

# **Market Potential of Muslim Tourism**

**11 July 2019**



# Muslim Market Potential

- ◆ One of the world's highest spending tourist markets, destinations, businesses and travel-related entities
- ◆ A fast-paced growth of Muslim travel market to reach US\$220 billion by 2020 and grow further to reach US\$300 billion by 2026

**2000**  
25 Million  
Visitors

**2010**  
98 Million  
Visitors

**2017**  
131 Million  
Visitors

**2020**  
158 Million  
Visitors

**Travel  
Expenditure  
US\$  
300  
Billion  
by 2026**

**5**

**KEY Drivers of fast-growing Muslim Tourism**



# 1. Growing Muslim Population



**2018** 1 in 4 was Muslim

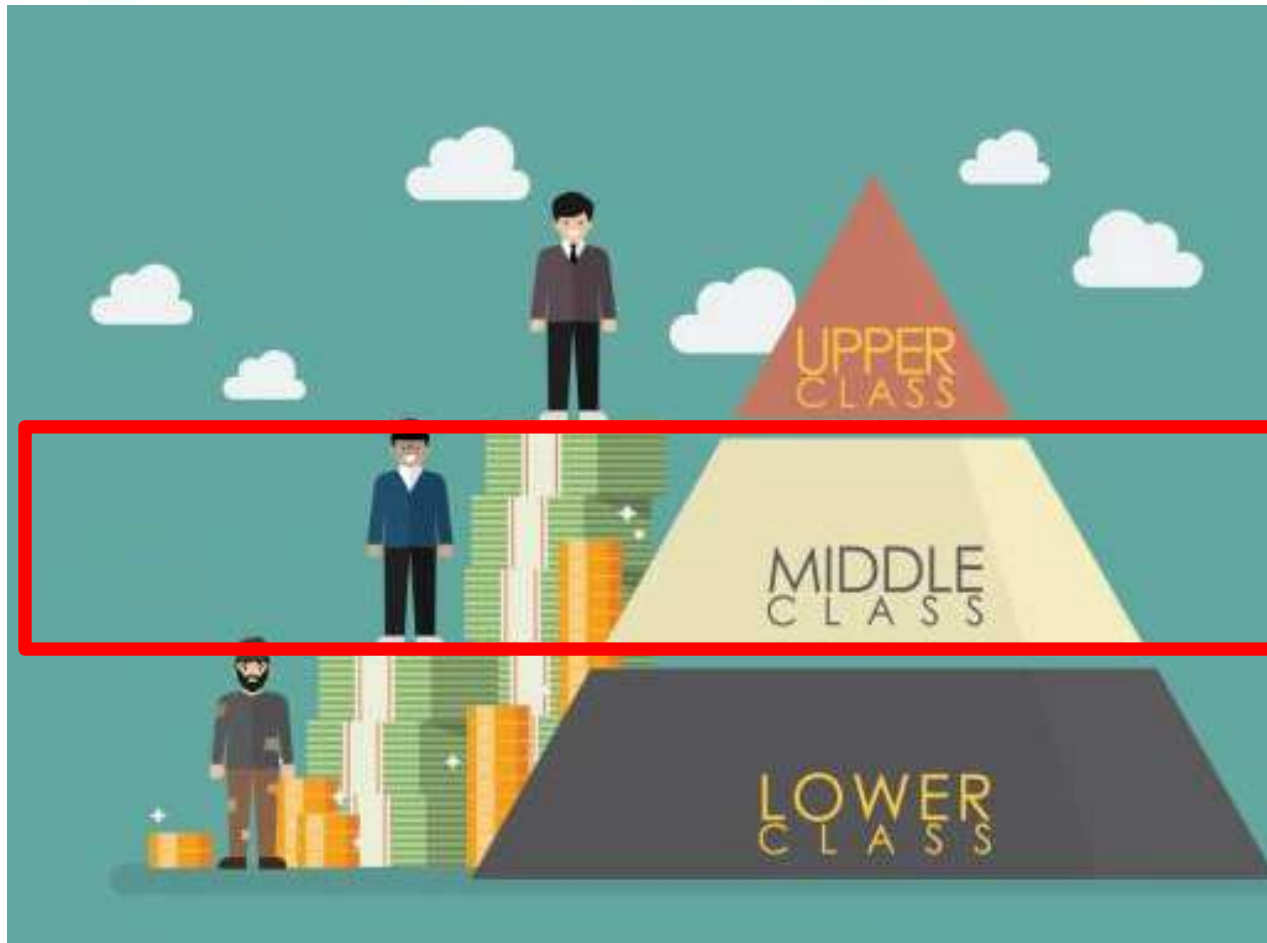


**2050** 1 in 3 would be Muslim  
= 2.8 billion people





## 2. Growing Middle Class & Disposable Income



- ✓ Muslim Middle class continues to rise in the Gulf countries, Indonesia and Malaysia
- ✓ Skilled Muslim professionals & urban female Muslims enlarge Muslim consumer base

### 3. Younger Population

- ◆ Muslim median range of 24 in 2015, the youngest segment amongst all other major religious groups
- ◆ These Muslim millennials and young adults, with some already transiting into parenthood, are shaping the future of tourism and hospitality with their unique service needs
- ◆ Behaviors include: online purchase, instant travel, social media engagement

### 4. Increasing Access to Travel Information

- ◆ Increasing AI-Enabled Travel Solutions:
  - Connect with Muslim travelers and serving their various needs and profiles

### 5. Business Travel

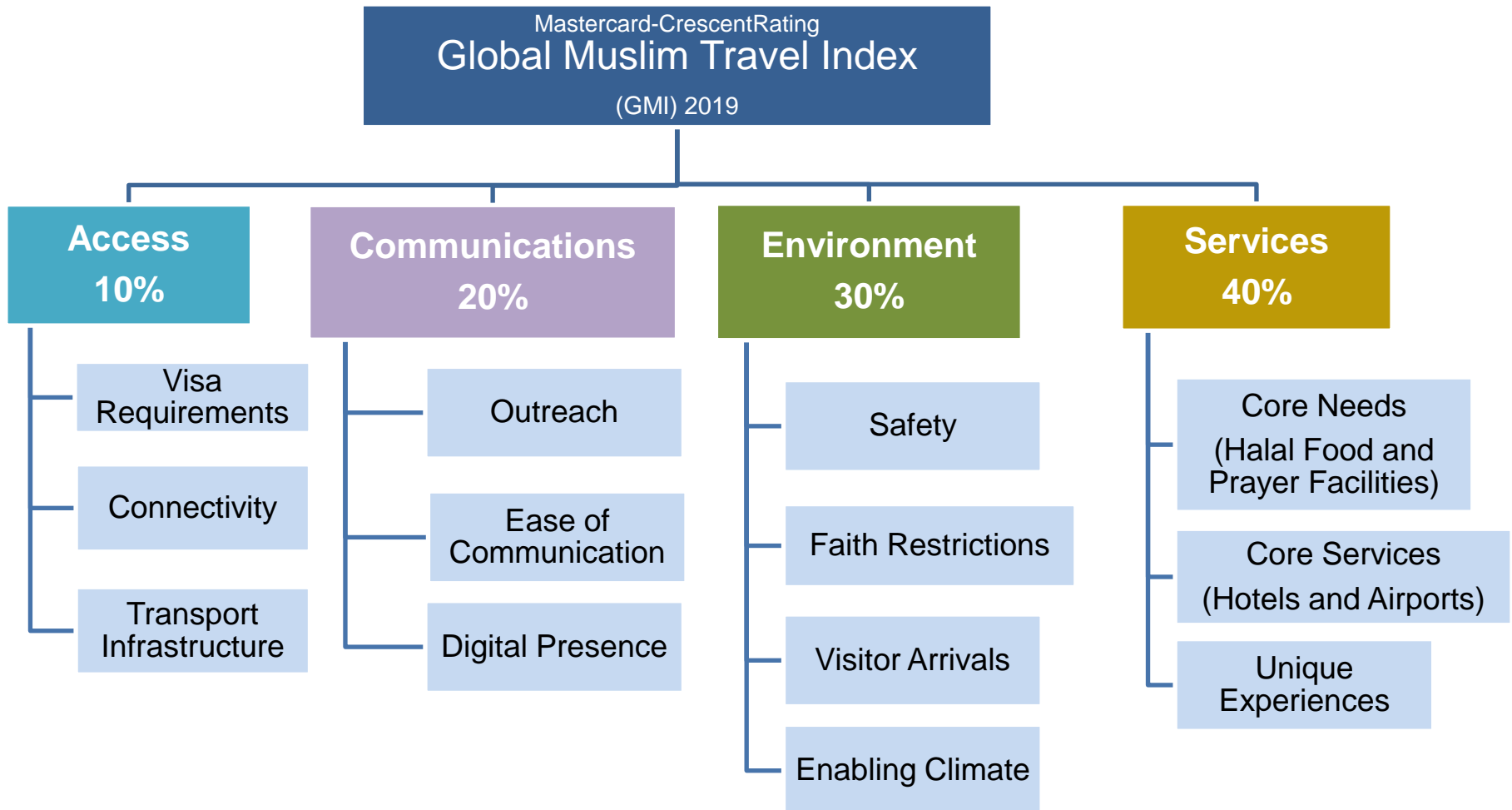
- ◆ Most Muslims represent growing economies, business travel is expected to grow rapidly to meet these new business opportunities

# **KEY Touch-points for Muslim-Friendly Services**



# Global Muslim Travel Index (GMTI)

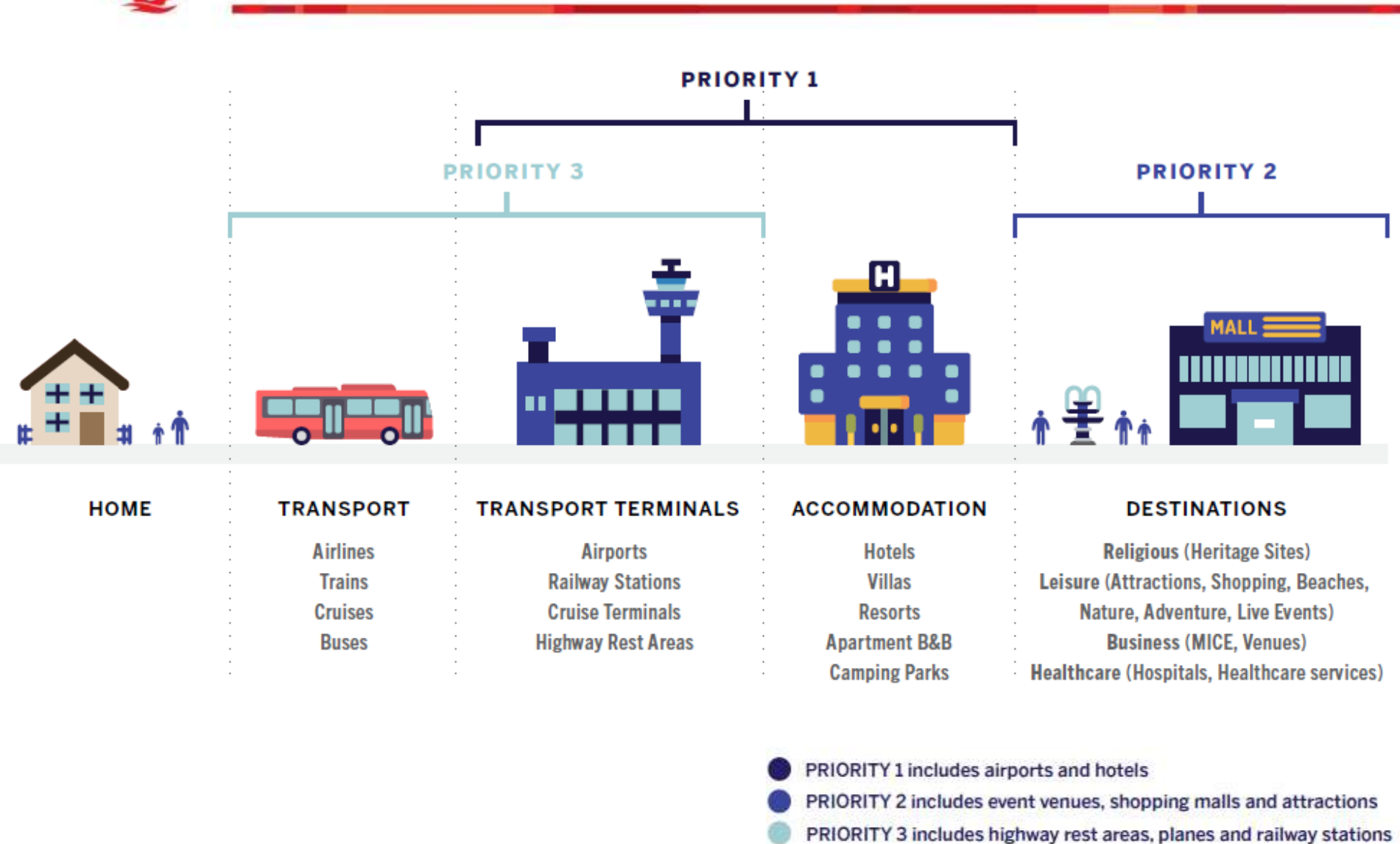
- ◆ The GMTI criteria are based on “CrescentRating ACES model” which encompasses 4 key factors:







# Consumer Journey





# Consumer Journey – HK vs Non OIC (Organization of Islamic Cooperation)

- PRIORITY 1 includes airports and hotels
- PRIORITY 2 includes event venues, shopping malls and attractions

Priority	Assessment criteria	Hong Kong	Top 10 Non OIC Average
1	Core Services - Airports	77	55
1	Core Services - Hotels	<b>28</b>	<b>39</b>
1	Core needs - restaurants	<b>55</b>	<b>56</b>
1	Core needs - prayer places	<b>30</b>	<b>43</b>
2	Unique Experiences/ Attractions	<b>11</b>	23



# GMTI Ranking: Hong Kong (2019)

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- ◆ HK ranked 31st among 130 destinations (27th in 2018)
- ◆ HK ranked 7th among Non-OIC (5th in 2018)
- ◆ Hong Kong ranked 5th among Asian Countries (4th in 2018)





HONG KONG  
TOURISM BOARD

**THANK YOU**

