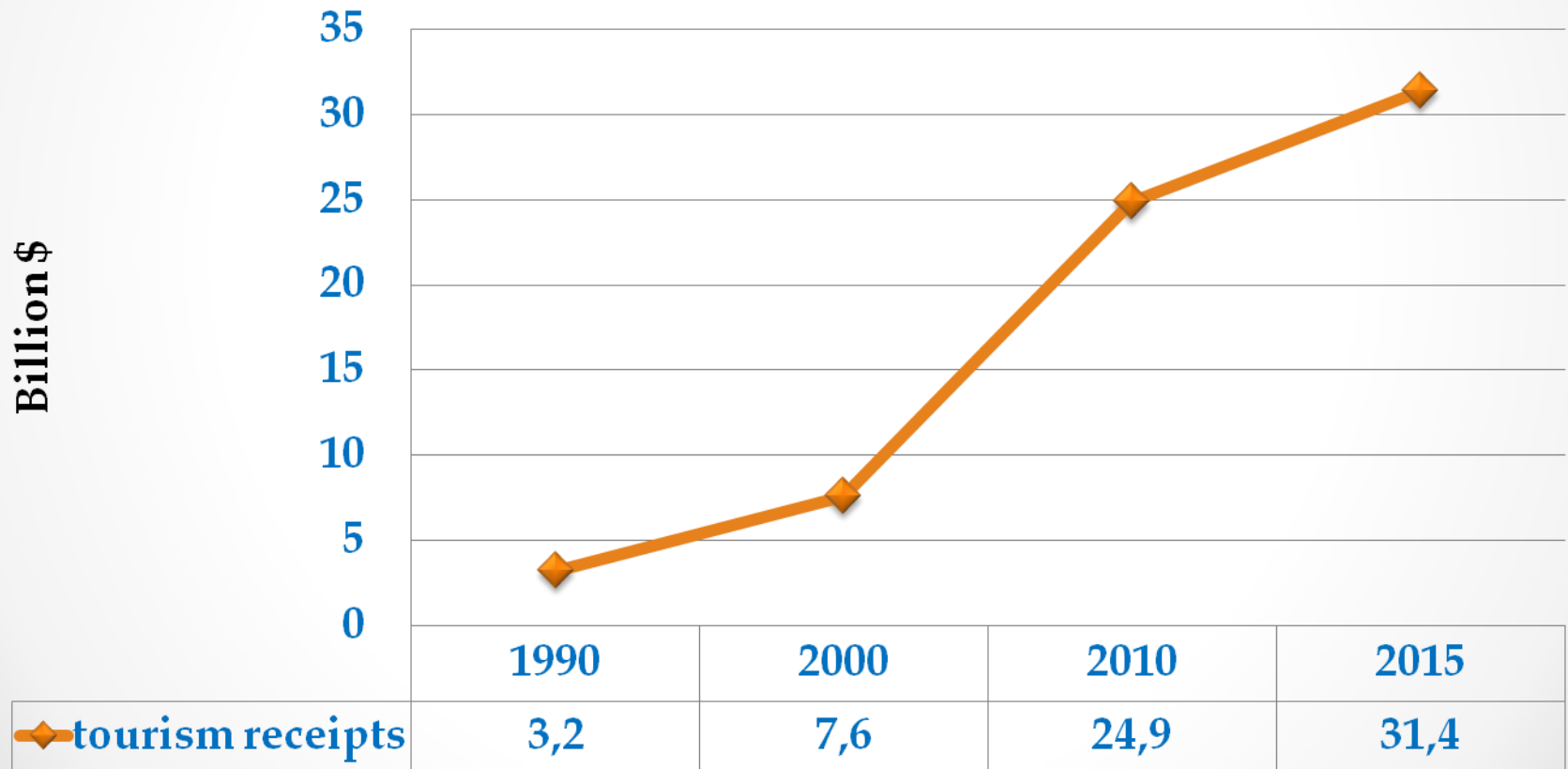
# Turkish Tourism in Numbers



Source: Turkish Ministry of Culture and Tourism

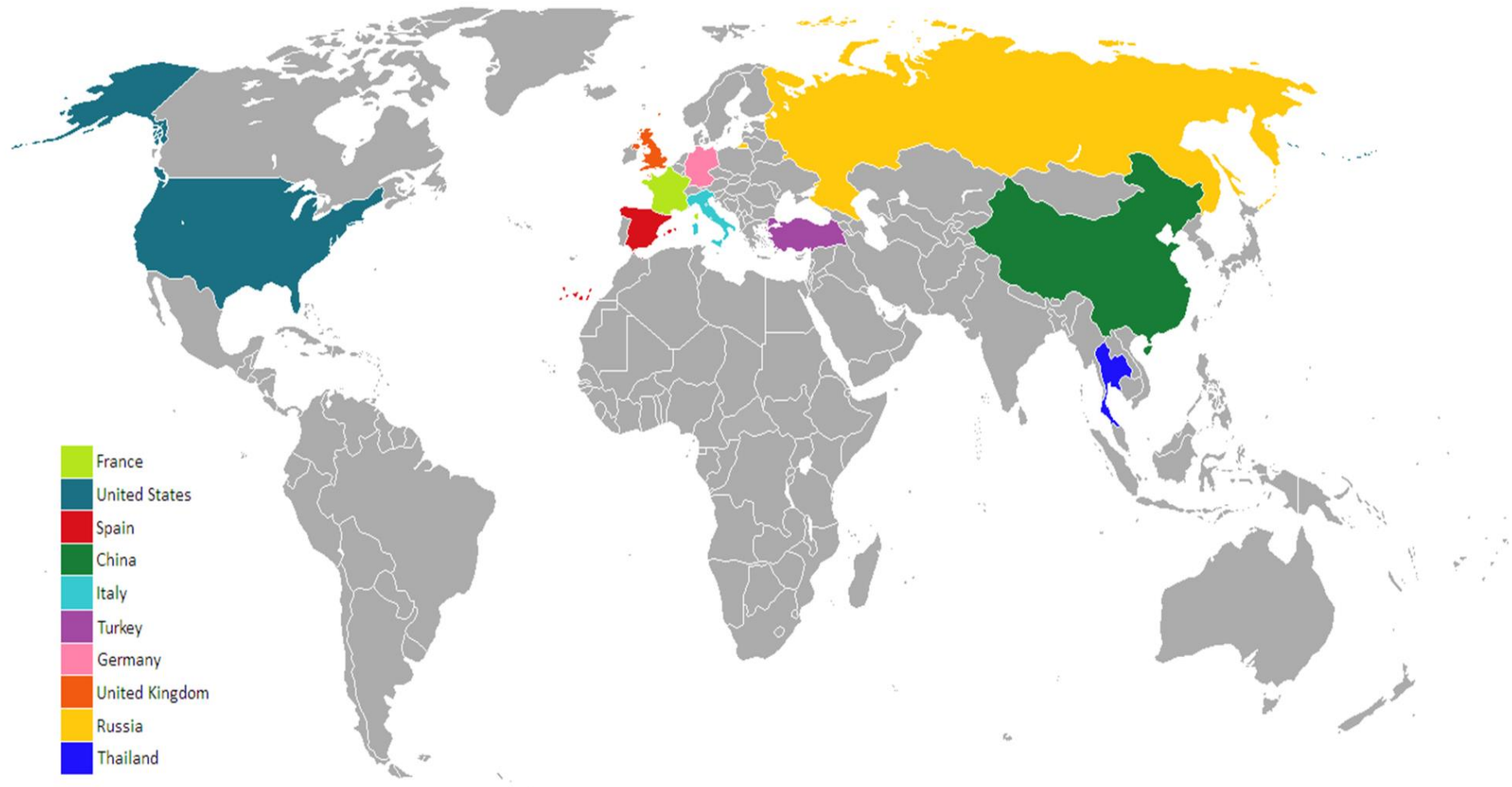
# Turkish Tourism in Numbers

tourism receipts



Source: Turkish Ministry of Culture and Tourism

# SIXTH MOST VISITED COUNTRY IN THE WORLD



Source: UNWTO Statistics

# Main Markets 2015

<b>GERMANY</b>	5.580.792
<b>RUSSIAN FEDERATION</b>	3.649.003
<b>UNITED KINGDOM</b>	2.512.139
<b>GEORGIA</b>	1.911.832
<b>BULGARIA</b>	1.821.480

Source: Turkish Ministry of Culture and Tourism



# Turkey Offers

13 civilisations

171 archeological excavations

79 antique cities

More than 300 historical sites

349 Environmental Friendly (Green star) Accommodation Facilities

Source: Turkish Ministry of Culture and Tourism

# Turkey Offers

Two of the Seven Wonders of The World are in Turkey  
*(Temple of Artemis and Mausoleum of Halicarnassus)*

House of the Virgin Mary is in Ephesus

Catalhoyuk is one of the first settlements in the world *(One of the sites in the UNESCO World Heritage List)*

The first temple of the world found in Gobeklitepe (Şanlıurfa)

The famous Tulips are originally from Turkey

The first coins were minted in Lydia (Southwestern Turkey)

15 sites in the UNESCO World Heritage List

60 sites in the UNESCO Tentative List

Source: Turkish Ministry of Culture and Tourism

# Turkey Offers

8.333 km coastline

33 marinas

*Blue Flags - Environmentally Friendly*

436 beaches (2015)

22 marinas

14 yatches

*Turkey ranks 2nd with beaches in the world*

# Promoting Turkey

**FULLY  
CUSTOMER SATISFACTION**

INTEGRATED  
MARKETING

COLLABORATE

FOLLOW CUSTOMER TRENDS

ANALYSE YOUR MARKETS

IMPROVE YOUR PRODUCTS

# Directorate General of Promotion

- 44 Culture and Information Offices in 39 countries,
- New offices in Athens, St. Petersburg, Sao Paulo, Tunis, Sydney, Shanghai and Toronto,
- The new promotion strategy of developing and growing Turkey with a respected worldwide brand
  - ▶ Forming the country perception correctly,
  - ▶ Coordination,
  - ▶ Sectoral efficacy.

# Advertising Campaign

- Over 100 countries with a budget of USD 50 mn,
- On traditional channels like print media, outdoor, radio etc.,
- A global image campaign which is wholistic, monophonic and contains our entire values.

**Turkey Home.**





# HOME OF ISTANBUL

📍 The Bosphorus, Turkey

#HomeOf



## THE BOSPHORUS

Have you ever crossed from one continent to another by ferry in less than 20 minutes? Well, that's the everyday commute of the people of Istanbul. Imagine yourself on a boat surrounded by the breathtaking panorama of the Bosphorus. Feed the seagulls with bread while enjoying a hot cup of tea. Well, how does that compare to your commute? Discover Turkey, home of Istanbul. Be our guest!

[goturkey.com](http://goturkey.com)





Konya, Turkey

#HomeOf

Turkey



# HOME OF RUMI

## RUMI

Jalal ad-Din Muhammad Rumi is one of the greatest spiritual guides. His tomb in Konya is a mystical place that offers unique insights into Sufism. Its turquoise dome, symbolic gates and courtyards continue to draw visitors from all over the world. In Rumi's own words, "Come, come, whoever you are." Discover Turkey, home of Rumi. Be our guest!

goturkey.com

TURKISH  
AIRLINES





# Digital and Social Media Campaigns / Aim

- Strategic partnerships with the world's most powerful digital and social platforms
- Sustainable development of the tourism potential of Turkey
- Effective promotion on a global base
- Turkey's cultural values and tourism products

# Competitive Information

22.08.2016	<a href="#">Australia</a>	<a href="#">TURKEY</a>	<a href="#">USA</a>	<a href="#">Mexico</a>	<a href="#">Dubai</a>	<a href="#">UK</a>	<a href="#">Greece</a>	<a href="#">Malaysia</a>	<a href="#">Hong Kong</a>	<a href="#">Singapore</a>	<a href="#">Spain</a>	<a href="#">Thailand</a>	<a href="#">Canada</a>	<a href="#">Croatia</a>	<a href="#">France</a>
Facebook	<a href="#">7.236.696</a>	<a href="#">4.953.798</a>	<a href="#">5.803.991</a>	<a href="#">4.563.699</a>	<a href="#">4.067.624</a>	<a href="#">3.188.308</a>	<a href="#">672.671</a>	<a href="#">3.125.985</a>	<a href="#">2.447.161</a>	<a href="#">1.915.884</a>	<a href="#">1.687.027</a>	<a href="#">1.403.462</a>	<a href="#">414.389</a>	<a href="#">1.528.060</a>	<a href="#">1.446.239</a>
Twitter	<a href="#">388.817</a>	<a href="#">784.910</a>	<a href="#">41.694</a>	<a href="#">132.501</a>	<a href="#">74.891</a>	<a href="#">244.922</a>	<a href="#">64.966</a>	<a href="#">221.280</a>	<a href="#">184.073</a>	<a href="#">42.479</a>	<a href="#">234.704</a>	<a href="#">70.963</a>	<a href="#">251.097</a>	<a href="#">58.553</a>	<a href="#">23.270</a>
Google +	<a href="#">2.748.886</a>	<a href="#">461.194</a>	<a href="#">168.497</a>	<a href="#">333.922</a>	0	<a href="#">140.507</a>	<a href="#">2.912.898</a>	<a href="#">208</a>	0	0	<a href="#">213</a>	<a href="#">351.627</a>	<a href="#">694.091</a>	<a href="#">10.692</a>	<a href="#">690</a>
Instagram	<a href="#">2.338.587</a>	<a href="#">306.425</a>	<a href="#">34.540</a>	<a href="#">34.024</a>	<a href="#">366.639</a>	<a href="#">247.204</a>	<a href="#">139.339</a>	0	<a href="#">133.456</a>	<a href="#">135.844</a>	<a href="#">140.601</a>	116.091	<a href="#">567.322</a>	<a href="#">105.939</a>	0
YouTube	<a href="#">28.443</a>	<a href="#">17.550</a>	<a href="#">14.729</a>	<a href="#">21.250</a>	<a href="#">57.727</a>	<a href="#">8.000</a>	<a href="#">11.239</a>	<a href="#">11.899</a>	<a href="#">19.921</a>	<a href="#">8.336</a>	<a href="#">10.932</a>	<a href="#">25.924</a>	<a href="#">17.539</a>	<a href="#">5.401</a>	<a href="#">565</a>
Pinterest	<a href="#">9.381</a>	<a href="#">5.459</a>	0	<a href="#">4.084</a>	0	0	<a href="#">8.279</a>	0	0	0	0	0	<a href="#">6.316</a>	0	<a href="#">2.133</a>
LinkedIn	<a href="#">40.247</a>	<a href="#">14.093</a>	0	0	0	0	0	0	0	0	0	0	0	0	<a href="#">8.512</a>
Vine	<a href="#">9.309</a>	<a href="#">17.000</a>	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	12.800.366	6.560.429	6.063.451	5.089.480	4.566.881	3.828.941	3.809.392	3.359.372	2.784.611	2.102.543	2.073.477	1.968.067	1.950.754	1.708.645	1.481.409

# 2016 Advertising Campaign

“Turkuaz” film project, our promotional video is shot in 2015, is formed with the cooperation between the Ministry and Turkish Airlines.

# Muslim Friendly Tourism (MFT)

- The Muslim population is growing rapidly and is expected to reach 26 percent of the world's population by 2030.
- The growth of the Muslim population and their increasing disposable income have resulted in a large number of Muslims taking up travel for leisure, business, healthcare and religious reasons.
- This increase has resulted in Muslim travellers becoming one of the fastest growing travel segments in the tourism industry.

Source: Muslim Friendly Tourism, Understanding the demand and supply sides the  
OIC Member Countries , February, 2016.COMCEC Report

# Muslim Friendly Tourism (MFT)

- 23% of the world's population in 2014 was Muslim
- 26% of the world's population is projected to be Muslim in 2030.
- 50% of Muslims are under the age of 25 years.
- During the last few years, awareness and adoption of faith-based practices by Muslim travelers have also been growing.
- Having halal food options at a destination is “very important” when choosing a holiday destination

Source: Muslim Friendly Tourism, Understanding the demand and supply

- sides the OIC Member Countries , February, 2016.COMCEC Report

# Muslim Friendly Tourism (MFT)

Muslim visitors arrivals and expenditure, 2000 to 2020

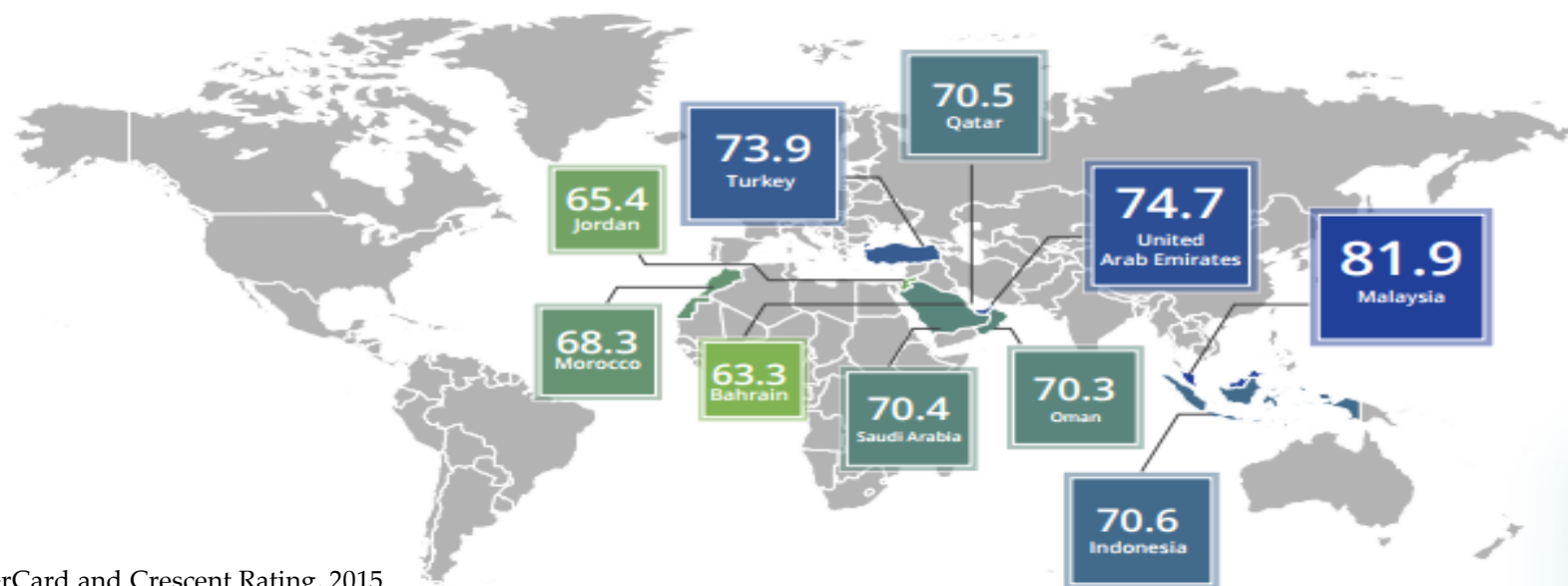
2000	2014	2020
25 Million Visitors	116 Million Visitors	180 Million Visitors
USD 20 Billion	USD 121 Billion	USD 212 Billion
	(10.2% of the global visitor arrivals)	

Source: Muslim Friendly Tourism, Understanding the demand and supply sides the OIC Member Countries , February, 2016.COMCEC Report

# Global Muslim Travel Index

## Top 10 OIC Destinations

Rank	GMTI 2016 Rank	Destination	Score
1	1	Malaysia	81.9
2	2	United Arab Emirates	74.7
3	3	Turkey	73.9
4	4	Indonesia	70.6
5	5	Qatar	70.5
6	6	Saudi Arabia	70.4
7	7	Oman	70.3
8	9	Morocco	68.3
9	10	Jordan	65.4
10	11	Bahrain	63.3



# Global Muslim Travel Index

## Top 10 non-OIC Destinations

Rank	GMTI 2016 Rank	Destination	Score
1	8	Singapore	68.4
2	20	Thailand	59.5
3	21	United Kingdom	59.0
4	30	South Africa	53.1
5	31	Hong Kong	53.0
6	31	France	51.6
7	33	Taiwan	50.1
8	34	Japan	49.1
9	35	Sri Lanka	49.0
10	36	United States	48.9



# Intra-OIC Tourist Arrivals

International Tourist Arrivals: 1.184 Million

International Tourist Receipts: 1.232 Billion \$

**Intra-OIC Total Arrivals: 60 million arrivals**

**Intra-OIC Total Receipts: 50 billion \$**

Turkey is ranked third with 6,1 million arrivals, 10% of OIC total arrivals.

Source: UNWTO, UNDATA Statistics

# Muslim Travel Shopping Index

## MasterCard-CrescentRating Muslim Travel Shopping Index 2015 (MTSI 2015)



# Muslim Friendly Products and Halal Tourism

A Euromonitor International report released at World Travel Market in 2007 in London says that there is potential for a boom in halal tourism in the Middle East.

The report mentions a market for a halal startup airline, which could provide halal food, prayer calls, Qur'an in seat pockets and provide separate sections for male and female travelers.



# Muslim Friendly Products and Halal Tourism

**Halal tourism** is a subcategory of tourism which is geared towards Muslim families who abide by rules of Islam.

The hotels in such destinations do not serve alcohol and have separate swimming pools and spa facilities for men and women.

Malaysia, Turkey and many more countries are trying to attract Muslim tourists from all over the world offering facilities in accordance with the religious beliefs of Muslim tourists.

Currently, there exists no internationally recognized standards on Halal tourism.



# Muslim Friendly Products and Halal Tourism

## **Faith- based needs and services**

As a nich market “halal friendly” tourism includes; halal hotels, halal transport (halal airlines), halal food restaurants, halal tour packages and halal finance. Therefore, halal tourism consists of different sectors which are related with each other. (Akyol and Kılınç-2014)



# Muslim Friendly Products and Halal Tourism in Turkey

**Turkey offers all halal products for muslim friendly travelling**

-Turkey is a Muslim country

-Turkey has **halal hotels**, especially in İstanbul, Antalya, Muğla, Bursa and Konya

-Turkey has lots of **halal food** restaurants

-Turkey offers **halal transports** also.



# Muslim Friendly Products and Halal Tourism in Turkey

**Turkey offers all halal products for muslim friendly travelling**

-Turkey have 150 accommodation facilities

-Turkey have Muslim Friendly tour agencies

-Turkey offers to be able to do prayer (salaath) facilities. The Muslims can wudhu and pray wherever they want during their travel in Turkey

-Turkey have 86.762 mosques. İstanbul has 3.134 mosques

# Muslim Friendly Products and Halal Tourism in Turkey

## **Turkey is an Islamic Tourism Centre**

Turkey has religious & heritage sites.

Turkey offers attractions, shopping, beaches, segregated thermal and swimming pools (for males and females) nature, adventure, live events for leisure travel, especially in RAMADHAN.

Turkey offers Ramadhan Services, MF Media

Turkey organises Muslim Friendly events.

Turkey offers Halal hospitals, healthcare services

Turkey offers water friendly washrooms and organizes FAM trips, workshops.



# Muslim Friendly Products and Halal Tourism in Turkey

**Religious Travel-** Hajj, Umrah and to the other Islamic cities.

**Leisure Travel-** Sightseeing, Shopping & Dining

Visiting friends and relatives

Honeymooners

Discovering Islamic Heritage and Muslim  
History

Adventure seekers

Local cultural experience

**Business Travel –**

**Healthcare Travel**

# Muslim Friendly Products and Halal Tourism Standards

## **Three Main Constitutions in Turkey**

**SESRIC- Statistical, Economic and Social Research and Training Centre for Islamic Countries**

**SMIIC-The Standards and Metrology Institute for Islamic Countries** -This Committee shall be responsible for implementing OIC/SMIIC accreditation standards, performing peer assessment activities and issuing related certificates.

**TSE- Turkish Standards Institution-** gives certification for halal foods and cosmetics

**Turkey have halal food standarts and certifications**

**Turkey is nowadays studying for halal products standarts**



# Halal Tourism Conferences

1st Organization of Islamic Cooperation (OIC) International Forum on Islamic Tourism on 2-3 June 2014 hosted by Indonesia.

The Halal Tourism Conference 2014 hosted in Granada, Spain, which was the first of its kind in a European country, as well as the World Halal Travel Summit in October 2015 held in Abu Dhabi.

The 2nd Halal Tourism Conference was hosted in May 2016 in Konya, Turkey. Konya is Islamic Tourism Capital for 2016.

**Thank you...**

**Gülara Alkaçır**

**Culture and Tourism Expert**

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