

# **Success Story of Halal-Certified Hotels: The Case of Alanda**



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# The halal-tourism market in Spain

## Global figures

- 75,3 Million tourists in 2016 (3<sup>rd</sup> destination in the world)
- Average expenditure per tourist 113 €/ day
- Main source countries: UK 16,9 M, France & Germany 10,7 M
- 2,6 Million Muslim Tourists
- 2 Million Spanish Muslims

Sources: Hosteltur, Ministry of Industry & Tourism, UNWTO





# Alanda Hotel Marbella



- 4-star hotel in iconic Marbella
- 2013 NH Group sold the hotel to a Saudi investment group
- 2014 Alanda obtained Halal Certification by the Halal Institute
- First halal-certified hotel in Spain
- Family hotel opened to all kinds of customers
- Refurbished and extended to include new facilities



# Alanda Hotel Marbella



- Marbella is a favourite destination for guests from the Gulf
- It offers a wide range of experiences: sun&beach, activities, marina, shopping, luxury lifestyle, nature, heritage, cuisine



# Alanda Hotel Marbella



- Facilities include: hammam, khaima, halal restaurant, pool, gym, etc.
- Suites & rooms designed to accommodate families and extended families





# Alanda Hotel Marbella



- 60 mts from King Fadh Mosque, convenient for Friday prayer





# Alanda Hotel Marbella

- The hotel was refurbished to offer an Andalusian flavour





# Alanda Hotel Marbella

- The halal menus include halal-certified food and drink





# Halal certification procedure

- The certification procedure applied was the Halal Procedure for Catering & Hospitality Services by the Halal Institute of Spain (member of Spanish Standards Association Technical Committee 308 Halal)
- Requirements include: catering services, hospitality services and facilities, other facilities (prayer room, meeting rooms, amenities), and other services (including cultural routes in Andalusian and Islamic Spanish destinations).



# Staff training

- Staff training in the Halal concept is carried out by the Halal Academy
- Specific courses include:
  - Introduction to the halal concept
  - Expert Professional in Halal Tourism and Hospitality





# Marketing

- Networking with specialized agencies and organizations has been key to success. These include:
  - Crescent rating
  - [www.halalbooking.com](http://www.halalbooking.com)
- Events have also played an important role to promote the hotel. These include:
  - Khaima opening
  - Modest fashion catwalk on the swimming pool



# Alanda Hotel Marbella

- Figures demonstrate the successful experience of Alanda
  - In 2014 number of guests was below 500
  - In 2016 it went over 1,400 guests
- The profile of guests include:
  - Regular guests from Spain, some of whom are Muslims
  - French guests, mostly originally from the Maghreb
  - Saudi Arabian guests
  - Other GCC countries
  - Other European countries





# Alanda Hotel Marbella



- New trends in halal tourism implemented by Alanda include
  - Spa and wellbeing services
  - Facilities for children
  - Experiences with the local culture and cuisine
  - Halal menus as healthy and purifying
  - Facilities for women
  - Arab-speaking & Muslim, well-trained staff
  - Accommodation for large families



# Impact on the area

- Many local business have shown their interest in the case of Alanda
- Some local cafes and restaurants have begun to create their own halal menus
- Many catering businesses are also outsourcing halal-certified products
- Non-Muslims are attracted by the positive and healthy features of the halal lifestyle





# Conclusions

- Halal certification has been key to the success of the hotel under their new ownership
- The hotel has been refurbished and adapted to suit Muslim customers' needs and preferences
- Staff have been trained in the halal concept and Muslim staff have been hired
- Engagement with other actors in the value chain, such as agencies, has contributed to a more solid halal image
- The impact in the environment has been positive, as other business are interested in the halal-certified model



