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# MasterCard-CrescentRating Global Muslim Travel Index 2015

By MasterCard & CrescentRating

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# Global Muslim Travel Index 2015 (GMTI 2015)

By MasterCard & CrescentRating  
March 2015

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# About CrescentRating



CrescentRating is the world's leading authority on Halal-friendly travel. The company uses insights, industry intelligence, lifestyle, behaviour and research on the needs of the Muslim traveler to deliver authoritative guidance on all aspects of Halal-friendly travel to organizations across the globe.

Formed in 2008, CrescentRating services are now used by every tier of the tourism industry globally, from government bodies and tourism agencies to hospitality service providers, to inform how they can meet and serve the needs of the Muslim traveler.

CrescentRating's services include rating & accreditation, research & consultancy, workshops & training, ranking & indices, event support/partnerships and content provision. HalalTrip is a sister brand of CrescentRating.

# About MasterCard



MasterCard is a technology company in the global payments industry. MasterCard operates the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories.

MasterCard's products and solutions make everyday commerce activities - such as shopping, traveling, running a business, and managing finances - easier, more secure, and more efficient for everyone.

# Muslim Travel Market

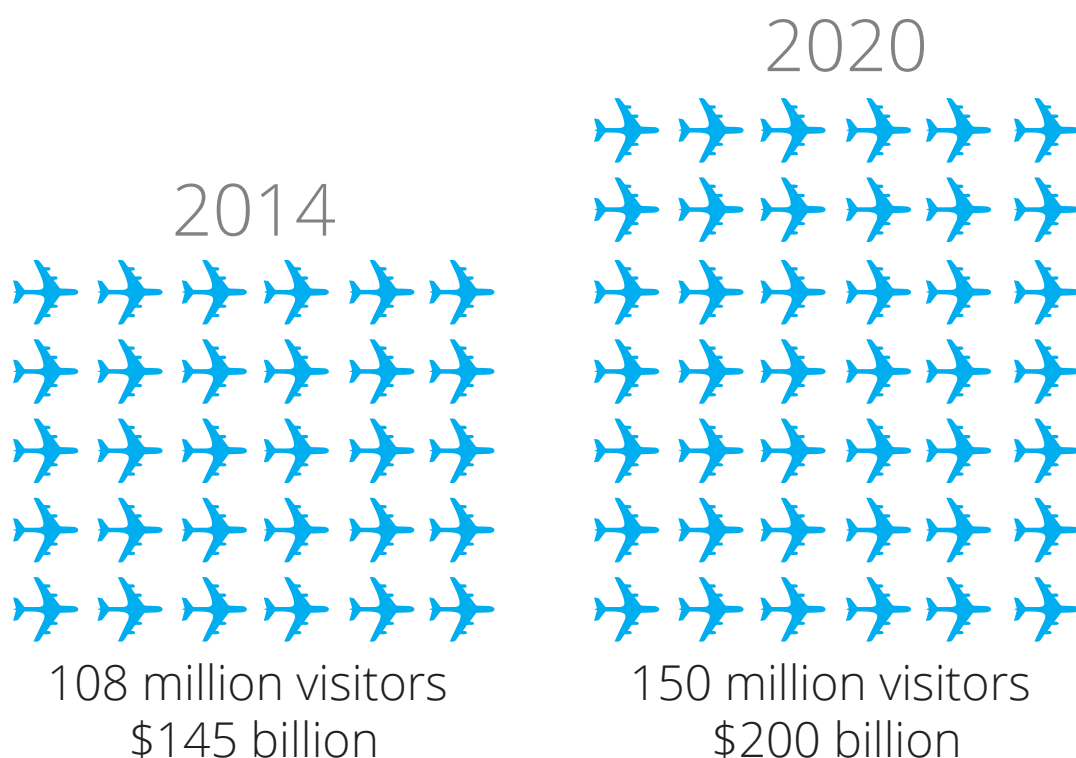
The Muslim population is growing rapidly and is expected to become 26.5% of the world's population by 2030.

The majority of the Muslim population comes from some of the fastest growing economies such as Indonesia, Malaysia, Turkey and the Gulf countries. Muslims are now becoming an important consumer market for the entire world. They will become an increasingly important segment for businesses across all sectors.

Faith is increasingly influencing their purchasing decisions. They are searching for products and services that take into account their faith based needs. This has been illustrated over the last decade by the accelerated growth of Halal food, Islamic banking and lifestyle sectors.

The typical Muslim consumer is now younger, educated and with a larger disposable income which has precipitated an increased propensity to travel. This means travel and hospitality, and its various sub-sectors, is now one of the biggest markets within the Muslim consumer space.

This study revealed that in 2014 this segment was worth \$145 billion, with 108 million Muslim travelers representing 10% of the entire travel economy. This is forecast to grow to 150 million visitors by 2020 and 11% of the market with an expenditure projected to grow to \$200 billion. Muslim travel will continue to be one of the fastest growing travel sectors in the world.



Given the significance of this segment, MasterCard and CrescentRating have come together to develop and maintain the Global Muslim Travel Index, which will provide travellers, destinations and travel services, as well as investors, comprehensive benchmarks across a number of important criteria, to track the health and the growth of this travel segment.

The MasterCard-CrescentRating Global Muslim Travel Index (GMTI) 2015 looks at in-depth data covering 100 destinations, creating an overall index.

# MasterCard-CrescentRating Global Muslim Travel Index (GMTI) Overview

In 2011 CrescentRating published the first ever research into the Halal travel market with the release of the Top 10 Muslim friendly holiday destinations.

A year later this report was enhanced to include new data to distinguish between destinations with a large Muslim population (OIC member states) and others. The 2012 report included rankings of the Top 10 Muslim friendly OIC holiday destinations and Top 10 Muslim friendly non-OIC holiday destinations.

In 2013 the Index further evolved to cover 50 destinations across the world with each rated out of a score of 10. This list was expanded to cover 60 destinations in 2014.

The MasterCard-CrescentRating Global Muslim Travel Index (GMTI) is a natural progression of the previous research released by CrescentRating during the last four years. This partnership means the GMTI 2015 will be the most comprehensive research released on this fast growing travel segment.

For those in the tourism industry, the GMTI will be an invaluable tool in understanding just how Muslim travel is impacting the overall travel market.

It will provide every stakeholder in the travel and hospitality sector, including travelers, tourism boards, economists, travel services providers, stakeholders, investors and industry specialists with comprehensive benchmarks across a number of important criteria to track the health and the growth of this travel segment.

The GMTI 2015 studies an enhanced set of metrics and deeper data compared with the rankings and reports released over the last four years by CrescentRating.

It will help destinations and those responsible for tourism to better benchmark the services they offer and use the detailed analysis in the report to improve processes and how they attract the Muslim traveler. In addition, travelers will have the information to make educated choices when planning trips.

The GMTI 2015 looks at nine criteria in three areas that contribute to the overall index score for each destination. Each of the criteria is elaborated upon further into this report.

## **Suitability as a holiday destination, family friendliness and safety**

- ① Muslim visitor arrivals
- ② Family friendly holiday destination
- ③ Safe travel environment





### Muslim friendly services and facilities available at the destination

- ④ Dining options and Halal assurance
- ⑤ Ease of access to prayer places
- ⑥ Airport services and facilities
- ⑦ Accommodation options

### Halal awareness and reach out to Muslims by the destination

- Muslim travel market awareness and reach out
- Ease of communication

## The GMTI 2015 Metrics

### Suitability as a holiday destination, family friendliness and safety

40%  
weighting

- ▶ Muslim visitor arrivals
- ▶ Family friendly holiday destination
- ▶ Safe travel environment

### Muslim friendly services and facilities available at the destination

40%  
weighting

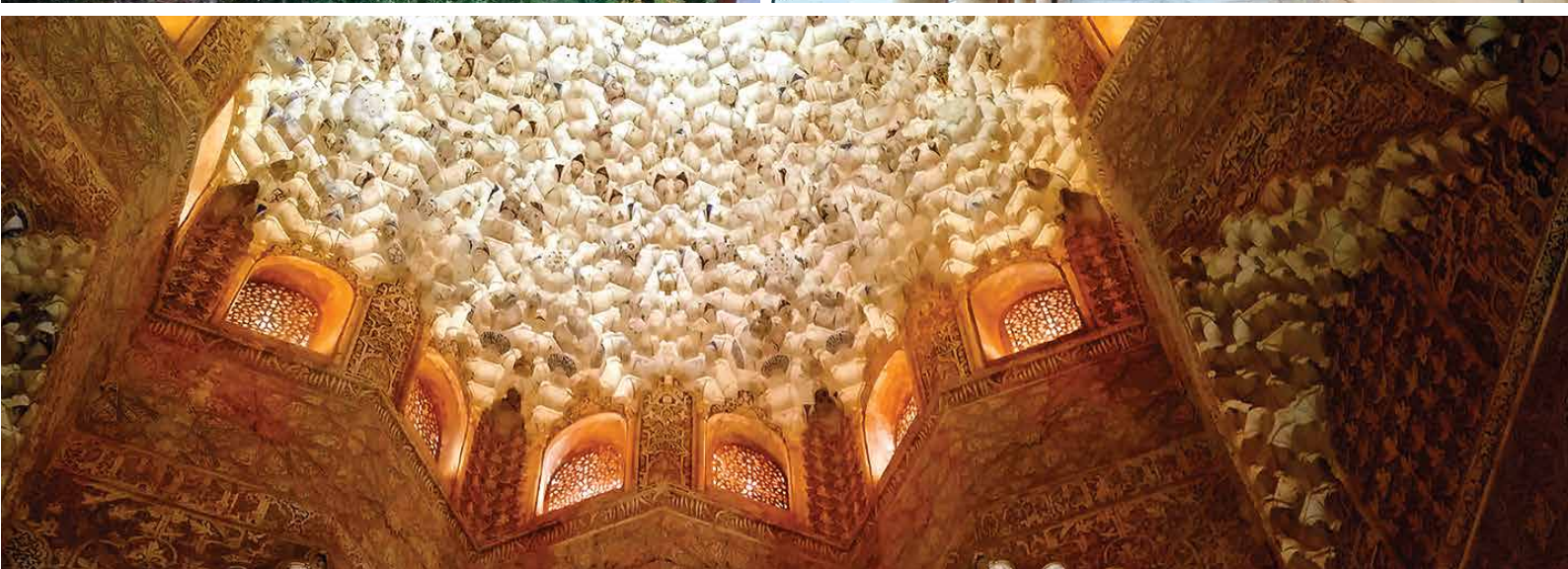
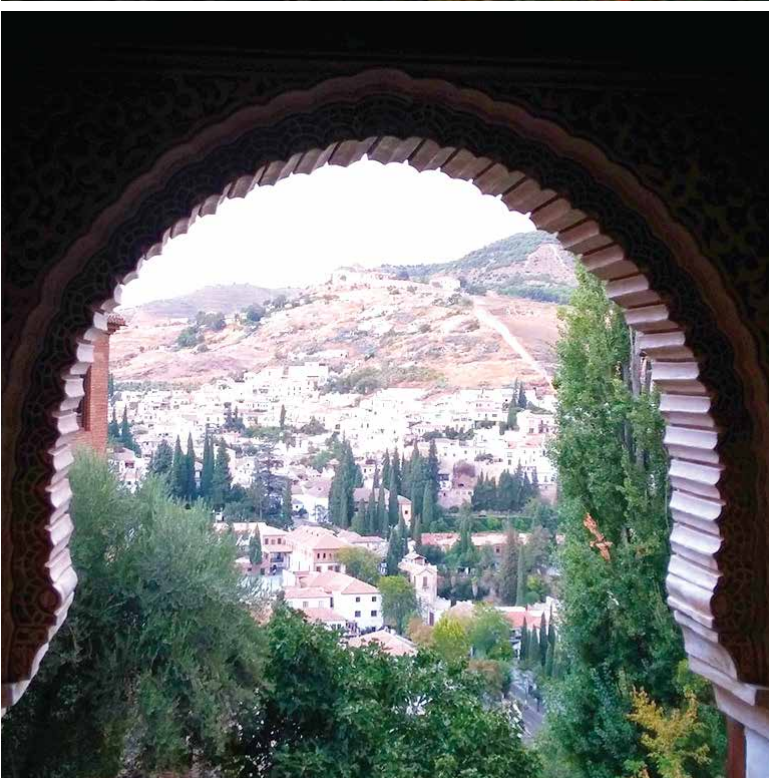
- ▶ Dining options and Halal assurance
- ▶ Ease of access to prayer places
- ▶ Airport services and facilities
- ▶ Accommodation options

### Halal awareness and reach out to Muslims by the destination

20%  
weighting

- ▶ Muslim travel market awareness and reach out
- ▶ Ease of communication







The top 100 destinations ranked in this report are taken from 110 studied, including 29 OIC destinations and 81 non-OIC destinations. These hundred destinations represent more than 95% of Muslim visitor arrivals in 2014.

Africa	Asia	Americas	Europe
Algeria	Azerbaijan	Argentina	Albania
Egypt	Bahrain	Brazil	Andorra
Kenya	Bangladesh	Canada	Austria
Mauritius	Brunei	Chile	Belgium
Morocco	Cambodia	Colombia	Bosnia and Herzegovina
Mozambique	China	Costa Rica	Bulgaria
Nigeria	Cyprus	Brazil	Croatia
Senegal	Georgia	Canada	Czech Republic
South Africa	Hong Kong	Cuba	Denmark
Swaziland	India	Dominican Republic	Estonia
Tanzania	Indonesia	Jamaica	Finland
Tunisia	Iran	Mexico	France
Uganda	Japan	Peru	Germany
Zimbabwe	Jordan	Puerto Rico	Greece
	Kazakhstan	United States	Hungary
	Kuwait	Uruguay	Ireland
<b>Oceania</b>	Kyrgyzstan	Peru	Italy
Australia	Laos	Puerto Rico	Latvia
Fiji	Lebanon	United States	Lithuania
New Zealand	Malaysia		Luxembourg
	Maldives		Malta
	Oman		Netherlands
	Pakistan		Norway
	Philippines		Poland
	Qatar		Portugal
	Saudi Arabia		Romania
	Singapore		Russia
	South Korea		Slovakia
	Sri Lanka		Slovenia
	Taiwan		Spain
	Tajikistan		Sweden
	Thailand		Switzerland
	Turkey		United Kingdom
	United Arab Emirates		
	Uzbekistan		
	Vietnam		

# Global Muslim Travel Index (GMTI) 2015 Results

Against the backdrop of a new set of criteria Malaysia topped the 2015 Index with a score of 83.8. It was followed by Turkey at 73.8 and UAE at 72.1.

It is the fifth year in a row that Malaysia has ranked number one having topped the previous rankings produced by CrescentRating since 2011.

Although OIC destinations have a distinct advantage due to having Muslim friendly facilities and services by default, there is still a requirement to create a clear and coherent strategy across every level to fully maximise their attractiveness to Muslim tourists. It is a commitment that Malaysia, and to an extent Turkey, has embraced wholeheartedly over the last decade. In 2014 Malaysia and Turkey attracted 13% of total Muslim travelers. Other destinations in the top 10 also have the potential to target this segment to increase their visitor arrivals.

Non-OIC destinations have been much more proactive in looking at this segment and are developing services and capabilities specifically to attract this audience. Commendable mentions must be given to Asian destinations such as Japan and Taiwan who have fully embraced this growing sector by dedicating resources and influencing tourism policy.

Given that many of these destinations already have excellent tourism products and infrastructure, for some it will only require small adaptations and adjustments to fully cater for the needs of Muslims.

Singapore comes out on top for the non-OIC destinations. Over the last few years it has invested in attracting this sector by adapting its offering to the Muslim tourist. It currently boasts some of the best Halal food environments in non-OIC destinations, even when compared against OIC destinations. In addition, it has invested and embraced processes that provide greater transparency to the sector. An example is the well established and dedicated Halal certification body.

From a regional perspective, Asian destinations lead with an average GMTI score of 53.98.



The top 10 OIC destinations in the GMTI 2015 are:

RANK	GMTI 2015 RANK	DESTINATION	SCORE
1	1	Malaysia	83.8
2	2	Turkey	73.8
3	3	United Arab Emirates	72.1
4	4	Saudi Arabia	71.3
5	5	Qatar	68.2
6	6	Indonesia	67.5
7	7	Oman	66.7
8	8	Jordan	66.4
9	10	Morocco	64.4
10	11	Brunei	64.3

The top 10 non-OIC destinations in the GMTI 2015 are:

RANK	GMTI 2015 RANK	DESTINATION	SCORE
1	9	Singapore	65.1
2	20	Thailand	59.2
3	25	United Kingdom	55.0
4	30	South Africa	51.1
5	31	France	48.2
6	32	Belgium	47.5
7	33	Hong Kong	47.5
8	34	USA	47.3
9	35	Spain	46.5
10	36	Taiwan	46.2

# The Primary Index – GMTI40

GMTI40 will track the average score of the top 20 OIC and top 20 non-OIC destinations to form a key index to monitor the performance of the Muslim travel segment throughout the year. It is envisaged that the GMTI40 will be updated quarterly to provide frequent monitoring of the sector.

Currently, the top 20 destinations overall include only two non-OIC destinations, namely Singapore and Thailand. The GMTI40 will give a more balanced view of the Muslim travel segment.

A sign of encouragement for non-OIC destinations keen to attract this market can be gleaned by looking at Singapore, which came ninth in the overall rankings. This demonstrates the ability and potential for non-OIC destinations to attract the Muslim travel segment. A mention must also be made of Thailand, which has shown great improvement in the past few years and came 17th in the overall Index with a score of 60.3.

At the time of the release of GMTI 2015, GMTI40 stood at 55.9 with the overall average GMTI score for the 100 destinations at 41.6.

	OIC 20 average	Non-OIC 20 average	GMTI40 average
<b>GMTI score</b>	65.8	47.7	56.7
<b>Holiday destination</b>	45.7	60.4	53.0
<b>Safe travel environment</b>	89.9	86.1	88.0
<b>Visitor arrivals</b>	29.8	15	22.4
<b>Dining options and Halal assurance</b>	81.8	44.7	63.2
<b>Ease of access to prayer spaces</b>	99.0	41.3	70.2
<b>Airport facilities</b>	76.7	44.2	60.5
<b>Accommodation options</b>	46.2	32.0	39.1
<b>Ease of communication</b>	58.7	51.6	51.2
<b>Travel needs awareness and reach out</b>	49.2	31.9	40.5

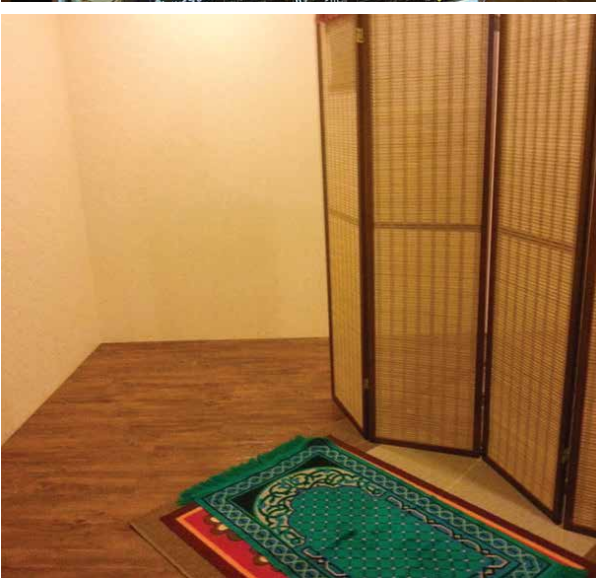
GMTI40 during 2015 will includes these destinations:

Rank	OIC Destination	Score	Rank	OIC Destination	Score
1	Malaysia	83.8	1	Singapore	65.2
2	Turkey	73.8	2	Thailand	59.4
3	United Arab Emirates	72.1	3	United Kingdom	55.0
4	Saudi Arabia	71.3	4	South Africa	51.1
5	Qatar	68.2	5	France	48.2
6	Indonesia	67.5	6	Belgium	47.5
7	Oman	66.7	7	Hong Kong	47.5
8	Jordan	66.4	8	United States	47.3
9	Morocco	64.4	9	Spain	46.5
10	Brunei	64.3	10	Taiwan	46.2
11	Tunisia	64.0	11	Japan	45.3
12	Kuwait	63.9	12	Switzerland	45.2
13	Iran	63.9	13	Australia	45.1
14	Bahrain	63.6	14	India	44.2
15	Egypt	62.3	15	Sri Lanka	44.0
16	Maldives	62.3	16	Bosnia and Herzegovina	44.0
17	Kazakhstan	60.5	17	Russian Federation	43.8
18	Bangladesh	60.2	18	Germany	43.5
19	Algeria	58.5	19	New Zealand	42.4
20	Azerbaijan	58.2	20	Netherlands	42.1

# GMTI 2015 Criteria Overview









# 1. Family Friendly Holiday Destination

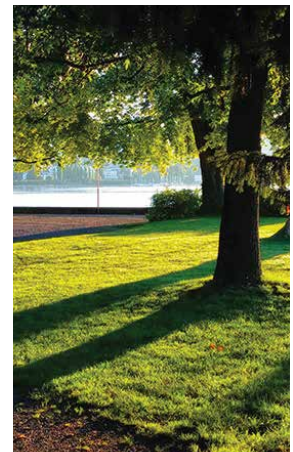
As one of the important criteria, GMTI takes into account the popularity of a destination for holidays as well as its family friendliness.

More than 50% of Muslim tourists travel with their families - a much higher percentage compared with other travel segments. So GMTI takes into account the level of family friendly activities the destination offers.

Two main metrics are studied for these criteria:

The overall visitor arrivals at the destination in 2014

The availability of activities such as shopping, sightseeing, architecture, arts and culture, nature and wildlife, beaches and more



## 2. Safe Travel Environment

A safe and secure environment is key to attracting any tourist to a destination. Historically, empirical studies reveal a very high correlation between a safe travel environment and the number of tourist arrivals to a particular destination. Thus, a safe travel environment is an important catalyst when selecting a tourist destination to travel to.

The safe travel environment score is calculated from the perspective of a Muslim traveler. Two primary factors were considered when calculating the scores:

Travel alerts issued on a particular destination by UK, US, Australia and Canada

Muslim traveler safety

Travel alerts issued about tourist destinations were used as the primary indicator to ascertain the general security situation of a particular country, especially for travelers. These travel alerts not only covers the general safety and security situation of a country, but also other factors such as natural disasters and health epidemics.

For the Muslim travel safety metrics, extensive online research was done to check for incidents reported against Muslims. Many Muslim female tourists wear traditional Islamic clothing which can include the Hijab. In some cases the face covering, Niqab, is also worn. Any resentment prevalent at the destination for such clothing is also taken into account.



### 3. Muslim Visitor Arrivals

One of the biggest indicators of the popularity of a destination is the volume of Muslim visitor arrivals. It is the first time this criteria has been included in the Index. The Muslim visitor arrival figures have been extracted by applying CrescentRating's proprietary Muslim Arrivals calculation model to the overall visitor arrivals as reported by UNWTO.

This study revealed that in 2014 total Muslim visitor arrivals were 108 million representing 10% of the entire travel economy.

The visitor arrivals used for this study are the total non-resident tourists who have entered the national borders of each selected inbound destination. The travel and tourism data provided by UNWTO is the primary source of data.

The scores for the Muslim visitor arrival criteria based on the:

Total Muslim visitor arrivals

Percentage of Muslim visitors as a segment of total visitors

In 2014 30 destinations accounted for 80% of Muslim visitor arrivals. The top country was Saudi Arabia. This included religious travel to Saudi Arabia.

30% of Muslim visitors	Next 30% of Muslim visitors	Next 20% of Muslim travelers
1. Saudi Arabia	6. France	17. China
2. Malaysia	7. Kazakhstan	18. Jordan
3. Turkey	8. Singapore	19. Egypt
4. Russia	9. Morocco	20. Greece
5. Iran	10. United Arab Emirates	21. Algeria
	11. Italy	22. Kyrgyzstan
	12. Thailand	23. Poland
	12. Tunisia	24. Germany
	13. USA	25. India
	15. Bahrain	26. United Kingdom
	16. Spain	27. Georgia
		28. Bulgaria
		29. Indonesia
		30. Hong Kong



## 4. Dining Options and Halal Assurance



Availability of Halal food is one of the most important aspects when it comes to catering for Muslim travelers. Muslims are required to only consume Halal food.

The main criteria for meat is that it has been slaughtered in a Halal manner. Furthermore, any food which does not use meat or meat based ingredients or alcohol in its preparation is considered permissible to consume. There should also be no risk of Halal food being contaminated with non-Halal food.

Given the complexity of the food industry, an independent Halal assurance of a food outlet by a Halal certification body puts Muslims at ease when choosing where to eat.

The dining options and Halal assurance score for each destination is based on:

The availability of Halal food in the main cities of the destination

The halal certification eco-system in the destination

Halal is easily available in most of the OIC destinations. The availability of Halal food in non-OIC destinations has also been growing in recent years. One example is Taiwan, where the last two years have seen the number of Halal certified outlets double. The certification body is part of the China Muslim Association.

Singapore has by far the best halal food environment among the non-OIC destinations. With its well established Halal certified body, MUIS, it has close to 10,000 halal certified food outlets.







## 5. Ease of Access to Prayer Places



Performing prayers (Salah) five times a day is one of the five pillars of Islam. Salah is preceded by ablution, a certain way of cleaning oneself before prayers.

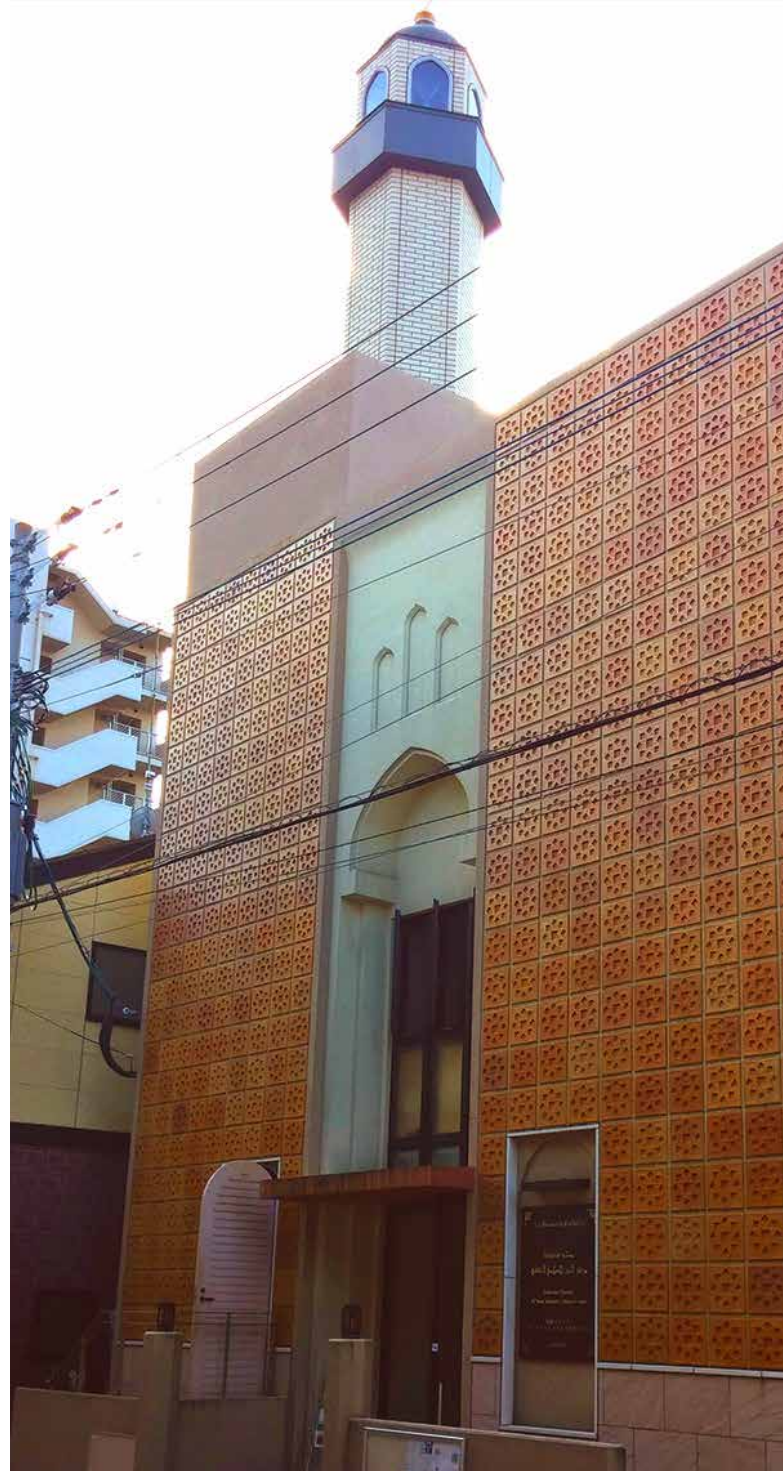
The prayer could be performed at any clean location, but most Muslims travelers would prefer a mosque or a designated place for prayers. Hence, ease of access to prayer facilities in the tourist destination will make Muslim travelers comfortable.

The scoring methodology for access to prayer places is based on the general availability of prayer facilities in the destination and in particular their availability in the main tourist cities of the destinations.

It is no surprise that almost all of the OIC destinations received a score of 100. Most OIC destinations have easy access to mosques, but also in places such as Malaysia and UAE there are prayer places allocated in shopping malls, theme parks etc.

Among the non-OIC destinations, Singapore and the United Kingdom get the highest scores of 70. The average score of the top 10 is 57.5. Most non-OIC destinations have a score below this average.







## 6. Airport Services and Facilities



Airports provide various facilities and services that cater to the diverse needs of travelers from around the globe and witness large number of passengers throughout the year.

To cater for the growing number of Muslim travelers passing through, it is crucial that airports are able to cater to their specific needs.

The two most important services to cater for the needs of Muslim at airports are prayer facilities and Halal food availability. This is even more important if it is a major transit airport.

The scoring for this criterion was based on the following:

Availability of prayer rooms in public and transit areas

Availability of proper ablution facilities in public and transit areas

Availability of Halal food/restaurants in both public and transit areas

Depending on the size of the destination, the above criteria is scored for the main international airports.

Most OIC destinations provide all the necessary airport services and facilities at the airport for Muslim travelers.

In non-OIC destinations, an increasing number of airports are now providing multi-faith prayer rooms. However, many still lack proper ablution facilities. Furthermore, there is also a large shortage of Halal food outlets in many non-OIC airports.

However, there is an indication that many non-OIC destinations are making inroads in this area. Bangkok Suvarnabhumi International stands out as an airport which provides comprehensive prayer and halal food facilities.

During 2014, most Japanese airports have set up prayer rooms with ablution facilities, while a few are now also providing halal food



## Prayer Room

礼拜室

祈祷室 기도실

This room is available for all for prayer, devotions, meditation, contemplation, reflection, silent thought or any spiritual activity in tranquil surroundings.

礼拜室は、祈り、祈祷、黙禱、瞑想、思索、物思いなど、静謐な環境の下での精神活動のためにどなたでもご利用いただけます。

祈祷室供旅客进行祷告、祈祷、默哀、冥想、思索、沉思等在静谧的环境下进行精神活动。

기도실은 기원, 기도, 묵도, 명상, 사색, 싶은 생각 등 조용한 환경 속에서의 정신 활동을 할 수 있습니다.





## 7. Accommodation Options

Providing accommodation options which cater for the Muslim travelers is important. Having access to Halal food, prayer direction markings, no alcohol and water friendly washrooms are just some of the most important services that Muslims will look for to make their stay comfortable at hotels or other accommodation.

Since a huge proportion of Muslim tourists travel with children and parents, having family friendly accommodation such as an apartment hotel will increase its attractiveness.

The accommodation score is based on the following:

Number of hotels, which are promoted as Muslim friendly.

The volume of apartment hotel type accommodation available for family travelers

Due to this sector being the slowest to adapt its services to cater for the Muslim market, it has been given the lowest weighting among all the criteria.

This is the area which has the lowest average score for the 100 destinations within the Muslim friendly services category. The hotels sector has in general been slow to look at the Muslim travel sector as an important market.



## 8. Travel Needs Awareness and Reach Out

This criteria looks at awareness of the Muslim travel market and its needs at the destination as well as specific reach out by the destination to this segment.

This includes marketing campaigns by tourism bodies directly targeting this sector.

We have measured the level of awareness using the following metrics:

The percentage of Muslim population in the destination

Conferences, workshops, seminars and other educational activities at the destination related to Halal food, Halal travel, Muslim consumers etc.

Destination marketing targetted at the Muslim travelers

## 9. Language Proficiency

Most of the Muslim inbound travelers speak English, Arabic, Bahasa (Malaysia/Indonesia), Turkish, Persian and French. Therefore it is important to evaluate the proficiency in these languages in each destination.

The main languages of Muslim travelers and the proficiency were evaluated for each inbound destination. Since Arabic and English cover the majority of this visitor segment they were given a higher weighting.

# GMTI 2015 Scores

# GMTI Scores

Destination	2015 Rank	2015 GMTI Score	Family friendly holiday and safe travel destination			Muslim friendly services and facilities available at the destination				Halal awareness and destination marketing	
			Family friendly holiday destination	Safe travel environment	Muslim visitor arrivals	Dining options and assurance	Ease of access to prayer spaces	Airport services and facilities	Accommodation options	Ease of communication	Muslim travel needs awareness and reach out
Albania	48	41.8	38.6	100.0	4.6	55.0	55.0	10.0	20.4	23.0	24.0
Algeria	21	58.5	32.9	75.5	32.8	88.5	100.0	53.3	30.0	56.0	40.0
Andorra	98	25.6	30.7	100.0	1.4	0.0	0.0	0.0	20.3	33.5	4.0
Argentina	72	33.3	60.5	100.0	0.1	20.0	20.0	12.0	29.0	20.0	4.0
Australia	39	45.1	61.8	83.5	6.8	36.5	25.0	48.0	28.1	76.4	31.0
Austria	60	37.0	49.9	88.0	10.3	37.0	25.0	15.0	32.0	28.6	18.0
Azerbaijan	22	58.2	41.4	100.0	15.6	70.0	90.0	54.2	40.0	32.0	46.0
Bahrain	15	63.6	45.3	79.0	37.6	70.0	100.0	86.7	41.7	74.0	42.0
Bangladesh	19	60.2	41.9	82.5	5.5	80.0	100.0	93.3	40.0	34.0	40.0
Belgium	32	47.5	55.7	89.5	4.7	55.0	50.0	56.7	21.8	54.3	17.0
Bosnia and Herzegovina	42	44.0	43.0	76.5	1.6	55.0	50.0	25.8	31.8	19.0	50.0
Brazil	86	29.8	56.4	79.5	1.6	23.5	15.0	19.7	26.4	19.5	0.0
Brunei	11	64.3	45.1	100.0	5.9	90.0	100.0	60.0	50.0	61.5	46.0
Bulgaria	63	35.4	50.2	86.5	14.4	23.5	20.0	38.3	22.1	24.5	12.0
Cambodia	76	32.0	39.9	88.9	2.7	20.0	20.0	32.9	20.1	26.0	12.0
Canada	52	40.4	57.2	97.0	7.1	37.0	25.0	34.0	22.1	67.7	4.0
Chile	75	32.0	46.1	100.0	0.6	20.0	15.0	15.0	22.0	20.0	13.0
China	49	41.4	76.0	81.0	24.2	31.0	25.0	22.0	31.8	21.0	23.0
Colombia	99	24.4	49.9	69.0	0.5	11.0	15.0	15.0	20.9	16.5	0.0
Costa Rica	100	24.0	44.6	82.5	0.5	6.5	15.0	0.0	20.3	27.0	0.0
Croatia	59	37.1	47.1	97.0	5.0	25.0	20.0	16.7	38.6	16.0	32.0
Cuba	95	26.7	45.9	97.0	1.6	6.5	15.0	10.0	20.0	12.0	0.0
Cyprus	56	37.7	40.3	100.0	3.3	30.0	40.0	15.0	21.4	38.0	22.0
Czech Republic	84	30.3	42.2	86.5	4.3	20.0	15.0	24.2	30.6	24.0	6.0
Denmark	61	36.6	55.3	83.5	3.4	30.0	20.0	19.4	24.0	71.2	15.0
Dominican Republic	97	25.7	44.2	79.0	1.4	15.0	15.0	13.3	20.3	19.5	0.0
Egypt	16	62.3	50.8	73.0	21.9	85.0	100.0	63.3	41.6	70.0	46.0
Estonia	85	30.0	42.6	100.0	1.6	14.0	15.0	16.7	21.0	24.0	6.0
Fiji	57	37.2	44.1	96.5	0.6	30.0	25.0	46.7	20.3	32.0	12.0
Finland	80	30.9	50.5	96.4	3.2	20.0	15.0	15.0	20.7	25.0	2.0
France	31	48.2	89.3	76.0	29.3	38.5	45.0	35.3	37.7	44.4	17.0
Georgia	58	37.2	49.9	100.0	26.8	30.0	20.0	15.0	20.7	24.5	12.0
Germany	44	43.5	62.5	88.0	14.1	35.0	35.0	31.0	33.0	51.7	23.0
Greece	64	35.3	57.7	91.0	19.3	20.0	25.0	12.0	35.2	39.7	4.0
Hong Kong	33	47.5	55.7	100.0	10.9	50.0	30.0	53.3	32.0	52.5	20.0
Hungary	79	31.1	47.0	100.0	2.5	15.0	15.0	10.0	31.6	32.1	6.0
India	40	44.2	58.8	68.5	18.1	43.0	50.0	46.7	32.1	43.0	23.0
Indonesia	6	67.5	51.9	89.5	13.1	83.0	100.0	82.2	48.6	54.5	61.0
Iran	14	63.9	42.0	72.0	52.9	85.0	100.0	73.3	40.0	38.1	50.0
Ireland	53	39.4	52.2	97.0	1.7	20.0	45.0	38.3	20.4	78.5	4.0
Italy	51	40.4	70.4	85.0	26.7	28.0	15.0	26.3	42.3	34.6	15.0
Jamaica	89	28.8	43.4	79.0	0.4	20.0	15.0	16.7	20.1	65.0	0.0
Japan	37	45.3	58.9	100.0	4.2	30.5	20.0	40.0	28.3	24.3	52.0
Jordan	8	66.4	41.8	89.5	30.9	80.0	100.0	80.8	40.1	77.0	51.0
Kazakhstan	18	60.5	41.1	100.0	44.3	80.5	90.0	46.7	40.1	29.7	38.0
Kenya	62	36.0	40.1	62.0	5.3	40.0	40.0	56.7	21.1	32.0	12.0
Kuwait	13	63.9	35.5	89.5	20.0	80.0	100.0	86.7	50.1	74.0	42.0
Kyrgyzstan	24	55.5	35.0	96.5	27.9	70.0	90.0	50.0	30.1	19.0	40.0
Laos	94	27.5	44.6	93.0	3.9	10.5	15.0	15.0	20.0	18.0	0.0
Latvia	88	29.2	43.3	98.5	2.4	20.0	15.0	10.0	20.7	24.0	0.0
Lebanon	29	52.8	41.1	68.5	15.8	65.0	100.0	63.3	40.1	61.0	24.0
Lithuania	78	31.5	47.7	98.5	1.8	20.0	15.0	26.1	21.3	24.0	0.0
Luxembourg	77	31.6	39.9	100.0	1.7	25.0	20.0	10.0	20.1	42.0	4.0
Malaysia	1	83.8	64.3	100.0	58.5	90.0	100.0	100.0	60.0	71.8	88.0
Maldives	17	62.3	40.0	100.0	2.6	79.0	100.0	56.7	44.3	64.5	54.0
Malta	87	29.5	47.6	89.5	2.0	25.0	15.0	10.0	25.3	24.0	0.0
Mauritius	67	34.7	43.1	98.5	2.5	32.5	25.0	10.0	20.2	40.5	12.0
Mexico	92	28.1	53.8	79.0	2.4	20.0	15.0	10.0	22.2	12.5	5.0
Morocco	10	64.4	51.1	89.5	34.2	75.0	100.0	63.3	42.2	65.0	46.0
Mozambique	68	34.1	42.5	86.0	2.4	30.0	40.0	10.0	20.0	16.0	22.0
Netherlands	46	42.1	54.0	83.5	8.2	44.0	45.0	22.8	23.7	51.8	23.0
New Zealand	45	42.4	46.8	97.0	2.0	36.5	20.0	31.1	22.1	76.3	34.0
Nigeria	54	39.2	36.7	50.0	6.2	49.5	60.0	50.0	30.0	41.0	24.0
Norway	70	33.6	49.6	91.0	2.6	25.0	30.0	15.0	20.9	48.0	4.0
Oman	7	66.7	43.5	100.0	13.7	80.0	100.0	100.0	51.7	65.0	40.0
Pakistan	23	57.9	44.2	52.0	5.2	88.5	100.0	93.3	40.0	28.0	46.0
Peru	90	28.8	50.2	79.0	0.6	14.0	15.0	16.7	22.4	12.0	16.0
Philippines	47	41.8	46.4	72.5	3.5	42.0	55.0	45.0	22.5	34.0	30.0
Poland	73	32.3	50.6	86.5	15.5	24.5	15.0	24.2	26.7	25.2	0.0



# GMTI Scores

Destination	2015 Rank	2015 GMTI Score	Family friendly holiday and safe travel destination			Muslim friendly services and facilities available at the destination				Halal awareness and destination marketing	
			Family friendly holiday destination	Safe travel environment	Muslim visitor arrivals	Dining options and assurance	Ease of access to prayer spaces	Airport services and facilities	Accommodation options	Ease of communication	Muslim travel needs awareness and reach out
Poland	73	32.3	50.6	86.5	15.5	24.5	15.0	24.2	26.7	25.2	0.0
Portugal	65	35.0	52.8	98.5	3.1	20.0	20.0	15.0	34.9	35.6	13.0
Puerto Rico	81	30.5	47.0	98.5	0.6	20.0	20.0	10.0	20.1	32.5	0.0
Qatar	5	68.2	44.3	100.0	10.0	90.0	100.0	100.0	54.3	73.0	38.0
Romania	74	32.2	51.9	100.0	2.9	20.0	15.0	23.7	21.6	24.0	0.0
Russian Federation	43	43.8	58.5	78.0	51.9	30.0	25.0	33.3	26.0	37.5	31.0
Saudi Arabia	4	71.3	40.3	86.0	48.7	95.0	100.0	100.0	60.5	54.5	50.0
Senegal	26	54.7	47.4	86.0	6.7	65.0	100.0	53.3	30.0	28.0	40.0
Singapore	9	65.2	52.8	100.0	32.9	80.0	70.0	66.7	44.4	78.2	48.0
Slovak Republic	91	28.4	40.1	100.0	0.8	15.0	15.0	16.7	21.0	16.0	0.0
Slovenia	69	34.1	42.4	100.0	1.9	20.0	15.0	15.0	28.2	24.0	26.0
South Africa	30	51.1	60.6	81.0	6.8	55.0	60.0	65.6	21.3	56.1	30.0
South Korea	55	38.6	50.8	100.0	7.5	30.0	15.0	26.0	27.2	16.0	30.0
Spain	35	46.5	77.3	94.0	24.3	35.0	25.0	27.7	45.3	37.8	25.0
Sri Lanka	41	44.0	54.0	64.0	5.7	48.5	60.0	35.0	37.2	40.0	34.0
Swaziland	83	30.4	43.2	93.0	1.8	15.0	20.0	20.0	10.0	24.0	12.0
Sweden	71	33.5	55.8	86.5	2.6	27.0	25.0	19.6	20.9	35.2	4.0
Switzerland	38	45.2	43.3	95.5	7.5	50.0	50.0	23.3	28.7	46.2	34.0
Taiwan	36	46.2	51.7	100.0	5.2	34.0	15.0	66.7	31.7	36.0	42.0
Tajikistan	28	53.7	41.9	82.5	13.5	69.5	90.0	53.3	40.0	19.0	40.0
Tanzania	50	41.0	42.1	78.0	3.7	60.0	60.0	20.0	30.0	34.0	16.0
Thailand	20	59.4	62.5	73.0	27.6	45.0	50.0	93.3	50.4	49.9	68.0
Tunisia	12	64.0	46.8	89.5	35.7	80.0	100.0	63.3	40.1	73.0	40.0
Turkey	2	73.8	62.2	82.5	78.0	75.5	100.0	86.7	48.3	33.5	68.0
Uganda	82	30.5	41.1	83.0	3.5	25.0	25.0	10.0	20.0	29.0	12.0
United Arab Emirates	3	72.1	51.3	100.0	33.4	80.0	100.0	86.7	60.5	73.0	58.0
United Kingdom	25	55.0	73.1	88.0	12.9	58.0	70.0	50.8	35.2	78.9	20.0
United States	34	47.3	87.3	85.0	24.4	35.0	30.0	31.7	29.5	77.5	15.0
Uruguay	96	26.0	32.9	100.0	0.5	9.0	15.0	10.0	27.3	16.0	0.0
Uzbekistan	27	54.3	44.2	89.5	17.4	70.0	80.0	50.0	40.0	19.0	40.0
Vietnam	66	35.0	52.6	97.0	5.0	20.0	15.0	16.7	29.1	28.1	20.0
Zimbabwe	93	27.9	39.1	79.0	1.7	20.0	20.0	10.0	20.0	48.0	4.0
<b>Average</b>		43.8	49.4	88.5	12.4	42.5	45.9	38.2	30.8	40.0	23.7



# Footnotes and Data Sources

Department of Foreign Affairs and Trade - Australia

<http://www.smartraveller.gov.au/>

Government of Canada

<http://travel.gc.ca/travelling/advisories>

Government of the United Kingdom

<https://www.gov.uk/foreign-travel-advice>

Bureau of Consular Affairs – United States

<http://travel.state.gov/content/passports/english/alertswarnings.html>

CrescentRating

<http://www.crescentrating.com/crahtf-ranking-2013.html>

<http://www.crescentrating.com/crahtf-ranking-2011/item/894-crescentratings-top-10-halal-friendly-holiday-destinations-for-2011-1432h-1433h.html>

Booking.com

<http://www.booking.com/>

Index Mundi

<http://www.indexmundi.com/factbook/countries>

United Nations World Tourism Organization - UNWTO

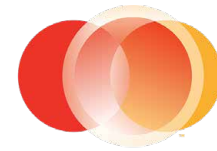
<http://www2.unwto.org/>

HalalTrip

<http://www.halaltrip.com/>



# Corporate Overview



**MasterCard**

MasterCard is a technology company in the global payments industry. We are leading the way toward a world beyond cash with the power to expand connectivity, opportunity and prosperity for individuals, businesses and communities.

We operate the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. Our products and solutions make everyday commerce activities - such as shopping, traveling, running a business, and managing finances - easier, more secure and more efficient for everyone. Through our payment solutions, we deliver value and connect close to two billion cardholders with tens of millions of merchants around the world.

With our state-of-the-art network, MasterCard is in a prime position to roll out the next generation of products and services - whether it's the EMV migration in the United States, data analytics for merchants, or advancing mobile wallets around the world. Our network maintains a processing performance of 130 milliseconds per transaction, two times faster than the blink of an eye and nearly four times faster than our main competitor.

The MasterCard brand is among the most recognized in the world. We offer a wide range of payment solutions, including credit, debit, prepaid and commercial programs, through a family of well-known brands, including MasterCard®, Maestro®, and Cirrus®. And since we launched Priceless Cities® in 2011, we have expanded that program to more than 30 cities around the globe, enabling our cardholders - from New York to Singapore, and from London to Rio - to enjoy exclusive experiences.

We generate revenue based on the volume of activity on cards that carry our brands, and the number of transactions we process for our customers as well as other payment-related services that we provide.

As we move toward a world beyond cash, we are helping to secure a better, more inclusive future for everyone. We are committed to continuing to use our technology and expertise to deliver better ways to pay, creating a more connected world.

## CRESCENT RATING

CrescentRating is the world's leading authority on Halal-friendly travel. The company's vision is to lead, innovate and drive this segment through practical and deliverable solutions in what is regarded today as one of the fastest growing segments in the tourism sector.

The company uses insight, industry intelligence, lifestyle, behaviour and research on the needs of the Muslim traveler to deliver authoritative guidance on all aspects of Halal-friendly travel to organizations across the globe.

Formed in 2008, CrescentRating services are now used by every tier of the tourism industry globally, from government bodies and tourism agencies to hospitality service providers, to inform how they can meet and serve the needs of the Muslim traveler.

Its unique rating service, which combines detailed analysis, assessment and benchmarking, is now established as the premier Halal friendly standard for the industry.

The primary aim of CrescentRating is to enable Muslim travelers to explore any part of the world with the satisfaction that their needs and requirements are being met.

CrescentRating's services now include rating & accreditation, research & consultancy, workshops & training, ranking & indices, event support/partnerships and content provision. HalalTrip is a sister brand of CrescentRating.



HalalTrip is one of the world's leading online travel specialists catering specifically to the needs of the Muslim travelers.

The platform makes place discovery and trip planning easier, fun and more intuitive for those looking for a Halal-friendly travel experience. Its vision is to become the trusted trip advisor for Muslim travelers around the globe.

HalalTrip uses the latest technology to allow consumers to book flights, hotels and holiday packages to destinations across the world via its online platforms. Furthermore, the online portal has been created to satisfy the demands of those searching quality Halal leisure holidays.

HalalTrip provides information and resource for its users, providing in-depth looks into destinations across the world. You will find everything required to satisfy the criteria for a Muslim traveler from city and airport guides to Halal restaurant listings and mosque locations, to help Muslims with every aspect of their trip.

Through a free and unique mobile application available for iPhone/iPad and Android devices, it has created a series of must-have features to help Muslims navigate their way, whether they are planning their next Halal friendly holiday or want to explore the city where they live.

# Notes





# Notes



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