

Halal travel presents a significant business opportunity

150 billion visitors and \$200 billion spend by 2020



Halal travel is one of the fastest growing travel sectors in the world

2014

108 million visitors
\$145 billion



2020

150 million visitors
\$200 billion



HALAL TRAVELLERS 2016



1

Women are strong influencers in destination choice and holiday planning



2

Halal travellers are not equal: They have different needs and expectations



3

Halal travellers want to unlock untapped destinations and visit non-Muslim countries as easily as Muslim countries

Maximising trip value

Travel consultants can add real value for complex trips

Advanced booking is greatly appreciated

Flexible travel packages are highly sought after

"I pay for packages but they are overrated. I don't want to be with the tour all the time"

Relevant accommodation

Accommodation should provide a high degree of freedom, while respecting religious principles

Hotels are valued for their comprehensive service

Apartments are preferred when privacy is important

"I like apartments. I like to cook, I want my privacy"

Family-friendly destinations

Destinations offering praying options are highly regarded

Travellers appreciate a wide variety of Halal dining offerings (high-end, local cuisine)

Smart transport: Private drivers are an appealing option

"Food is important. Kids choose their food, but I prefer to go to the market place"

Who are they?

>30%
15-29
years old



Travel to both familiar and 'new' places



Tech Savvy



Hyper-planning mode for family trips



Heavily rely on word of mouth and increasingly on social media

Amadeus Traveller Trends Observatory
ATTO Halal Travel 2016

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