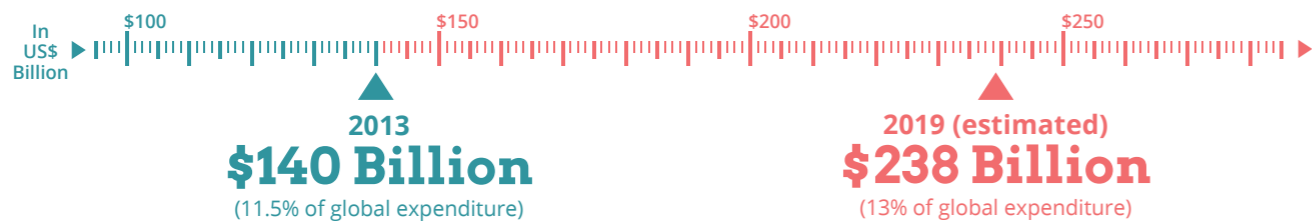


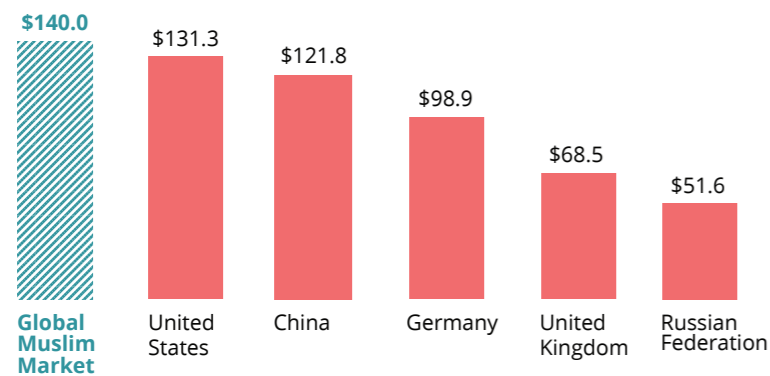
**Market Size**

**How much does global Muslim market spend on travel?!**

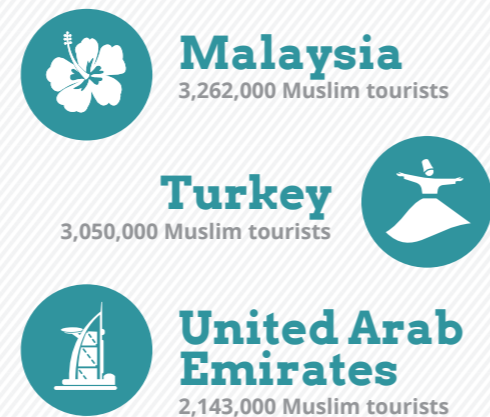


**Benchmark**

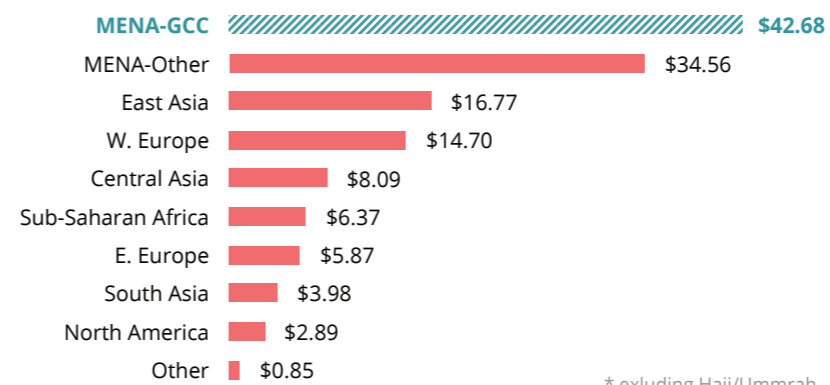
**How does global Muslim market compare to the rest of the world? (in US\$ billion)**



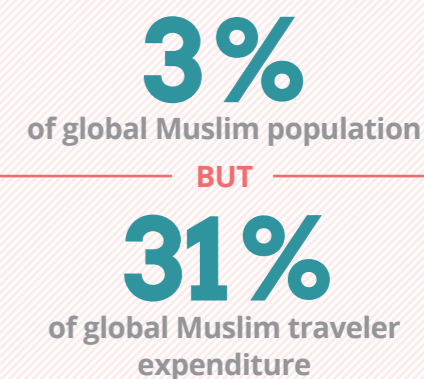
**What are the most popular destination countries for Muslim tourists?**



**Regional Expenditure (2013, US\$ Billion)\***



**GCC traveler focus:**



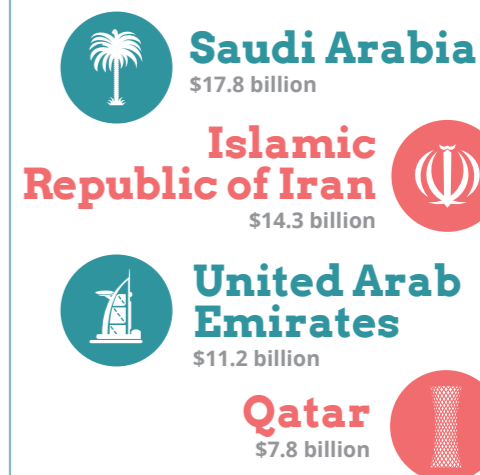
**The Travel Indicator\***

**What countries have the best developed Islamic economy for travel?**

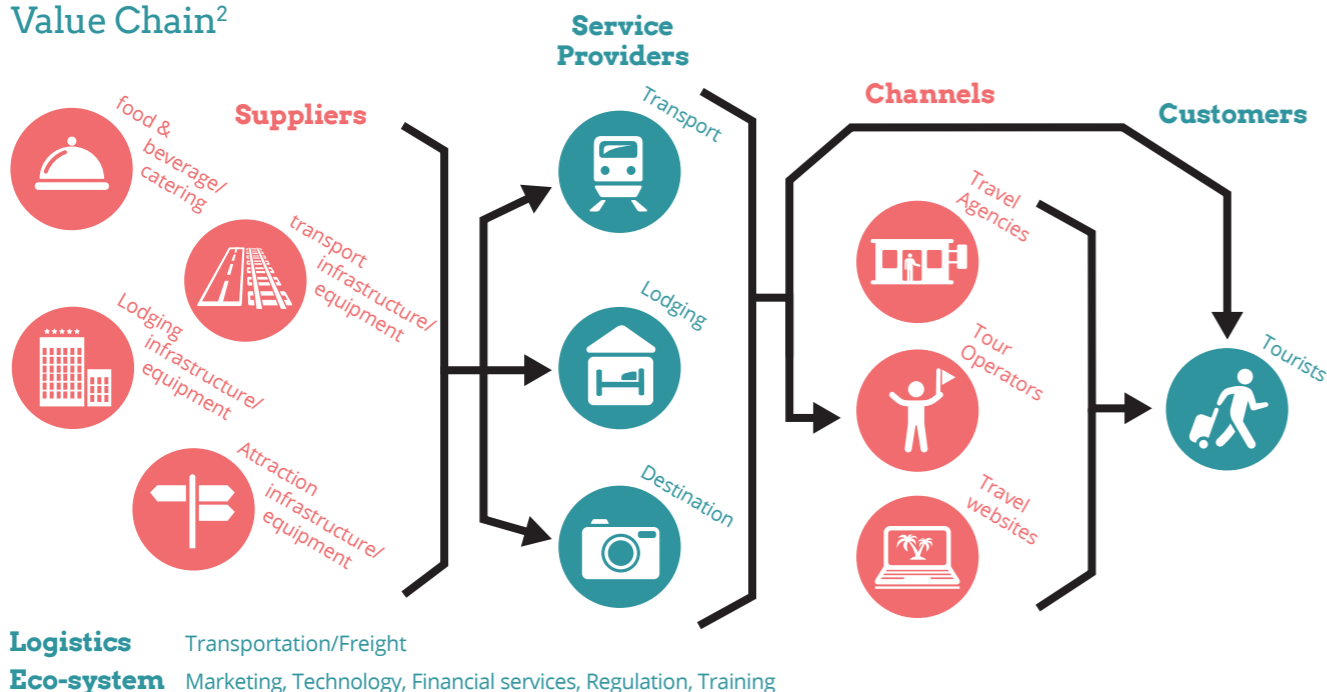


\*CRITERIA (From total of 70 select countries)  
 1. Trade OIC Food Trade Relative to its size  
 2. Governance Regulation/Certification requirements  
 3. Awareness Media/Events  
 4. Social Food Price Index

**Which countries have the top Muslim tourism expenditure? (in US\$ billion)**



**Value Chain<sup>2</sup>**



**Selected Key Players**

- Airlines**  
 Thai Airline  
 Singapore Airline  
 Etihad  
 Turkish Airline
- Hotels/ Resorts**  
 Marriot International  
 Fairmontline (Singapore)  
 Al Jawhara Hotel (UAE)  
 Adenya Resort (Turkey)  
 Shaza Hotels (GCC)  
 Sofyan Hotel (Indonesia)
- Destinations**  
 Andalucia, Spain  
 UAE  
 Indonesia  
 Maldives  
 Malaysia  
 Turkey
- Digital guides/ratings**  
 HalalTrip.com  
 HalalBooking.com  
 irHal.com  
 CrescentRating
- Specialty Muslim tourism companies**  
 Kuoni Group Travel Experts (GTE)  
 Serendipity Tailormade (UK)  
 Premium Europe AG  
 Andalucia Routes  
 Holiday Bosnia

1 Expenditure data Baseline from 2013 UNWTO data, DinarStandard Muslim market estimates & analysis; IMF Outlook Oct 2014 Database for projections  
 2 Source: DinarStandard Industry value chains; aligned with International Harmonized Code (HC)