



## The Global Muslim Travel Index Launches

Can you imagine needing to pack your own food and utensils for your family every time you travel? Hardly sounds hassle free or enjoyable does it?

That is what many Muslim travelers face when visiting countries that have very little provision of Halal options to meet their needs. The global tourism landscape is changing however, more countries are acknowledging the fact that the Muslim travel market is growing rapidly.

Last week, in partnership with CrescentRating, we officially launched the [Global Muslim Travel Index 2015 \(GMTI\)](#), the world's leading authority on halal-friendly travel.

The GMTI ranks destinations on a scale of 0 to 100, with criteria including the suitability as a holiday destination, safety, Muslim-friendly services and facilities as well as the number of Muslim visitor arrivals to name a few.

The Muslim travel market is worth \$145 billion last year, with 108 million Muslim travels representing 10 percent of the global travel economy. These figures are expected to grow to 150 million travelers by 2020, accounting for 11 percent of the global travel economy and spending nearly \$200 billion per year.

"We are pleased to partner with CrescentRating to develop the GMTI. We see it as an extension of our efforts in giving consumers peace of mind when traveling and using our payment products. Travel continues to be a core passion for consumers and we are confident the GMTI will prove to be a trusted resource for this important, fast-growing traveler segment," says Matthew Driver, president, Southeast Asia, MasterCard.

It is not only the most in-depth research that has been undertaken so far on the fast-growing Muslim travel market, but also has provided all stakeholders with some invaluable insight into how the halal-friendly tourism sector is growing and developing from a global perspective.

Malaysia topped the list in the index, while Singapore topped the list for non-OIC destinations, due to their abundance of Halal dining options and its investment in providing more transparency for Muslim visitors.