

Halal Travel Beyond COVID-19

Fazal Bahardeen, CEO



Enabling Destinations & Businesses

EDUCATION & CERTIFICATION

- Market Intelligence Research Reports
- CR Academy
- Halal in Travel
- CR Connect

CAPABILITY & CAPACITY BUILDING

- Advisory & Consultancy
- Destination Research
- Rating & Accreditation

MARKETING & PROMOTIONS

- Plan & Create Content
- Content Distribution
- Communication & Promotions

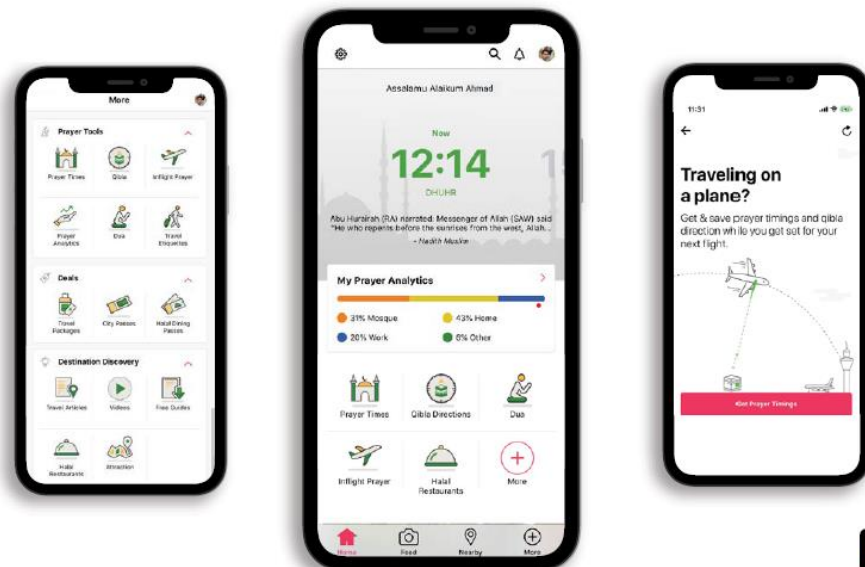


THE WORLD'S LEADING
AUTHORITY ON
HALAL TRAVEL





Get inspired · Go · Inspire others
Every Muslim's Lifestyle App



**Available in multiple languages*



**Halal
Muslim
Shariat
Ziyarah
Islamic**

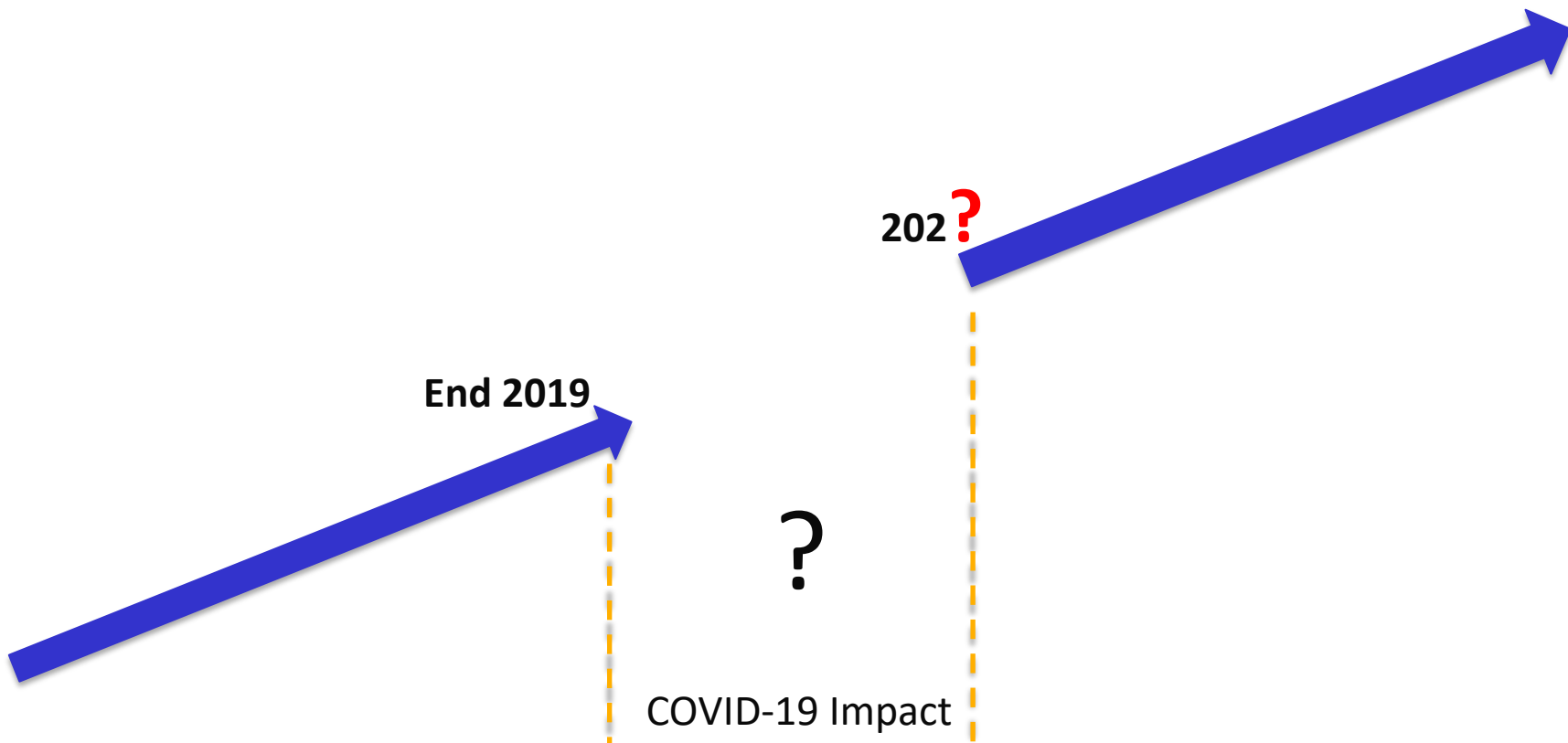
Friendly

**Travel
Tourism**

Just Another Segment

Explore the world like
any other traveller

*while preserving their values
and keeping their identity*



End 2019

202?

?

COVID-19 Impact

Halal Travel 2009 to 2019



HALAL TRAVEL DEVELOPMENT GOALS

The Halal Travel Development Goals is an overarching framework which serves as a blueprint for the travel industry. Organizations and stakeholders can use these goals to recognize their strategic role in the Halal space and continue to play their various important roles in the development of the Halal travel ecosystem.

5 HTDGS





crescent
accelerating

MUSLIM TRAVEL MARKET GROWTH PROJECTIONS

ENABLING DIGITAL TECHNOLOGIES ACCELERATING GROWTH



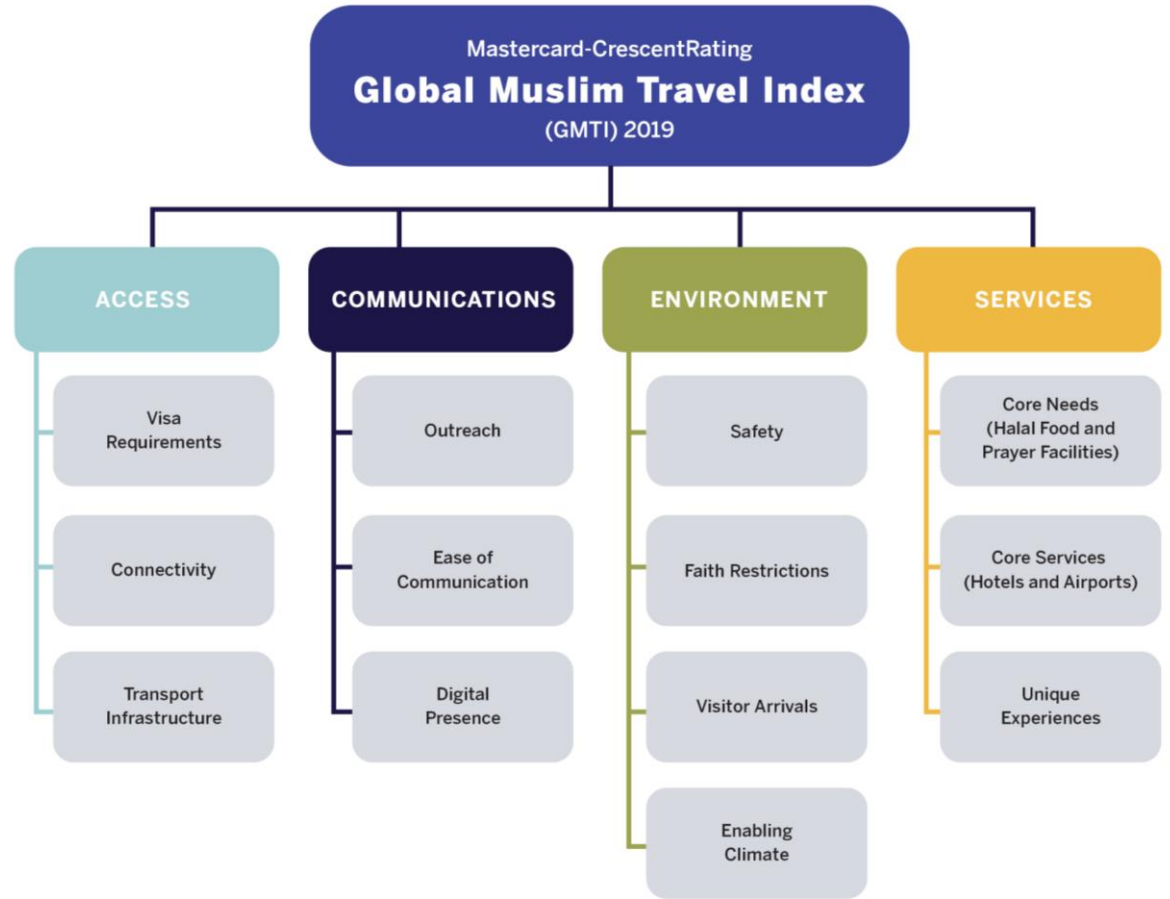
DISRUPTIVE DIGITAL TECHNOLOGIES AND TRAVEL LANDSCAPE



GMTI

1. **Ranking** of 130 Destinations
2. Based on **ACES** criteria model
3. Muslim Travel **Market growth**
4. Key **Trends**

CrescentRating ACES model



Muslim Traveler Faith Based Needs (2.0) (2019)

Need To Have

Halal Food Services
Salath/Prayer facilities
Water Friendly Washrooms
No Islamophobia

Good To Have

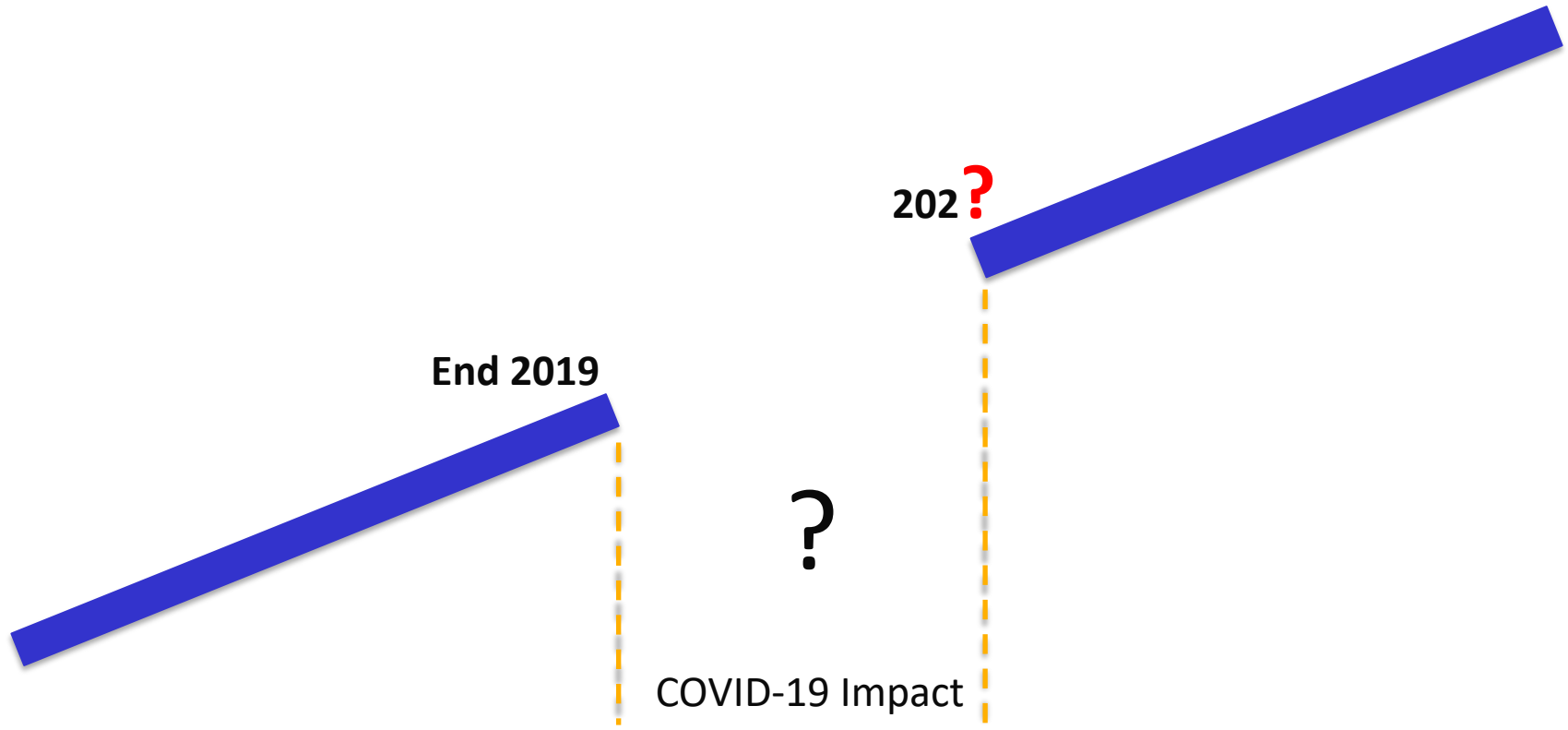
Social Causes
Ramadan Services/Facilities
Local Muslim Experiences

Nice To Have

No non-Halal activities
Recreational Spaces with Privacy

Key-Touchpoints for Muslim Friendly Services





End 2019

?

COVID-19 Impact

202?

KEY CONCERNS



IMPACT OF COVID-19 ON KEY MUSLIM TRAVELER PROFILES



MUSLIM MILLENNIAL TRAVELLERS

- Travel is no longer accessible, and the availability of authentic experiences is questionable in the near future.
- MMTs are forced to prioritise economic stability over trip planning.



MUSLIM WOMEN TRAVELLERS

- The travel and tourism industry is evidently women-dominated.
- This means that more women are either being displaced or are facing wage-cuts during the pandemic.



GEN Z TRAVELLERS

- Techsavvy, communaholic and realistic Gen Zs are hindered from further discovering themselves through travel.
- College and high school classes of 2020 will miss their graduation which is an essential rite of passage.

**Mastercard-CrescentRating Travel Readiness Report 2020*

COVID-19 CONSUMER CLOUD

What traveler "Alex" is concerned about



**Mastercard-CrescentRating Travel Readiness Report 2020*

COVID-19 CONSUMER CLOUD

What traveler "Farah" is concerned about

Which destinations require me to be quarantined upon arrival?

Are there any supermarkets nearby where I am staying?

How big of a group can I travel with?

Should I get tested for COVID-19 before going abroad?

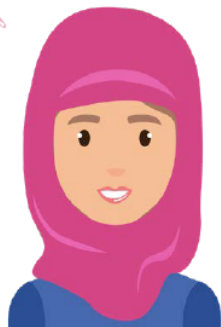
Did I pack enough masks, sanitisers and sanitary wipes? Should I bring gloves?

Where can I do my prayers? Will mosques and prayer facilities in places of interest be open?

Are nursing room facilities available? If yes, are they sanitary and safe for me and my child?

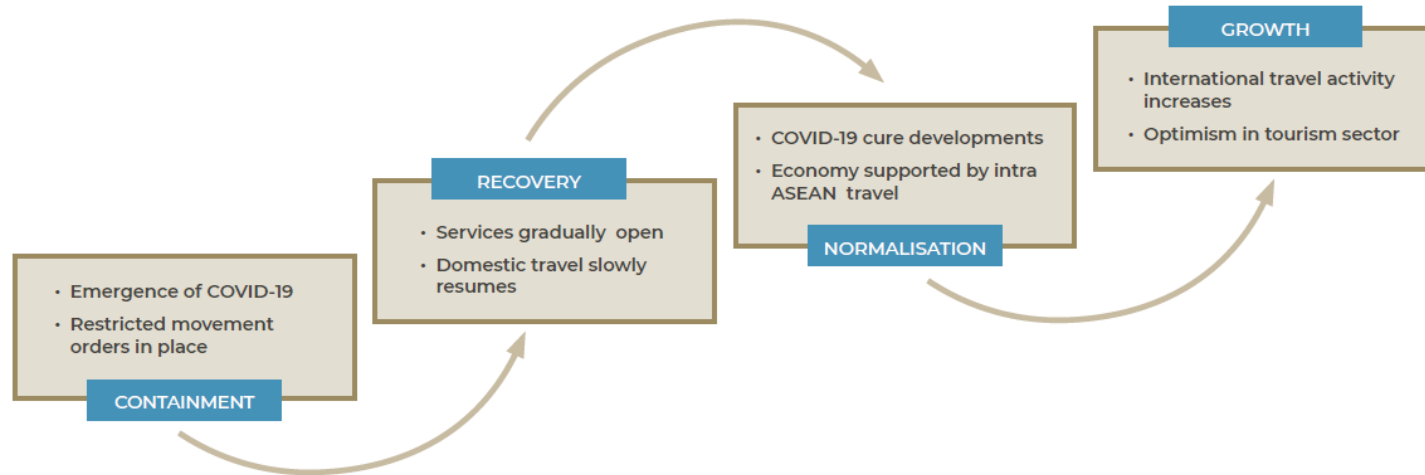
Should I postpone this trip instead? I might need the money for a rainy day.

Is it safe to bring my family? Can children/the elderly come with?



**Mastercard-CrescentRating Travel Readiness Report 2020*

4 RECOVERY PHASES TO GROWTH



CR TALKS

Travel Readiness Conversations

With experts, thought leaders,
entrepreneurs and key stake holders

with host

FAZAL BAHARDEEN



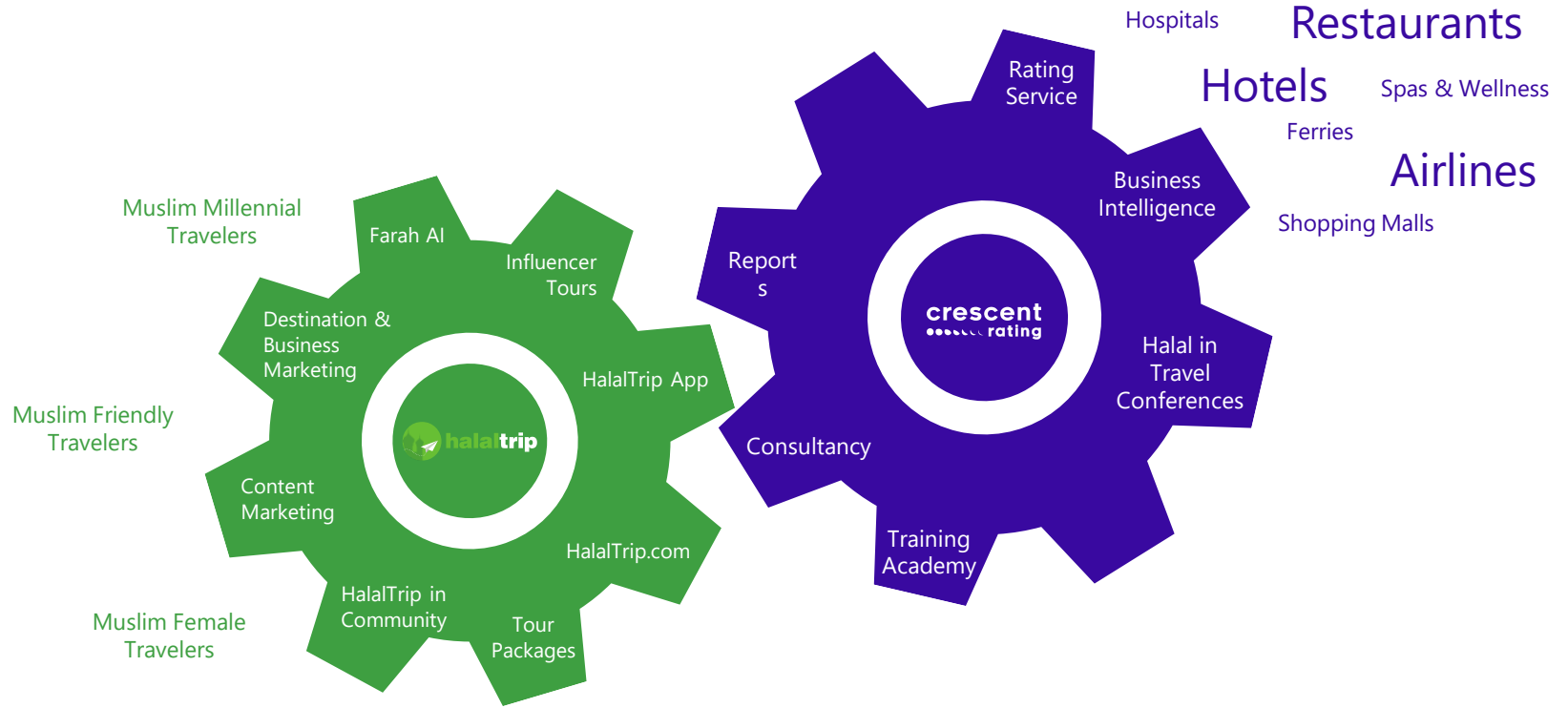
Watch it on
www.youtube.com/crescentrating



THE HALAL TRAVEL PODCAST



SOULTIONS FOR HALAL TRAVEL UNIVERSE



Thank You

crescent
rating



@fazalbahardeen
fazal@crescentrating.com
sg.linkedin.com/in/fazalbahardeen

www.crescentrating.com
www.halaltrip.com

Copyright © Crescentrating Pte Ltd | All rights reserved Non-Disclosure, Not For Public Circulation

This document is not for public circulation & is intended for the confidential use of the recipient. The information contained in this document is the intellectual property of Crescentrating Pte. Ltd. & has been provided solely for viewing purpose only. No portion of the document may be used in any form or reproduced without prior consent from Crescentrating Pte. Ltd.