



Japan Muslim Travel Index (JMTI) 2017

A Mastercard-Crescentrating GMTI Series Report

In Partnership with Halal Media Japan

November 2017





CRESCENT
CRESCENT RATING

Japan Muslim Travel Index (JMTI) 2017

A Mastercard-Crescentrating GMTI Series Report

In Partnership with Halal Media Japan

November 2017



Table of Contents

- 4 The Global Muslim Travel Market
- 7 Key Drivers in the Muslim Travel Market in Japan
- 11 Mastercard-Crescentrating GMTI Series Overview
- 13 Mastercard-Crescentrating Japan Muslim Travel Index 2017
- 15 Ranking of the Prefectures on JMTI 2017
- 18 JMTI 2017 Results Table
- 20 Business Opportunities for Muslim Travel Segment in Japan
- 22 GMTI 2017 Criteria Model
- 26 Access GMTI on an Interactive Platform
- 28 Appendix: Faith-Based Needs of Muslim Travelers





About CrescentRating

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

Founded in 2008, CrescentRating services are used by every tier of the tourism industry, from government bodies and tourism agencies to hospitality service providers, to better serve the needs of the Muslim traveler.

CrescentRating's services include rating & accreditation, research & consultancy, workshops & training, ranking & indices, destination marketing, event support/partnerships and content provisioning. 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.



About Halal Media Japan

Halal Media Japan is the leading Halal platform in Japan with its portal site available in both English and Japanese. Halal Media Japan's philosophy is to introduce Japanese Halal to Muslims who require Halal, and to contribute to the international community. Halal Gourmet Japan, Halal Expo Japan and Tokyo Modest Fashion Show are sister brands of Halal Media Japan.

The Global Muslim Travel Market

According to the Mastercard-CrescentRating Global Muslim Travel Index 2017 (GMTI 2017), in 2016 it was estimated that there were 121 million Muslim international travelers. This is projected to grow to 156 million by 2020, where the travel expenditure by Muslim travelers is expected to reach USD 220 billion. It is also projected that total Muslim travel expenditure will reach USD 300 Billion by 2026.

There are seven key drivers shaping the continued growth of the Muslim travel market:

Growing Muslim population: The Muslim population continues to be the fastest-growing religious segment in the world. It is expected to make up 26 percent of the world's population by 2030. By 2050, this Muslim population increase will be faster than the world's population as a whole.*

Growing middle class / Disposable income: There is a continued increase in the middle class in countries with large Muslim populations such as the Gulf countries, Indonesia and Malaysia. Together with a growing Muslim population in Western Europe and North America who are highly educated and skilled professionals, there will be an increase in the disposable income of this large Muslim consumer base.

Muslim Millennial Travelers (MMTs): Muslims are also the youngest segment amongst all other major religious groups with a median age of 23 years old in 2010. According to the Mastercard-HalalTrip Muslim Millennial Travel Report 2017 (MMTR 2017), it is projected that Muslim Millennial travelers' expenditure will surpass USD 100 billion by 2025.

Increasing access to travel information: Rapidly evolving technology continues to change the industry with the integration of the Internet across multiple platforms. Better access to the internet through the primary use of smartphones have also empowered more Muslims by enabling them to travel better with more options. Customers' attitudes and choices will be highly influenced by social media.

Increasing availability of Muslim-friendly travel services and facilities: With the increasing growth of the Muslim travel market, more businesses and destinations are now entering the industry to serve the needs of Muslim travelers by adapting their products and services. The increase in these Muslim-friendly services creates a virtuous cycle, creating more opportunities for Muslims to travel worldwide.

Ramadan travel: As reported in the Mastercard-CrescentRating Ramadan Travel Report 2016, Ramadan travel will be another factor driving Muslim travel. This is due to the popular observance of Umrah travel during this period, increase in business travel as well as the importance of experiencing the Ramadan culture and Eid festival, particularly with families. In addition, extreme weather or fasting durations will also continue to influence Ramadan travel.

Business travel: With the majority of Muslims representing growing economies such as Indonesia, Malaysia, Turkey and economies in the Gulf Cooperation Council (GCC), business travel is projected to grow rapidly. Availability of business opportunities, especially in developing countries, attracts a large number of business travelers. This segment has also seen growth contributed by the MICE (Meetings, Incentives, Conferences and Events) sector. Another key driver for growth in Muslim business travel is the increasing number of Muslim professionals (both males and females) now entering the workforce.

Source: *<http://www.pewresearch.org/fact-tank/2017/02/27/muslims-and-islam-key-findings-in-the-u-s-and-around-the-world>

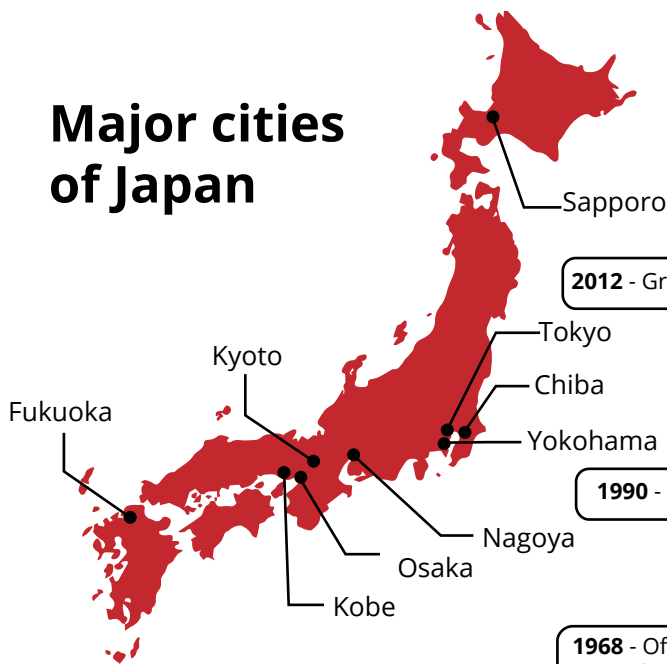


Muslims in Japan

Japan has a landmass of 378,000 square meters north to south, with a population of 127 million (as of 2016). The country is very clean and safe throughout, from its major cities to small regional towns. It provides the four key elements of nature, climate, culture, and cuisine essential to a major tourist destination. The Japanese archipelago spans north to south and thus has many differing seasons and various traditional events to go along with them. Thus it is an appealing travel destination at any time of year.

The total Muslim population in Japan is estimated to be between 100,000 and 200,000 currently. Out of which 10% are native Japanese.

Major cities of Japan



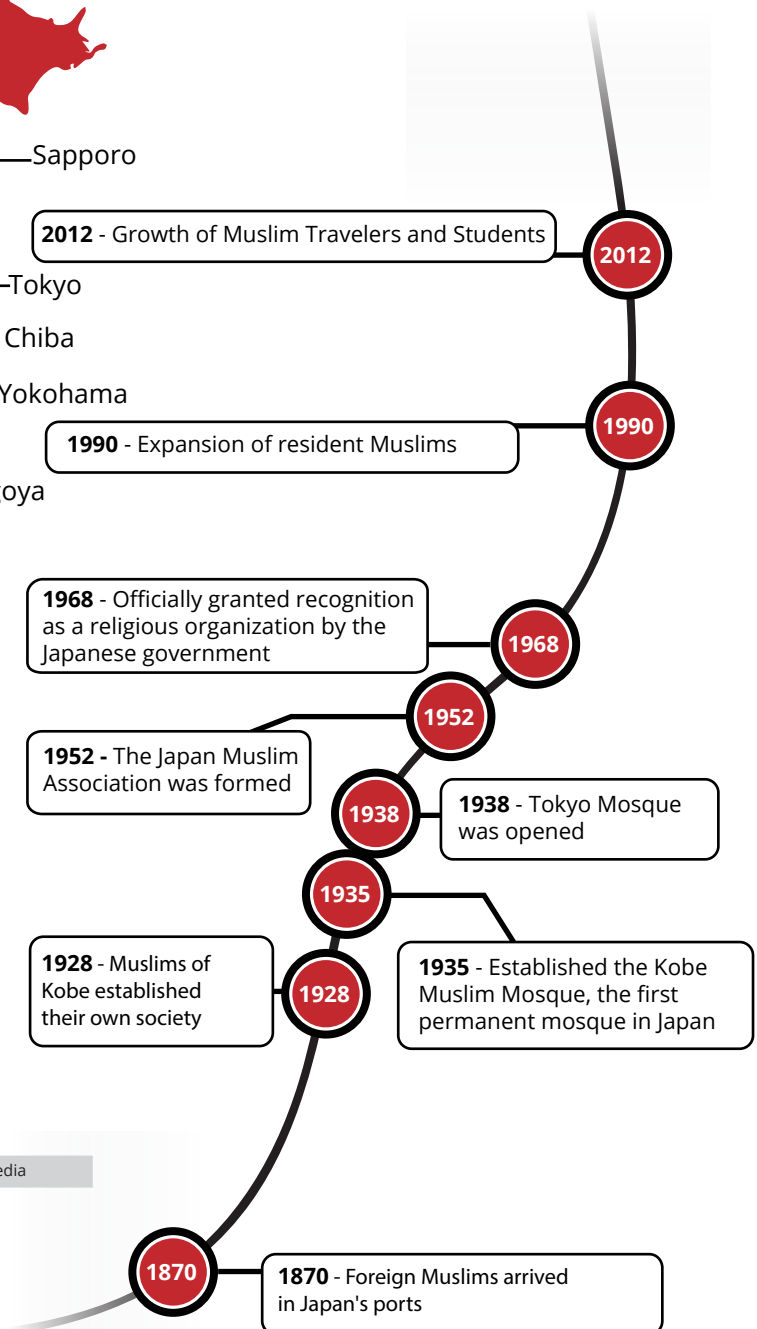
Muslims in Japan

The number of Muslims in Japan
100,000 to 200,000

Resident Foreigners
90%

Native Japanese
10%

Source: Muslim population and history source: Wikipedia



Key Drivers in the Muslim Travel Market in Japan

Increasing Muslim Visitors

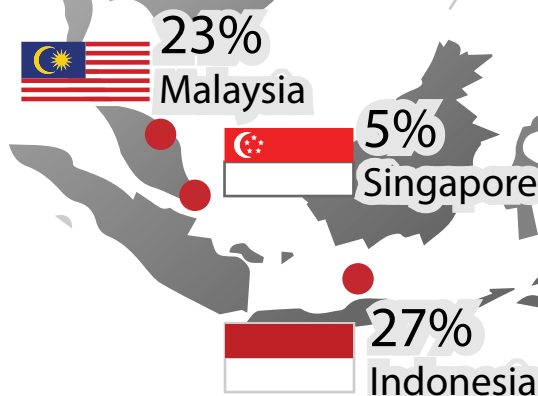
Over the last five years, travelers from the ASEAN region have grown at a rate of 37.0% (CAGR) since, reaching 1.7M in 2016. These include large numbers of Muslim travelers from Malaysia, Indonesia, and Singapore, and their numbers are expected to increase still further going forward. In 2017, visas from India were relaxed, which is expected to further boost the arrivals.

Muslim arrivals to Japan increased from around 150,000 in 2004 to 700,000 in 2016. It is projected to surpass 1 million by 2018. It will still only represent between 3% to 3.5% of the overall arrivals to Japan.

60% of the Muslim visitor arrivals are from ASEAN, with Indonesia representing 27% of the arrivals.

2016

Top Source Market
South East Asia: **60%**



2004

Muslim Visitors: 150,000
% of total visitors: 2.4%

2016

Muslim Visitors: 700,000
% of total visitors: 3%

2020 Projection

Muslim Visitors: 1,400,000
% of total visitors: 3.5%

Key drivers of Muslim travel growth in Japan



Visa free travel for Indonesians and Malaysians



Increasing awareness of the opportunity by Japanese businesses



Increase of Halal food availability and prayer rooms



TOKYO ● 2020

2020 Olympics

Visa Free Travel for Indonesians and Malaysians

In 2012, the new Abe administration embarked on a series of “Abenomics” policies, and in 2013, tourist visa regulations were relaxed for visitors from Malaysia and Thailand. This was followed in 2014 for Indonesia, the Philippines, and Vietnam. It was just at this time that the yen depreciated and LCCs grew, leading to, over the last five years, a compound average growth rate (CAGR) of over 31%, making Japan the world’s most fast-growing tourism market. This has led to increasing Muslim travelers to Japan, especially from Malaysia and Indonesia.

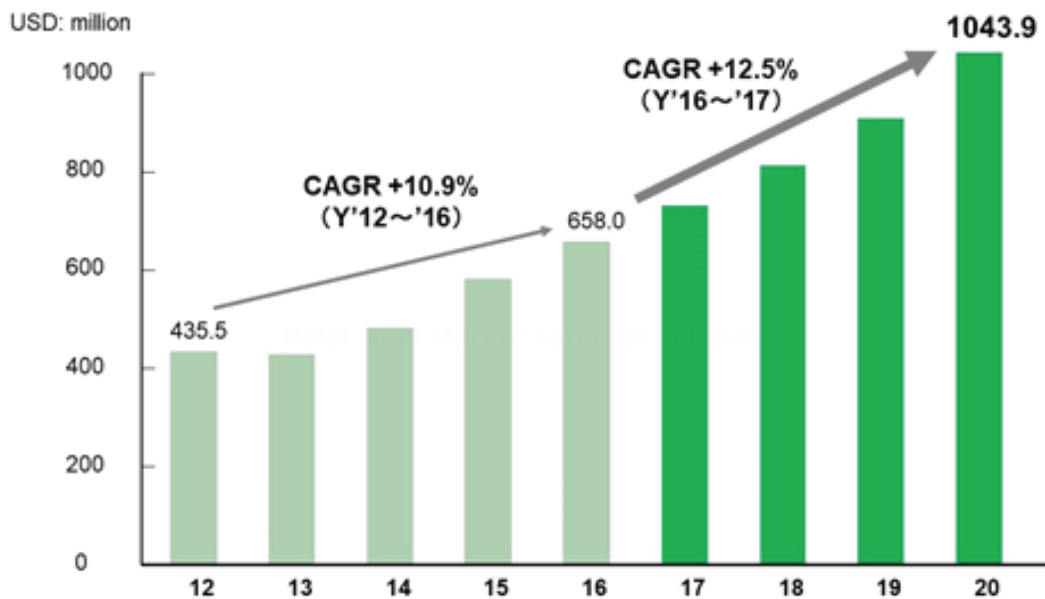
Increasing Awareness of the Opportunity by Japanese Businesses

Japanese businesses are increasingly becoming aware of the overall potential of the global Muslim lifestyle market. Thus in recent years, there have been many learning programs aimed at educating businesses on the needs of Muslim consumers.

Increase of Halal Food Availability

Following growth in Muslim travelers to Japan, the Halal food market is expanding steadily with a focus on local restaurants. It is driving the emergence of a Japanese Halal sector which is expected to be valued at USD 1 billion in 2020 - in time for Tokyo Olympics and Paralympics.

Around 800 restaurants promote themselves as “Muslim-Friendly” currently. However only 150 have a Halal certification.



Source: Total Planning Centre Osaka Estimated USD=JPY110

Interest by Foreign Halal Assurance Organizations

The world is taking an increased interest in Japan's booming market, with the Saudi Arabian certification body expanding into Japan, Malaysia's certification body adding reciprocal agencies, and Halal certification centers from the UAE opening offices in Tokyo.

Halal Certification of Food for Export

Japanese firms have started to obtain Halal certification to increase exports. However, the number of Halal certified companies are limited to around 400. While in Taiwan, which also began certification efforts at around the same time, already has over 500 such companies.

The multiple certification bodies and complex mutual certification systems in varying export destinations, has made it difficult for more Japanese companies to obtain Halal certification. The Japanese government currently does not have a regulatory body to regulate such certification organizations.

Mosques and Prayer Places

The number of mosques in Japan has grown from 86 in 2013 to 99 in June 2017. More prayer spaces can be found in major airports like Haneda Airport, Narita International Airport and Kansai International Airport, as well as in major railway hubs like JR Tokyo Station and JR Osaka Station. Prayer facilities can also be found in shopping centers.

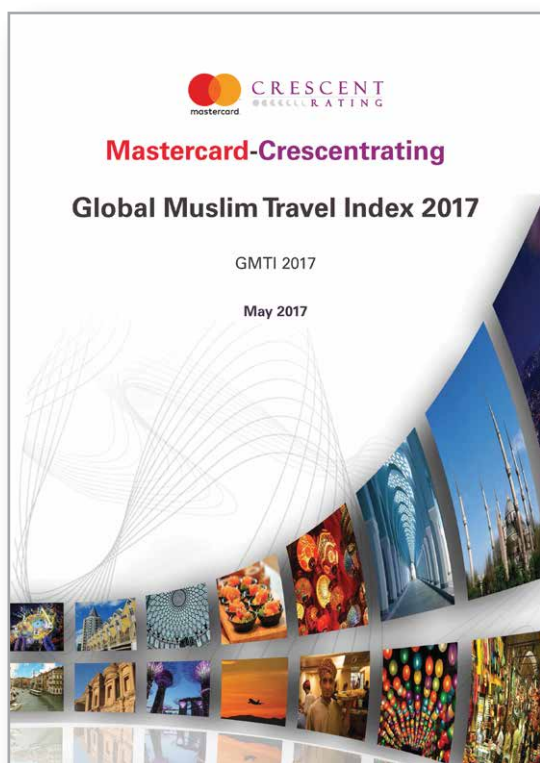
Increasing Overseas Students

More universities are actively attracting study foreign students in order to cope with a declining birthrate. The overseas population has had a growth rate of 8.1% (CAGR) over the last 10 years. This has thus far been dominated by students from South East Asian countries. This is also expected to lead to a growth in VFR (Visiting Friends and Relatives) from Muslim families having students studying in Japan.

Tokyo 2020 Olympics

In 2020, the Tokyo Olympics and Paralympics will be held. This marks 56 years since the Summer Olympics were held in Tokyo in 1964, and is the first time a country in Asia will host two Olympics games in the same location. Over the next few years, Japan will be gearing up for a major event of the century. This will also boost the expanding Muslim travel market.

Mastercard-Crescentrating GMTI Series Overview



CrescentRating has evaluated destinations since 2011, ranking them based on how well they cater to Muslim travelers.

The Mastercard-Crescentrating Global Muslim Travel Index (GMTI) was introduced in 2015 to create an Index to benchmark destinations in the Muslim Travel Market. Its latest Mastercard-Crescentrating GMTI 2017 report covered a total of 130 destinations, providing comprehensive research and insights on the Muslim travel market. The Index is an invaluable tool for stakeholders in the travel and hospitality sector to help understand how Muslim travel is influencing the overall travel market.

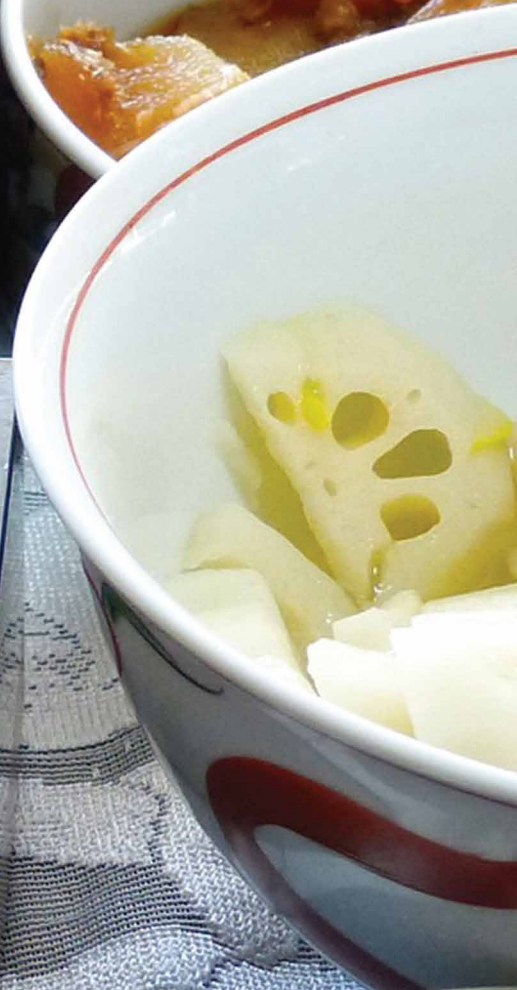
The MasterCard-Crescentrating GMTI Series represents the latest resource for destinations looking for ways to benchmark regions within their specific countries, beginning with the Japan Muslim Travel Index (JMTI) report.

The JMTI utilizes a similar Index to GMTI, providing travelers, tourism boards, economists, travel services providers, stakeholders, investors and industry specialists comprehensive benchmarks across a number of important criteria to track the health and the growth of the travel segment within their regions.

These insights will enable the regions within Japan to benchmark services across their regions in order to grow and better cater to the requirements of Muslim travelers.

In the Mastercard-Crescentrating GMTI 2017 report, Japan was the biggest mover in the top 10 with a jump of two places to sixth position on the list of non-OIC markets:

JAPAN	2015	2016	2017
TOP 10 NON-OIC RANK	Not in top 10	8	6
GMTI 2017 RANK	37	34	32
SCORE	45.3	49.1	52.8



Mastercard Crescentrating Japan Muslim Travel Index (JMTI) 2017

The JMTI 2017 looks at four key strategic areas for each region - Access, Communications, Environment and Services (ACES) with the following weightages:

- ✦ Access & Environment (Visitor Arrivals and Wifi*): 20%
- ✦ Services (Prayer facilities, Halal Food, Airport and Accommodation): 60%
- ✦ Communication: 20%

The overall rankings of the regions analyzed in this report represent a relative benchmark within the country which can be used to improve the level of services and facilities of each region. However, it is important for Japan to also compare these regional rankings with their own country-based GMTI scores to give an accurate perspective and assessment of how Muslim-friendly these regions are when compared with the global benchmark.

For the JMTI 2017 report, all 47 prefectures in Japan were analyzed:

Aichi	Hyogo	Miyazaki
Akita	Ibaraki	Nagano
Aomori	Ishikawa	Nagasaki
Chiba	Iwate	Nara
Ehime	Kagawa	Niigata
Fukui	Kagoshima	Oita
Fukuoka	Kanagawa	Okayama
Fukushima	Kochi	Okinawa
Gifu	Kumamoto	Osaka
Gumma	Kyoto	Saga
Hiroshima	Mie	Saitama
Hokkaido	Miyagi	Shiga

Shimane
Shizuoka
Tochigi
Tokushima
Tokyo
Tottori
Toyama
Wakayama
Yamagata
Yamaguchi
Yamanashi





Ranking of the Prefectures on JMTI 2017

Based on the results of the index, regions analyzed in this report were grouped into three categories based on their level of Muslim-friendly services and facilities: Leader, Adopters and Followers.

Leader

- Score highest in index
- Good mix of easy Accessibility, good Communications, comforting Environment and enabling Services for Muslim travelers (ACES Model)
- Continue to advance facilities and services to improve Japan's overall GMTI score

Adopters

- Medium scores in index
- Improving mix of ACES components
- Potential to attract more Muslim travelers if facilities and services continue to be improved and benchmarked against the Leader

Followers

- Low scores in index
- ACES components in early developmental stages
- Basic services and facilities are required to begin to attract Muslim travelers to regions



Leader Destination

Tokyo tops the index in the inaugural JMTI 2017 report. The region has proved itself to be one of the most equipped destinations for Muslim travelers in Japan in terms of the various criteria that were analyzed. It is thus categorized as a Leader region in Japan.

JTMI 2017 RANK	DESTINATION
1	Tokyo

Based on the Index scores, 12 out of 47 prefectures in Japan have been categorized as Adopters in the JMTI 2017 report. Osaka leads this category followed by Hokkaido and Chiba. Regions of Tochigi and Kagoshima have also scored enough to be ranked as an Adopter.

Adopters Destination

JTMI 2017 RANK	DESTINATION
2	Osaka
3	Hokkaido
4	Chiba
5	Aichi
6	Kyoto
7	Okinawa
8	Kanagawa
9	Fukuoka
10	Hyogo
11	Nara
12	Tochigi
13	Kagoshima



The following 34 prefectures are categorized as followers based on the scores. This represents 72% of the total number of regions analyzed in Japan which fall in this category.

Followers

JTMI 2017 RANK	DESTINATION
14	Saitama
15	Gifu
16	Gumma
17	Shizuoka
18	Shiga
19	Miyagi
20	Kagawa
21	Mie
22	Ibaraki
23	Nagano
24	Yamanashi
25	Toyama
26	Kumamoto
27	Ishikawa
28	Hiroshima
29	Tokushima
30	Fukui
31	Tottori
32	Ehime
33	Oita
34	Iwate
35	Niigata
36	Fukushima
37	Okayama
38	Miyazaki
39	Nagasaki
40	Wakayama
41	Shimane
42	Saga
43	Akita
44	Aomori
45	Yamaguchi
46	Yamagata
47	Kochi

JMTI 2017 Results Table

Destination	JMTI 2017 Rank
Aichi	5
Akita	43
Aomori	44
Chiba	4
Ehime	32
Fukui	30
Fukuoka	9
Fukushima	36
Gifu	15
Gumma	16
Hiroshima	28
Hokkaido	3
Hyogo	10
Ibaraki	22
Ishikawa	27
Iwate	34
Kagawa	20
Kagoshima	13
Kanagawa	8
Kochi	47
Kumamoto	26
Kyoto	6
Mie	21
Miyagi	19
Miyazaki	38
Nagano	23
Nagasaki	39
Nara	11
Niigata	35
Oita	33
Okayama	37
Okinawa	7
Osaka	2
Saga	42
Saitama	14
Shiga	18
Shimane	41
Shizuoka	17
Tochigi	12
Tokushima	29
Tokyo	1
Tottori	31
Toyama	25
Wakayama	40
Yamagata	46
Yamaguchi	45
Yamanashi	24



Business Opportunities for Muslim Travel Segment in Japan

1. Provide Unique Local Halal Experiences in Rural Areas

Inbound consumption is expected to shift from large cities to provincial areas. With this, there is potential for accommodation service providers in these rural regions to cater to the unique needs of Muslim travelers. In addition to providing Halal assurance to specialty food dishes and delicacies, lifestyle activities can also be more family-oriented with gender-specific options.

2. Increase Global Service Standards in Hospitality

With the Japanese government's goals to increase foreign tourists from 24.9 million in 2016 to 40 million in 2020 and 60 million in 2030, it is important for Japan to develop more 5-star hotels and raise its global service standards in hospitality to attract the luxury market in the hospitality industry.

3. Promote Health and Wellness Tourism

Japan and its people are renowned for long life spans and the consumption of healthy food accompanied with well-balanced diets. This represents an opportunity for Japan to form a unique positioning and destination-marketing strategy by sharing its expertise in health and wellness to target Muslim travelers.

4. Halal Certification

Halal certification in Japan has focused mainly on imported products with a lack of assurance on domestic restaurants coupled with challenges faces by Japanese certificate bodies in developing this ecosystem. A more streamlined and better regulated Halal certification eco-system will greatly benefit Japanese products to serve to Muslim travelers as well as the global Muslim consumer market.

5. Leverage on Global Events

In the next few years, Japan will be hosting a series of international events, such as the Rugby World Cup in 2019, the Tokyo Olympic and Paralympic Games in 2020 and the Nagoya Summer Asian Games in 2026. This represents an opportunity for Japan to position itself strongly on a global stage which will also include catering to an influx of Muslim travelers from around the world.



衛
二六 八五 之四

加

大衆割烹
全国地酒

大黒屋

鳥園

串焼

出横丁

Toilet
この先



安食衛
ごたわ料理と全国地酒

養老
乃瀧
営業中

黒雲島
¥200
瀬祭
赤霧島 入

半餃子
ポルモン

牛乳
と

白パー
馬刺

生ビー

GMTI Criteria Tool

The ability to satisfy each of the four strategic areas critical for Muslim-friendly travel will have a different impact on destinations and their Muslim visitors. Destinations that are not easy to access are less likely to be considered by travelers. It is crucial for macro policies of the destinations to address this primary factor of access before all other initiatives.

With destinations having ease of access, the next step is to have good communications - both in terms of its level of awareness and in terms of the services offered between the destination and country of origin. A destination with poor reach-out will remain relatively unfamiliar for Muslim travelers.

Destinations next need to ensure that the overall environment of the destination is comfortable. An environment that is not friendly and alien to Muslim travelers will generally create an undesirable experience.

The final critical area is to ensure that the services in the destination enable Muslim travelers to travel as they please, whilst still remaining faithful to their religious needs wherever they are.

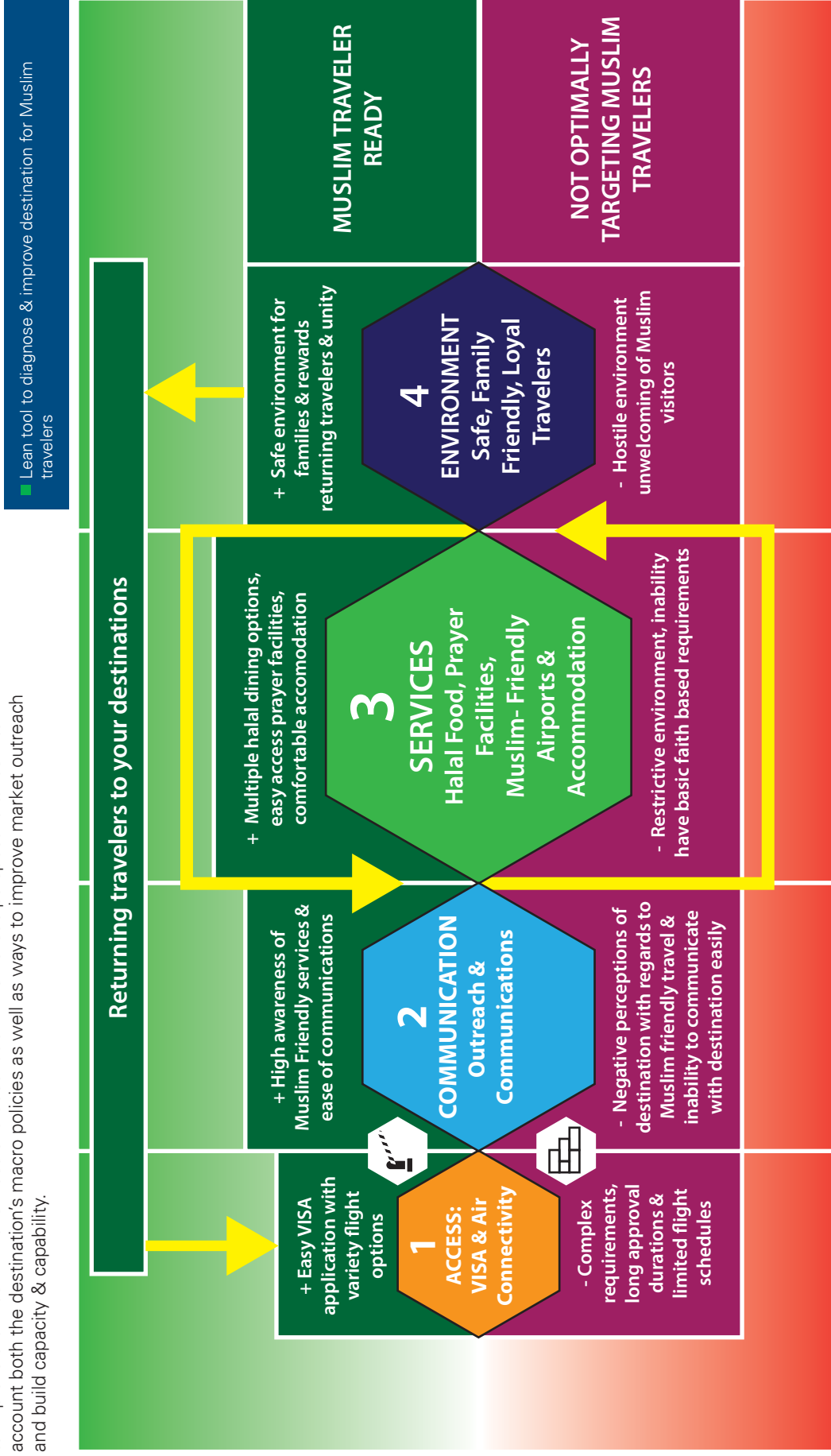
Destinations can better apply these 4 strategic areas to improve their GMTI in 2 ways.

In terms of managing customer experience and retention, the "Mapping of GMTI Criteria to Visitor Experience" map illustrates how Muslim travelers will react in the various customer touchpoints, from country of origin to destination, with respect to how well destinations perform in the strategic areas. Destinations can thus strategically manage experiences by measuring functional and service performances in these 4 key touch points.

To improve the focus areas, requires a strategic model that is both comprehensive yet practical in its execution for the industry. The ACES model provides a guided framework for destinations to better understand the key levers behind each strategic area, as well as how they can be better optimised with outreach, capacity and capability improvements to deliver optimum impact for destinations to have sustained growth of Muslim travelers.

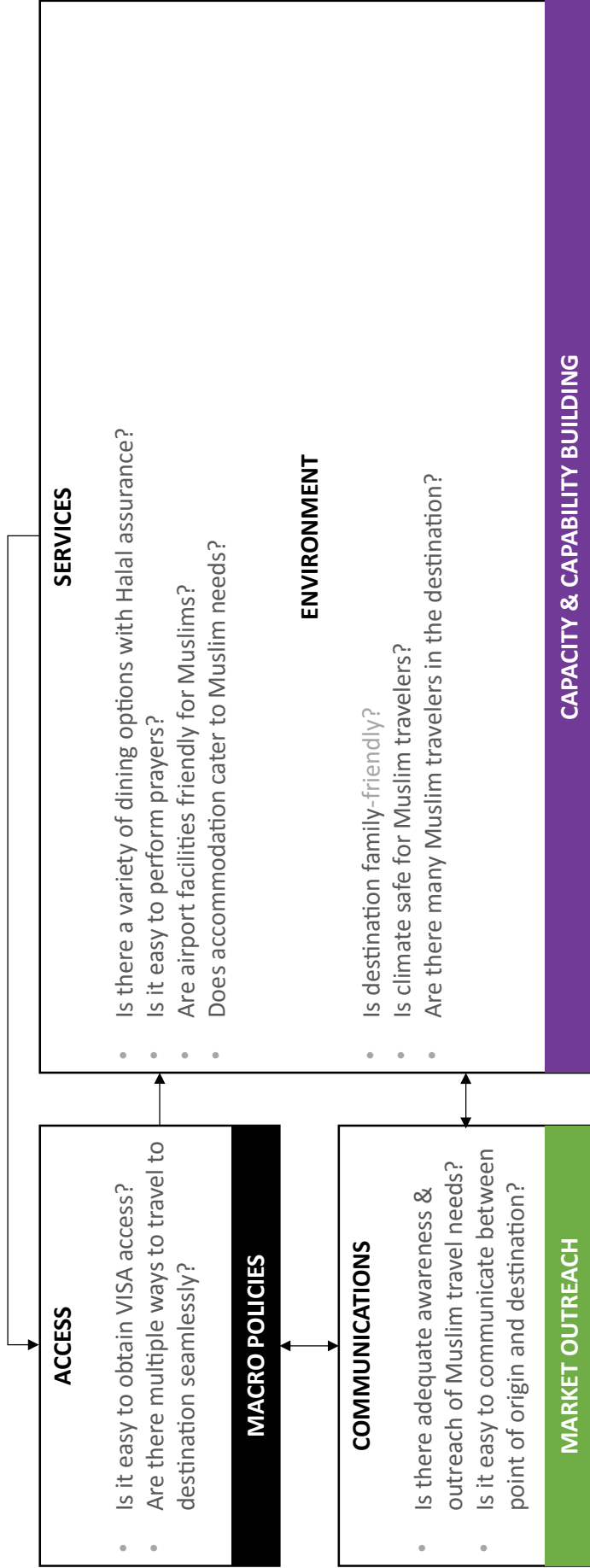
Mapping GMTI Criteria to Visitor Experience

Based on the four key areas of Access, Communications, Environment and Services, this model developed by CrescentRating allows destinations to use GMTI criteria as a lean strategic tool to improve the Muslim-friendliness of a destination. This holistic perspective takes into account both the destination's macro policies as well as ways to improve market outreach and build capacity & capability.



CRESCENTRATING ACES MODEL

Strategic tool based on the GMTI framework to enhance Muslim travel experience



CRESCENTRATING ACES MODEL FRAMEWORK				
Easy to access?	Good communications?	Comforting environment?	Enabling services?	Impact on destination
No				Not considered by Muslim Travelers
Yes	No			Unfamiliar for Muslim travelers
Yes	Yes	No		Undesirable for Muslim travelers
Yes	Yes	Yes	No	Frustrated Muslim travelers
Yes	Yes	Yes	Yes	Loyal & advocating Muslim travelers



حلال
Halal
Sumiyakiya

Access GMTI on an Interactive Platform



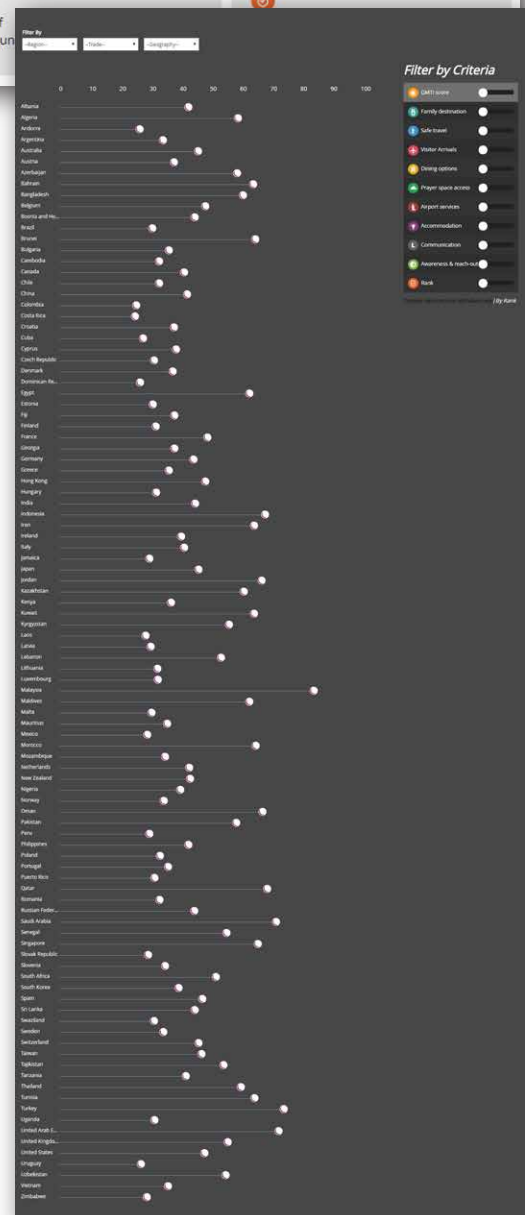
The GMTI results can be accessed on an interactive online platform that provides a comprehensive search and analysis for each destination together with the scores and ranks for various criteria.

The platform offers a filter by criteria that shows users the rankings of destinations based on the different criteria that were used to determine their ranks. It is also possible to filter destinations based on region, trade blocs and geography type in order to obtain rankings that are more specific.

Additionally, the platform contains a collection of images, videos, infographics, blog articles and a media section with useful information regarding the Global Muslim Travel Index.

The interactive online platform can be accessed using the URL:

<http://www.crescentrating.com/global-muslim-travel-index/2017.html>





明の湯 大湯温泉
温泉
ホテル鹿角

Appendix: Faith-Based Needs of Muslim Travelers

Six faith-based needs have been identified as the main areas for Muslim travelers. While the majority of Muslim travelers adhere to some of these needs, the level of importance varies among Muslims.

Halal Food

Halal food is by far the most important service that a Muslim traveler looks out for when traveling. Acceptability of the different levels of Halal food assurance varies among Muslims. The acceptability also varies depending on the region Muslim travelers are coming from. Having food outlets with proper Halal assurance that is easily identifiable is the preferred option sought by Muslim visitors from South East Asia and Western Europe.

Prayer Facilities

Prayer is one of the central elements of Islamic practice and worship and it is the second of the five pillars of Islam. According to the Pew Research Centre report, 63 percent of Muslims perform the five daily prayers. While traveling, some of them will combine some prayers and perform them three times a day.

In order to cater to this need, the services and facilities that are frequented by Muslim travelers need to be equipped with prayer rooms. Another important consideration is the cleansing ritual referred to as Wudhu. Wudhu is performed before a Muslim performs their prayers. This requires the prayer rooms to have "foot washing" facilities.

Water-Friendly Washrooms

For Muslims, water plays a key role in purity and cleanliness, both of which are core aspects of the faith. Physical cleanliness is stressed as an essential component of being a Muslim. As such, special attention is given to hygiene in the washroom. This entails the use of water in the toilets, and it is discomforting for Muslim travelers where the setup for water use is not available. Providing such facilities has become less cumbersome now with the widespread availability of hand showers, bidets or even Japanese-style toilets. Common in Muslim countries as well as South and Southeast Asian countries, the hand shower is a plumbing fixture placed in a holder against a wall by the toilet.

Key faith-based needs of muslim travelers

- ▶ Halal food
- ▶ Prayer facilities
- ▶ Ramadan services
- ▶ Water-friendly washrooms
- ▶ No non-Halal activities
- ▶ Recreational facilities & services with privacy

Ramadan Services

Although Muslims are less likely to travel during the month of Ramadan, there are still many looking to spend this time away from home, especially if this period coincides with school holidays. In addition, an increasing number of Muslims take holiday breaks during the two Muslim festivals. Destinations looking to attract Muslim travelers during this period need to be able to accommodate their special needs during the month of fasting. One such example is the catering of pre-dawn Halal meals by hotels.

No Non-Halal Activities

Muslims consider some activities to be 'Haram' or non-Halal. When it comes to traveling, these are generally centered on requiring a family-friendly environment. As such, some Muslims would prefer to avoid facilities that serve alcohol, have discotheques or is adjacent to a gambling resort.

source

Pew Research Center Forum on Religious and Public Life (2014); The Future of the Global Muslim Population; Washington, DC USA

Recreational Facilities and Services with Privacy

A sub-segment of Muslim travelers are also looking for recreational facilities that provide privacy for males and females. These include the following:

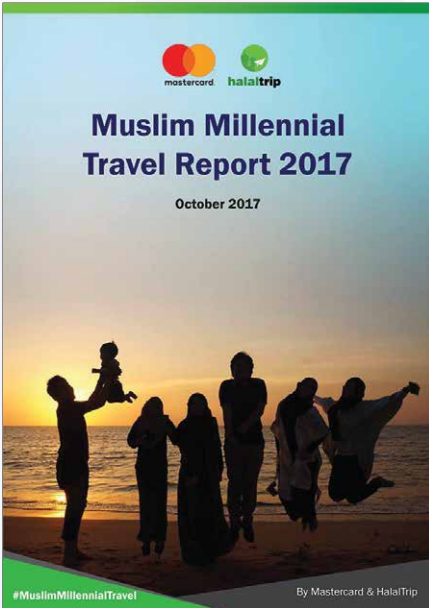
- Swimming pools and gyms that provide privacy for male and female use.
- Beaches which provide areas for males and females to enjoy in privacy.

Segmentation of Muslim Travelers Based on Faith-Based needs

Muslim travelers are not homogeneous in their adherence to the faith-based needs discussed above. In order to cater to these needs from a services perspective, service providers can look at grouping these needs into "Need to have," "Good to have" and "Nice to have".



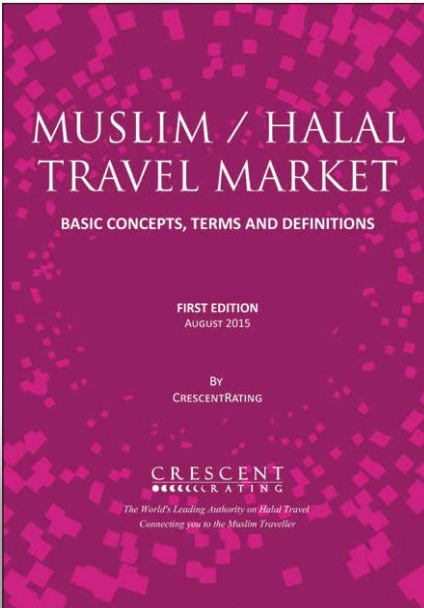
More Muslim Travel Market Reports & Resources



The cover of the 'Muslim Millennial Travel Report 2017' features the Mastercard and HalalTrip logos at the top. Below them, the title 'Muslim Millennial Travel Report 2017' is displayed in a bold, dark font, with 'October 2017' underneath. The central image shows a group of people silhouetted against a sunset over the ocean. At the bottom, the hashtag #MuslimMillennialTravel and the text 'By Mastercard & HalalTrip' are visible.

Muslim Millennial Travel Report

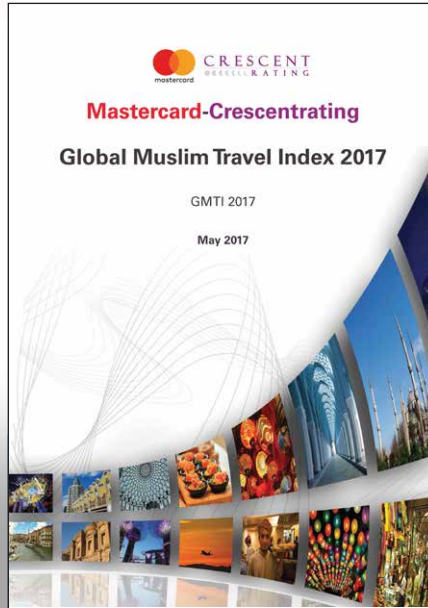
Access the latest and most comprehensive research on the travel patterns of the Muslim Millennial by downloading a free copy of the Mastercard-HalalTrip Muslim Millennial Travel Report 2017.



The cover of the 'Muslim / Halal Travel Market Basic Concepts, Terms and Definitions' has a purple and pink geometric pattern. It features the title 'MUSLIM / HALAL TRAVEL MARKET' in large, white, serif font, with 'BASIC CONCEPTS, TERMS AND DEFINITIONS' below it. Further down, it says 'FIRST EDITION AUGUST 2015' and 'BY CRESCENTRATING'. At the bottom, the Crescentrating logo and tagline 'The World's Leading Authority on Halal Travel Connecting you to the Muslim Traveller' are present.

Halal Travel Glossary

The Halal Travel Glossary released by Crescentrating promotes accurate and consistent use of terms in the Halal travel market. Over 150 terms and concepts have been entered and validated with regular updates planned as the market matures.



The cover of the 'Global Muslim Travel Index (GMTI) 2017' features the Mastercard and Crescentrating logos at the top. Below them, the title 'Global Muslim Travel Index 2017' is displayed in a bold, dark font, with 'GMTI 2017' and 'May 2017' underneath. The central image shows a collage of various travel-related scenes, including a modern building interior, a market stall, and a person walking.

Global Muslim Travel Index (GMTI) 2017

Access the latest and most comprehensive research on the Muslim travel market by downloading a free copy of the Global Muslim Travel Index 2017.

Access free reports and the latest research findings on the Muslim travel market.

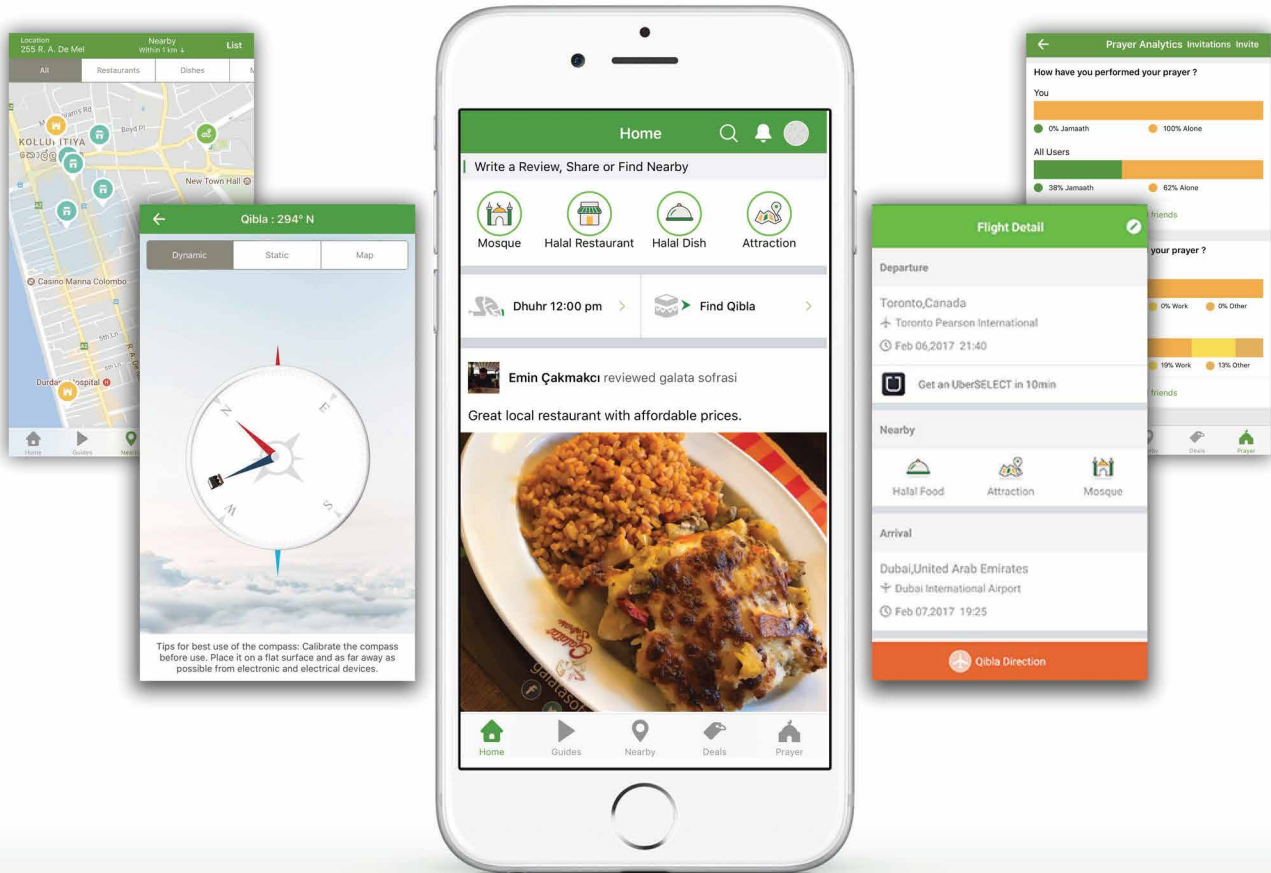
<https://www.crescentrating.com/halal-muslim-travel-market-reports.html>





Get Inspired • Go • Inspire Others

**Fully integrated all-in-one
Muslim lifestyle app**



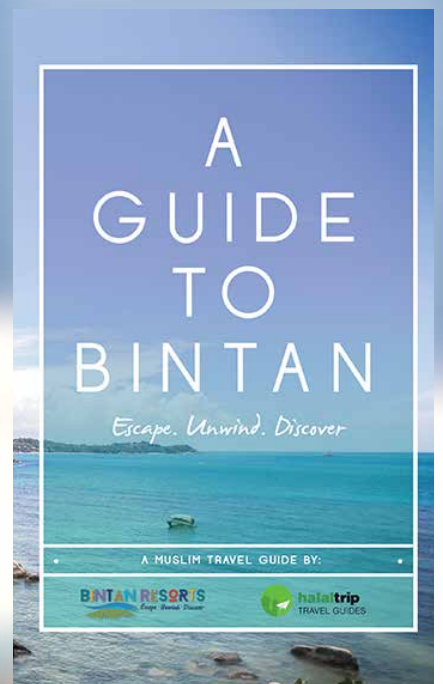
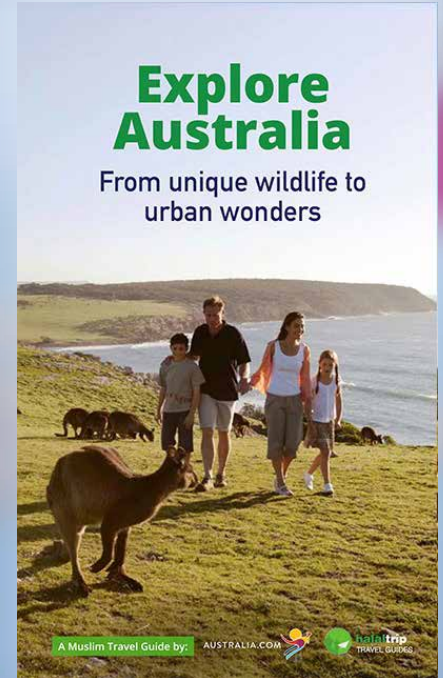
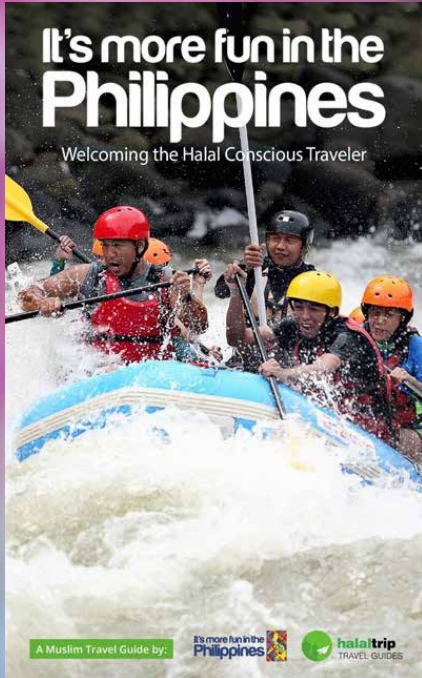
www.halaltrip.com



mastercard.

Strategic payment partner

HalaTrip's Downloadable Muslim Visitor Guides In partnership with Destinations



Access the latest downloadable Muslim visitor guides on HalalTrip mobile app or [halaltrip.com](https://www.halaltrip.com/downloadable-halal-travel-guides/)

<https://www.halaltrip.com/downloadable-halal-travel-guides/>



Corporate Overview



About 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.

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.



About CrescentRating

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, behavior 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.



About HalalTrip

HalalTrip's vision is to be the trusted global online platform, catering for Muslim travelers to make inspired and educated travel choices. It is the most comprehensive and innovative platform with its next generation mobile app. It aims to make destination discovery and trip planning fun and more intuitive for those looking for a Halal-friendly travel experience.



About Halal Media Japan

Halal Media Japan is the leading Halal platform in Japan with its portal site available in both English and Japanese. Halal Media Japan's philosophy is to introduce Japanese Halal to Muslims who require Halal, and to contribute to the international community. Halal Gourmet Japan, Halal Expo Japan and Tokyo Modest Fashion Show are sister brands of Halal Media Japan.



Disclaimer & Copyright Notices

Any exploitation and usage which is not explicitly allowed by copyright law, in particular reproduction, translation, storage in electronic database, on the internet and copying onto CD-ROMs of this print work requires prior consent of the publisher.

All information contained in this publication has been researched and compiled from sources believed to be accurate and reliable at the time of publishing. However, in view of the natural scope for human and/or mechanical error, either at source or during production, CrescentRating and Mastercard accept no liability whatsoever for any loss or damage resulting from errors, inaccuracies or omissions affecting any part of the publication. All information is provided without warranty, CrescentRating and Mastercard or their affiliates make no representation of warranty of any kind as to the accuracy or completeness of any information hereto contained. Descriptions of, or references to, products, publications, organizations or individuals within this publication does not imply endorsement of any product or publication, organization or individual.

C R E S C E N T
●●●●●●●● R A T I N G

CrescentRating Pte. Ltd.

80 Changi Road, #05-12 Centropod,
Singapore 419715

T: +65 6255 2896

E: info@crescentrating.com

W: www.crescentrating.com

 **mastercard.**

Mastercard Asia Pacific Pte. Ltd.

3 Fraser Street | DUO Tower Level 17
Singapore | 189352

T: +65 6390 5973

E: venture.liang@mastercard.com

W: www.mastercard.com



C R E S C E N T
C R A T I N G

