Halal Travel
Beyond COVID-19

Fazal Bahardeen, CEO
crescent rating
halaltrip
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
Get inspired · Go · Inspire others

Every Muslim's Lifestyle App

Available in multiple languages
Explore the world like any other traveller while preserving their values and keeping their identity
COVID-19 Impact?
Halal Travel 2009 to 2019

2009
Rise of the Halal Travel Market

HALAL TRAVEL 1.0

2014
Travel Industry Embracing Halal Travel

HALAL TRAVEL 2.0

2019

KEY DRIVERS
- TECHNOLOGY
- SOCIAL ACTIVISM
- DEMOGRAPHICS
- ENVIRONMENT

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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.

1. INTEGRATION, DIVERSITY AND FAITH
   Enable Muslims to be active citizens of the global community while remaining spiritual.

2. HERITAGE, CULTURE AND CONNECTION
   Connect Muslim travelers to one another, to the local community, and to the heritage and history.

3. EDUCATION, INSIGHTS AND CAPABILITIES
   Enhance understanding among communities. Increase academic and industry knowledge that can help capabilities of stakeholders.

4. INDUSTRY, INNOVATION AND TRADE
   Create new opportunities to increase commerce and drive growth across multiple sectors.

5. WELL-BEING AND SUSTAINABLE TOURISM
   Recognize its responsibility and social impact on travelers, wider community and environment.

5 HTDGs
MUSLIM TRAVEL MARKET GROWTH PROJECTIONS

ENABLING DIGITAL TECHNOLOGIES ACCELERATING GROWTH

2000
25 MILLION TRAVELERS

2010
98 MILLION TRAVELERS

2018
140 MILLION TRAVELERS

2020
160 MILLION TRAVELERS

2026
230 MILLION TRAVELERS

DISRUPTIVE DIGITAL TECHNOLOGIES AND TRAVEL LANDSCAPE

MASTERCARD-CRESCENRATING GLOBAL MUSLIM TRAVEL INDEX (GMTI) 2019

#GMTI2019
FORCED TRAVEL: A REALITY FOR MILLIONS OF WOMEN

2015
1st Year

2016
2nd Year

2017
3rd Year

2018
4th Year

2019
5th Year

2020
6th Year

- Halal Travel Frontier 2020
- Travel Readiness Report - ASEAN 2020
- Global Muslim Travel Index 2019
- Indonesia Muslim Travel Index 2019
- Muslim Women in Travel 2019
- Halal Travel Frontier 2019

- Global Muslim Travel Index 2018
- Digital Muslim Travel Report 2018
- Indonesia Muslim Travel Index 2018
- Halal Travel Frontier 2018

- Global Muslim Travel Index 2017
- Japan Muslim Travel Index 2017
- Muslim Millennials Travel Report 2017
- Halal Travel Frontier 2017

- Global Muslim Travel Index 2016
- Muslim Business Traveler Insights 2016
- Ramadan Travel Report 2016
- Halal Travel Frontier 2016
1. **Ranking** of 130 Destinations

2. Based on **ACES** criteria model

3. Muslim Travel **Market growth**

4. Key **Trends**
CrescentRating

ACES model
<table>
<thead>
<tr>
<th>Muslim Traveler Faith Based Needs (2.0) (2019)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Need To Have</strong></td>
</tr>
<tr>
<td>Halal Food Services</td>
</tr>
<tr>
<td>Salath/Prayer facilities</td>
</tr>
<tr>
<td>Water Friendly Washrooms</td>
</tr>
<tr>
<td>No Islamophobia</td>
</tr>
<tr>
<td><strong>Good To Have</strong></td>
</tr>
<tr>
<td>Social Causes</td>
</tr>
<tr>
<td>Ramadan Services/Facilities</td>
</tr>
<tr>
<td>Local Muslim Experiences</td>
</tr>
<tr>
<td><strong>Nice To Have</strong></td>
</tr>
<tr>
<td>No non-Halal activities</td>
</tr>
<tr>
<td>Recreational Spaces with Privacy</td>
</tr>
</tbody>
</table>

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Key-Touchpoints for Muslim Friendly Services

**HOME**
- Airlines
- Trains
- Cruises
- Buses

**TRANSPORT**
- Airports
- Railway Stations
- Cruise Terminals
- Highway Rest Areas

**TRANSPORT TERMINALS**
- Hotels
- Villas
- Resorts
- Apartment B&B
- Camping Parks

**DESTINATIONS**
- Religious (Heritage Sites)
- Leisure (Attractions, Shopping, Beaches, Nature, Adventure, Live Events)
- Business (MICE, Venues)
- Healthcare (Hospitals, Healthcare services)

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COVID-19 Impact

End 2019

202?

COVID-19 Impact
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 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

Which destinations require me to be tested for COVID-19 upon arrival?

How many masks and hand sanitisers should I need to bring with me?

Will service quality be affected by contactless customer service?

When will neighbouring countries ease border restrictions so I can plan my road trip?

How congested will this destination be?

What health documents should I prepare beforehand?

Will my flights be more expensive now that less passengers are on board?

Which payment methods can I use? Are only cashless payment methods allowed?

How much longer will immigration checks take to go through now?

How will social distancing work on board transportation?

*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?
- Did I pack enough masks, sanitizers and sanitary wipes? Should I bring gloves?
- Where can I do my prayers? Will mosques and prayer facilities in places of interest be open?
- Should I get tested for COVID-19 before going abroad?
- 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

CONTAINMENT
- Emergence of COVID-19
- Restricted movement orders in place

RECOVERY
- Services gradually open
- Domestic travel slowly resumes

NORMALISATION
- COVID-19 cure developments
- Economy supported by intra ASEAN travel

GROWTH
- International travel activity increases
- Optimism in tourism sector

*Mastercard-CrescentRating Travel Readiness Report 2020*
CR Talks
Travel Readiness Conversations
With experts, thought leaders, entrepreneurs and key stake holders
with host
FAZAL BAHARDEEN

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THE HALAL TRAVEL PODCAST

Spotify
Google Podcasts
Podcasts
SOLUTIONS FOR HALAL TRAVEL UNIVERSE

HalalTrip App
HalalTrip.com
Farah AI
Influencer Tours
Destination & Business Marketing
Content Marketing
Muslim Millennial Travelers
Muslim Friendly Travelers
Muslim Female Travelers

HalalTrip in Community
Tour Packages

Report s
Consultancy
Training Academy
Business Intelligence
Halal in Travel Conferences

Rating Service
Hospitals
Restaurants
Hotels
Ferries
Spas & Wellness
Airlines
Shopping Malls
Thank You

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