

“THE WORLD’S RISING VALUE” HALAL TOURISM

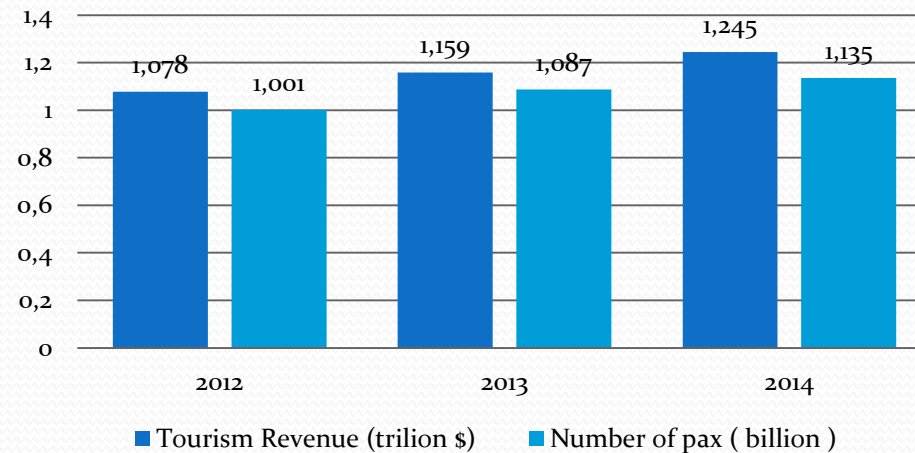


Tourism In The World



The fourth largest
Industry in the world

Annual Tourism Statistic





Top Tourism Destinations In The World

	Country	Incioming Tourists 2013 (Miillions)	Incioming Tourists 2012 (Miillions)	Incoming Tourists 2011 (Miillions)
1	France	84.7	83.0	81.6
2	USA	69.8	67.0	62.7
3	Spain	60.7	57.5	56.2
4	China	55.7	57.7	57.6
5	Italy	47.7	46.4	46.1
6	Turkey	37.8	35.7	34.7
7	Germany	31.5	30.4	28.4
8	United Kingdom	31.2	29.3	29.3
9	Russia	28.4	25.7	22.7

Muslim Travel Spending is Large and Growing

- Out-bound Travel spending of the Muslims are expected to be close to \$150 billion, about 13% of all tourism spending*
- It is expected to reach close to \$240 billion in 5 years*
- When traveling abroad, facilities that allow Muslim Travellers to follow a Halal lifestyle are very important

Muslim Travel Spending is Large and Growing

- Muslim travelers are looking to experience different destinations vs. their traditional choices- Opportunity for every country to tap into Halal Tourism market**
- Non-Muslim countries are increasingly becoming popular destinations for Muslim Travelers**
- Means potential new Investments for the country and expanding related services sector**

How do Muslim Travellers Book Their Trips

- 38% Online*
- 29% through a travel agent
- 15% book the flights with airline themselves
- 10% book the accommodations themselves
- 5% book over the phone with a travel agent

What are Muslim Tourists Concerns?

Halal Food	66%
Muslim Friendly Experience	49%
Overall Price	52%
Overall Concerns	56%

What is Halal Tourism?



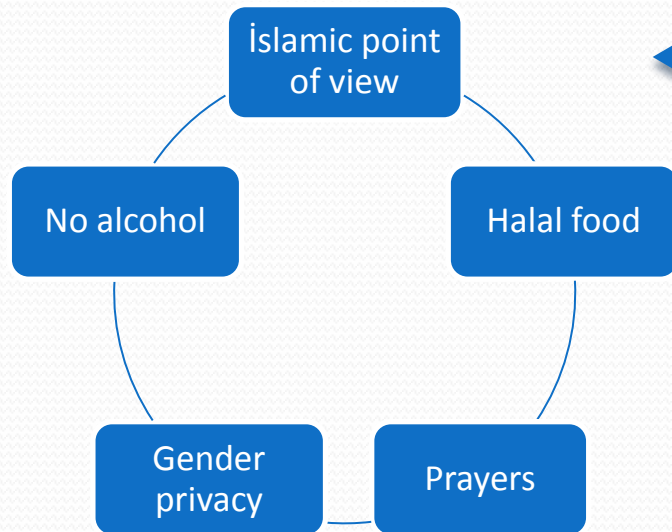
- “A form of tourism for Muslims who prefer to utilize services, facilities and activities compliant with Islamic principles”
- For Muslims who prefer to arrange their lifestyle according to Islamic rules
- Cultural tours based on Islamic point of views
- Tours designed with prayer times in mind
- Other Services and concept inspired by Islam

What is Halal Tourism?

- Hotels with separate facilities for men and women- swimming pools, beaches, spa, gym etc.
- Facilities with Mescids
- Rooms containing Quran, praying mats, and showing the direction of Q1bla
- No alcohol served, halal food only
- No gambling or other prohibited activities
- Primarily Muslim Staff

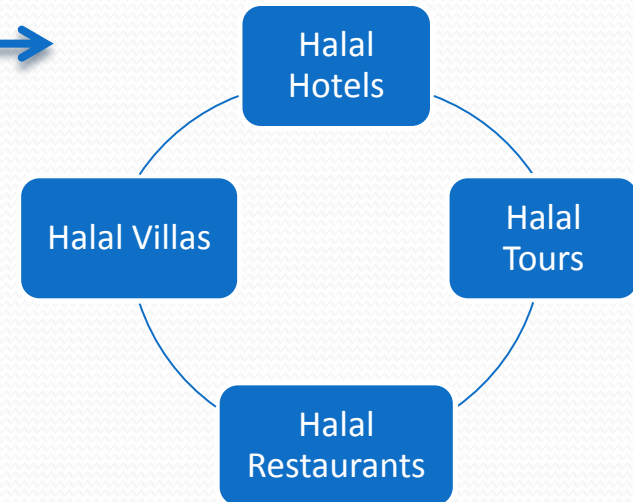
Halal Tourism Formation

Muslim tourists look for



Halal
Tourism
Agencies

Halal tourism facilities



Halal Tourism Areas

Sea & Sun Tourism

Cultural & Heritage
Tours

Health & Thermal
Tourism

Winter Tourism

M.I.C.E Tourism

Yacht Tourism

Mountain Tourism

Hunting Tourism

Caves Tourism

Umrah Tours

Halal Industry is Large and Growing

- Muslim Consumers are expected to spend close to \$2 trillion on food and life style sectors*
- This spending is expected to reach \$3.7 trillion in 5 years*
- Constitutes a very large and fast growing Halal Food and life style sectors

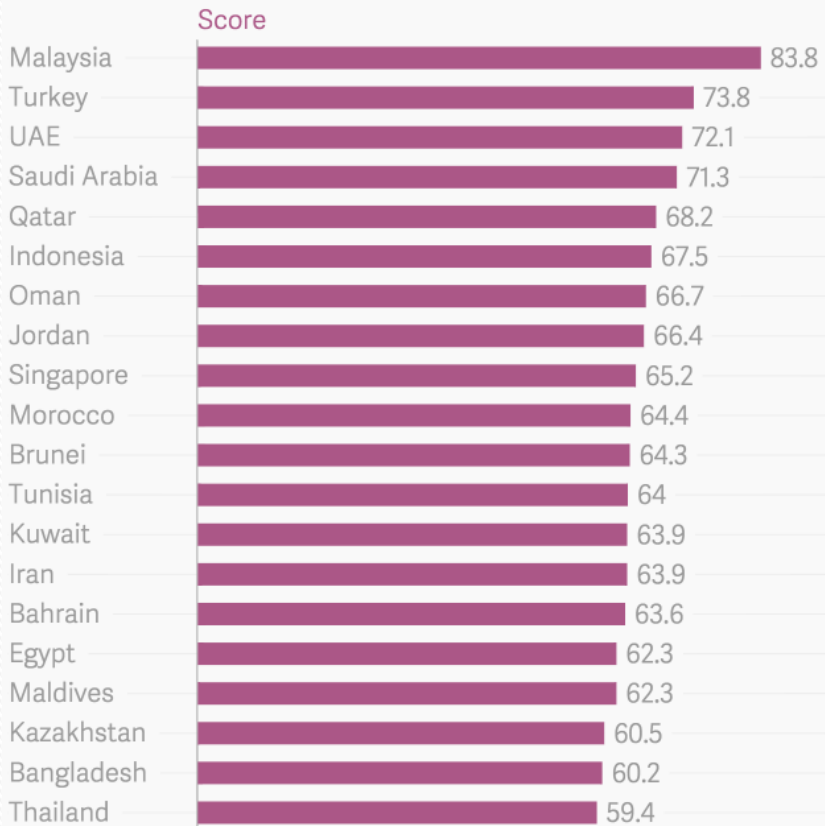
Potential Benefit of Halal Tourism

Potential 82 Billion \$ Income

Potential 79 Million Muslim Tourist

Improvements in Halal Tourism

Top 20 holiday destinations for Muslim tourists



Quartz | qz.com

Data: Global Muslim Travel Index 2015



Number of Halal hotels increased



Hotels received Halal food certificate



Ramadan special packages



Additional discounts for repeat customers



SPAs for male and females



Informed agencies about Halal tourism



Provided new amenities for Muslim tourists

How to Improve Halal Tourism?

Create Strong Halal Tourism Standards

Build halal travel industry value chain ; including lodging, restaurants, attractions

Convert regular hotels to halal hotels

Provide muslim friendly travel infrastructure

Inform agencies about halal tourism

How to Improve Halal Tourism?

Advertise halal tourism in Muslim countries

Provide Government subsidies for Halal tourism facilities

Grow Halal tourism within Muslim countries

Conduct conferences on Halal Travel

Create an organization to audit Halal facilities

Halal Tourism Example : Turkey

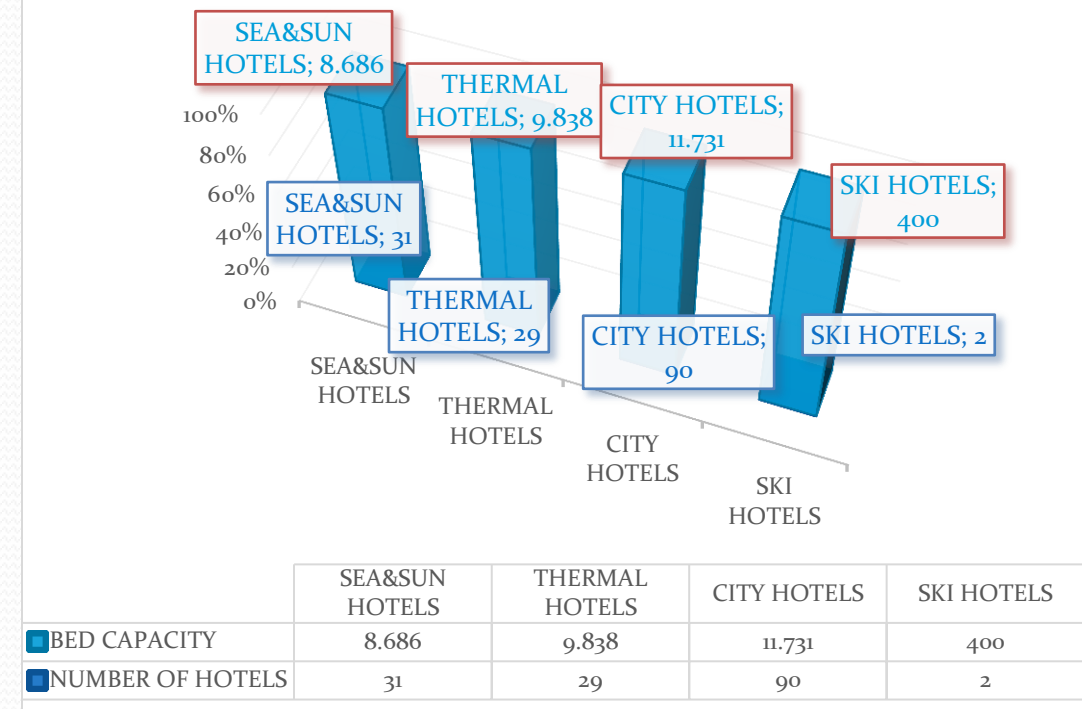
- 1,000 years of Islamic Heritage-significant historic and sight seeing attractions
- %50 of worlds Halal hotel facilities are based in Turkey
- Opportunity to bring Muslim travellers throughout the year – winter, summer, thermal tourism
- **%25 occupancy rate** difference between Halal vs regular hotels
- Subsidies for Halal tourism



Halal Tourism Example : Turkey

- Halal tourism certification almost complete
- 10 new facilities opening every year
- Plans for advertising halal tourism globally
- Second place in Halal Tourism market globally
- 6th place on world tourism industry

HALAL HOTELS BED CAPACITY OF TURKEY



Halal Tourism Benefits for Country

Potential to attract 142 million world Muslim tourists

Increase in tourism income for Country

Helps country's image

First entrant advantage

Transform the market and create new ones

Provide better vacation opportunities for local muslim tourists

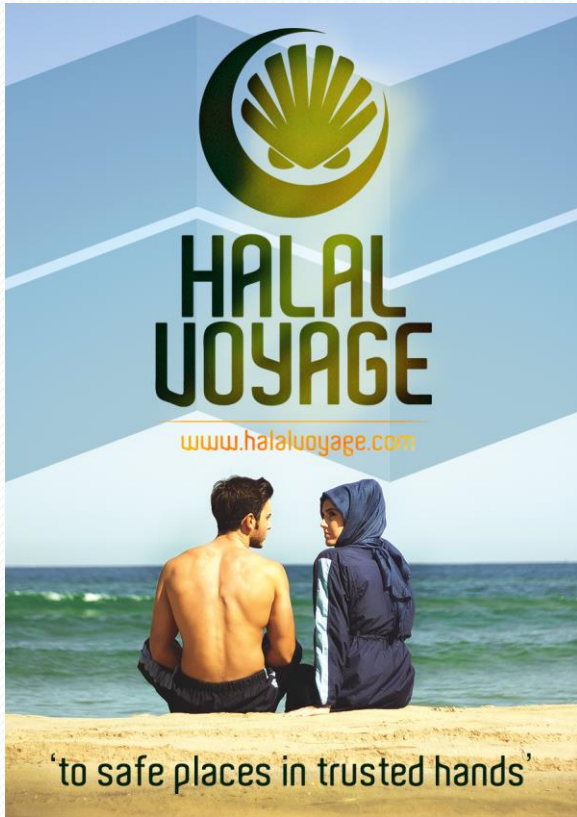
Improve domestic economy

Increase investments

Increase bed capacity

Attract investors

Halal Voyage : An Example of a Halal Agency



First Halal tour operator in Turkey

300+ halal hotels in portfolio

Best price in Turkish hotels

400+ products

Tour packages with Umrah

Halal villas

Female captain operated yacht tourism

Online sales and availability check

Operations in Turkey where %50 of world's halal hotels are located

Will organize the largest Halal tourism convention in 2015