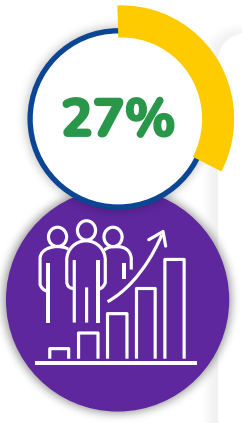


The growing demand for halaal tourism



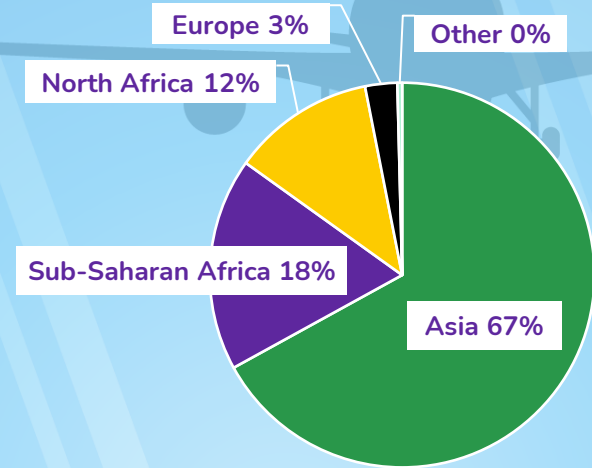
An increasingly Islamic world

Global Muslim population

- 2.04-billion in 2024
- is expected to grow to 2.3-billion by 2030, accounting for 27% of the world's population.



Percentage of Muslim population



Muslim international travellers by numbers

110-million in 2022

12% of all global international arrivals

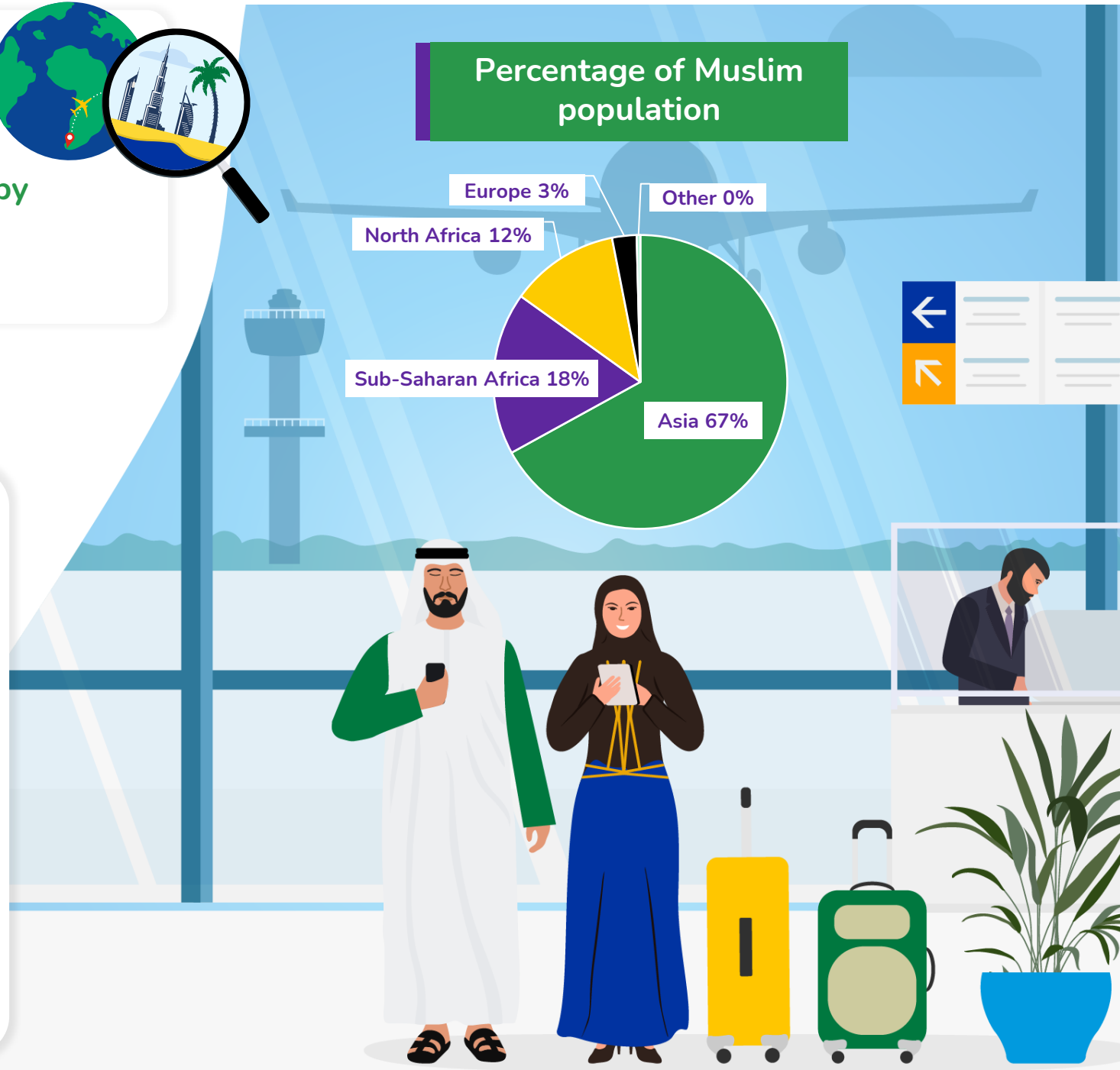
68% of pre-pandemic travel levels

140-million in 2023 (estimate)

160-million in 2024

230-million in 2028

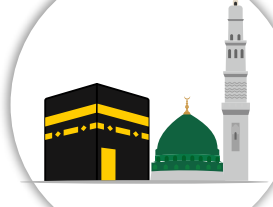
By 2028, Muslim travellers' expenditure is estimated to reach **\$225-billion**



Key Destinations for Halaal Tourists

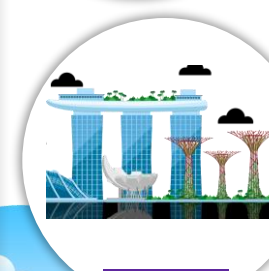
Top 10 Destinations

GMTI 2023 Rank	Change VS 2022	Destination
1	1	Indonesia
1	0	Malaysia
3	-1	Saudi Arabia
4	1	United Arab Emirates (UAE)
5	-3	Türkiye
6	0	Qatar
7	0	Iran
7	0	Jordan
9	0	Bahrain
9	3	Egypt
11	1	Kuwait



Top 10 Non-OIC Destinations

Non-OIC Rank	Change VS 2022	Destination
1	1	Singapore
2	0	United Kingdom (UK)
3	-1	Taiwan
4	1	Thailand
5	-3	Hong Kong
6	0	Japan
7	0	Philippines
7	0	Germany
7	0	South Africa
7	3	Spain



"OIC destinations" refers to countries that are members of the Organisation of Islamic Cooperation (OIC), an intergovernmental organisation that represents the collective voice of the Muslim world.

Strategies to make South Africa more Muslim-friendly



Ensure halaal food is available and accessible

Ensuring the availability of Halaal-certified food at restaurants, hotels, and attractions is critical



Offer family-friendly experiences

Muslim travellers, particularly from the Middle East and Asia, often travel with families and prefer modest, family-oriented activities



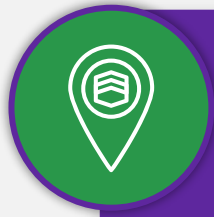
Provide prayer facilities

Destinations should offer prayer rooms or spaces at airports, shopping malls, tourist sites, and hotels



Advertise Muslim-friendly practices through promotional campaigns

Targeted marketing campaigns that emphasize Halaal-services, family-friendly experiences and a welcoming environment can help attract Muslim travellers.



Provide Muslim-friendly accommodation

Hotels should cater to the religious needs of Muslim guests by offering amenities such as prayer mats, Qibla direction indicators, and Halaal food options



Obtain halaal certification

Obtaining Halaal certification can give Muslim travellers confidence that we can meet their needs



Educate staff to show cultural sensitivity

Training staff to understand and respect Muslim cultural norms is essential for creating a welcoming environment

