



MASTERCARD
CRESCENT RATING

**GLOBAL
MUSLIM
TRAVEL
INDEX
2025**

10th
Edition

JUNE 2025

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01

Foreword





Fazal Bahardeen

*Founder & CEO
CrescentRating
HalalTrip*



10 editions of insights and. 11 years of partnership. It is with immense pride and a deep sense of gratitude that we welcome you to the 10th edition of the Mastercard-CrescentRating Global Muslim Travel Index (GMTI) 2025. This is more than a report; it is a celebration of an eleven-year journey of conviction and collaboration with our partners at Mastercard. From our hopeful beginnings in 2015, through the challenges that tested our resilience in 2020, to the innovations that now drive us forward, our mission has remained steadfast: to foster a global travel environment built on understanding, trust, and a shared commitment to excellence.

From a simple yet ambitious ranking of ten destinations in 2011 to a comprehensive analysis of 153 destinations today, the evolution of the GMTI mirrors the very growth of the Halal travel sector itself. It has been a privilege to witness this journey. The GMTI is no longer just a benchmark; it has become a catalyst for change. Its influence is woven into the very fabric of tourism policies in both OIC and non-OIC nations, shaping the development of everything from Halal dining to the availability of prayer spaces. We are humbled by its reach, extending from government halls to university classrooms and boardrooms across the globe.

In recent years, it has been incredibly encouraging to see destinations, both within and beyond the OIC, make significant strides in embracing the Muslim travel market. This is a clear testament to the growing recognition of this vital travel segment. The remarkable progress of destinations like Hong Kong, Taiwan, and the Philippines, driven by proactive government strategies, showcases a genuine commitment to building inclusive and welcoming tourism ecosystems.

As we celebrate our tenth edition, we not only reflect on the transformative impact of the GMTI but also look ahead to chart a course toward 2030. This journey presents unprecedented opportunities, but we must also navigate the significant disruptions caused by geopolitics, as well as the rapid advancement of artificial intelligence and humanoid robotics. The future

of travel is upon us, and we need to find a path forward that benefits all stakeholders, local communities, and the environment.

Inclusivity has always been at the heart of our mission. This year, we deepen our commitment by expanding our Accessible Travel Framework (ATF) to champion the needs of neurodivergent travelers and active seniors, offering insights and practical pathways to create a welcoming environment for all.

Our methodology continues to evolve in pursuit of a more holistic understanding of the travel experience. We have refined our ACES model and enhanced the RIDA framework (Responsible, Immersive, Digital, Assured), introduced last year. Now, by aligning RIDA more closely with the Sustainable Development Goals (SDGs), we are proud to launch the RIDA Impact Score (RIS). This new metric will measure the real-world impact of tourism providers, encouraging continuous improvement and empowering travelers to make more conscious choices. This edition also features the GMTI Thought Leadership Framework, a practical guide developed from over a decade of experience to help leaders establish lasting influence in the global travel space.

The Muslim travel market is demonstrating a strong recovery, with an estimated 176 million international visitors in 2024, a 10% increase over pre-pandemic levels. Projections indicate that this market will grow to 245 million arrivals by 2030, with an estimated expenditure of USD 235 billion. This growth is fueled by a young, digitally native generation whose aspirations we must continue to listen to and understand.

Marking this milestone is a moment for renewed commitment. Together with Mastercard, we reaffirm our dedication to a future where travel is a bridge between cultures, celebrating our diversity, fostering inclusivity, and ensuring accessibility for all. We believe the GMTI 2025 is not just a guide, but a tool to empower you to seize the immense opportunities within the Halal tourism landscape. The journey ahead is exciting, and we are honored to continue it with you.





Safdar Khan
*Division President
Southeast Asia
Mastercard*



I am delighted to be marking a decade of impact with the 10th edition of the Mastercard-CrescentRating Global Muslim Travel Index (GMTI). One thing which is certain is that we are entering a transformative era for tourism – one where purpose, innovation, and inclusivity converge to redefine the future of travel.

Over the past 10 years, the evolution of traveler expectations, shaped by digital disruption, socio-cultural shifts, and growing personal values, has profoundly changed the landscape. For Muslim travelers, in particular, this transformation has unlocked new possibilities that extend well beyond the conventional tourism experience.

At Mastercard, we see the digital influence across the full travel journey. From biometrics and frictionless e-payments to smart devices and AI-powered itineraries, technology is enabling a hyper-personalized, seamless journey. HalalTrip and CrescentRating are at the forefront, empowering Muslim travelers to plan, book, and experience destinations that align with both their lifestyle and values.

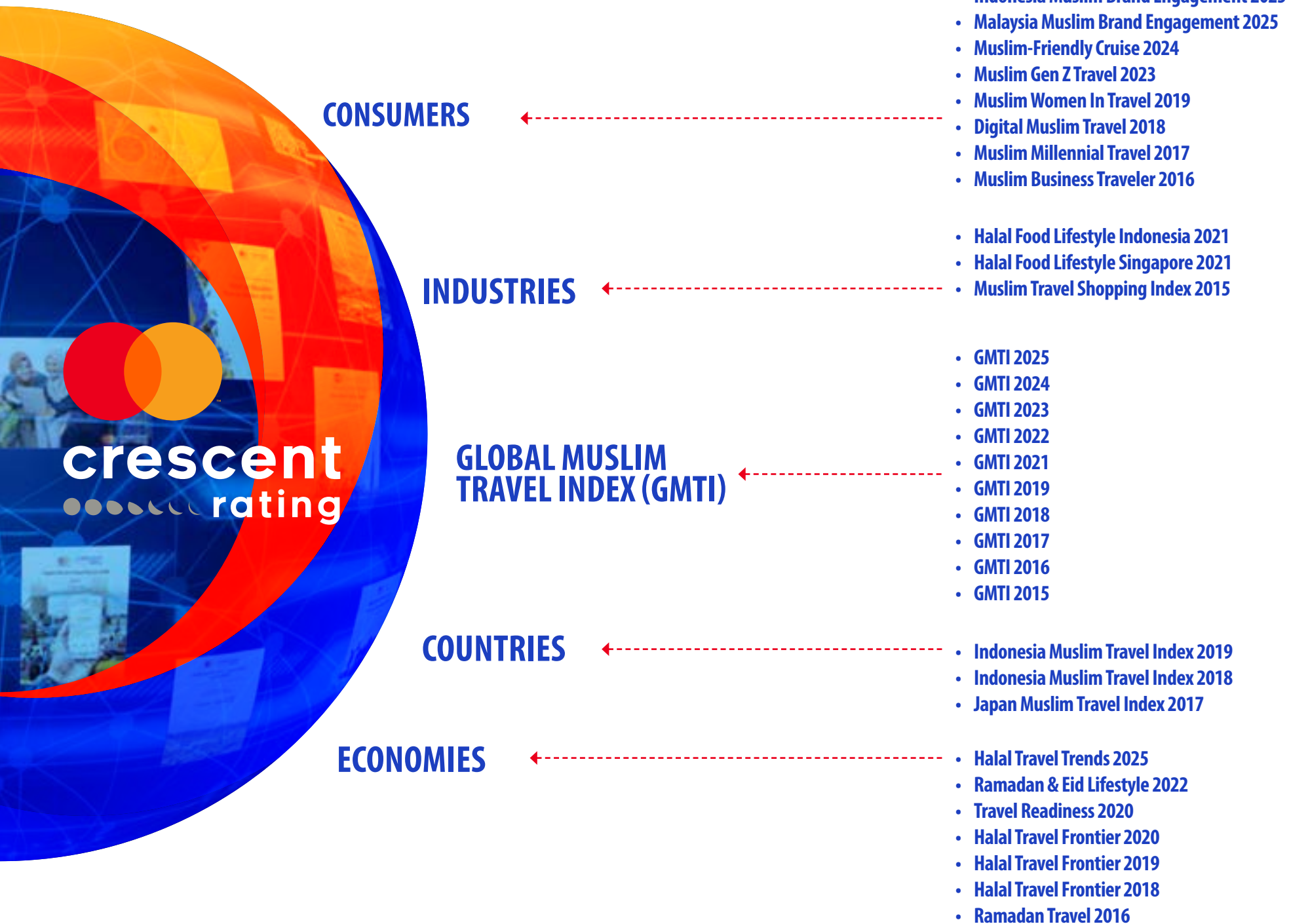
We are also witnessing a profound shift from sightseeing to soul-searching. The Mastercard Economics Institute’s 2025 Travel Trends report affirms a move toward authentic, meaningful experiences – whether immersive cultural encounters, culinary storytelling, or nature-based exploration. Today’s travelers are seeking more than a destination; they’re seeking connection, identity, and purpose.

This year’s GMTI shines a light on a segment that has long been overlooked – the neurodiverse traveler. Inclusive travel is not a fringe concept, it is a strategic imperative. Designing experiences that are accessible to all, helps us not only expand a market opportunity but also champion a richer, more empathetic global travel culture.

Tourism remains a powerful engine for economic growth, catalyzing job creation, strengthening communities, and unlocking opportunities for micro, small and medium-sized businesses to flourish. At Mastercard, we are committed to empowering tourism authorities, destinations, and industry players to realise their ambitions through data-driven insights, digital innovation, thoughtful leadership and inclusive partnerships.

By combining Mastercard’s global insights, innovation, and commitment to inclusive growth with CrescentRating’s deep understanding of Halal travel, we are helping destinations anticipate the future - and shape it. Together, we are setting new benchmarks and unlocking new value for travelers, governments, and businesses alike.

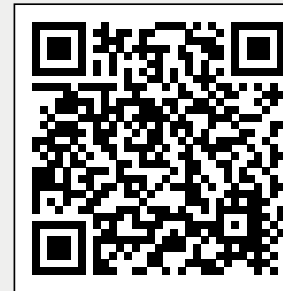
As we celebrate the 10th edition of the GMTI, I would like to congratulate Fazal Bahardeen and his team on this significant milestone. We look forward to building the next chapter – smarter, bolder, and more inclusive than ever before.



Charting the Course: 11 Years of Mastercard & CrescentRating's Muslim Travel Insights

Mastercard and CrescentRating's partnership exemplifies the unwavering commitment to providing comprehensive data and in-depth insights for the Muslim lifestyle market. Over the course of eleven years, we have released 31 reports, delving into various facets of Muslim travel, lifestyle, and consumer behavior.

At the core of the collaboration lies the Global Muslim Travel Index (GMTI), the flagship publication that has become the cornerstone of our research efforts. This 10th edition, GMTI 2025, symbolizes our ongoing commitment to monitoring and analyzing the Muslim travel market.



Download the Reports here

02

11 Years of Vision 10 Editions of Impact



A Visionary Partnership & The Journey Ahead: Mastercard & CrescentRating

Eleven Years of Collaboration, Ten Editions of Impact, and a Future of Continued Innovation

This 10th Edition of the Mastercard-CrescentRating Global Muslim Travel Index (GMTI) in 2025 marks a reflection on a transformative journey spanning eleven years. This milestone is a testament to the pioneering and enduring partnership between Mastercard and CrescentRating, a collaboration founded on a shared vision: to cultivate clarity, build unwavering trust, and inspire unparalleled excellence within the global Halal tourism ecosystem.

The journey commenced in June 2014, with a landmark meeting that laid the groundwork for a synergistic alliance. By October of that year, the Mastercard-CrescentRating partnership was formally established, setting in motion a series of groundbreaking achievements that would redefine industry standards and unlock new potential for Muslim travelers worldwide. This foundation remains as strong as ever as the partnership looks to the future.

A Legacy of Insight and Growth – Building Towards the Next Decade



Fazal Bahardeen
CEO,
CrescentRating & HalalTrip

Safdar Khan
Division President,
Southeast Asia, Mastercard

Matthew Driver
Executive Vice President,
Services, Asia Pacific, Mastercard

July 2015 – Kuala Lumpur: The Genesis of GMTI. The unveiling of the first-ever GMTI marked a historic moment, establishing a crucial benchmark for the travel industry and signaling a new era of focus on the Muslim travel market.

2016 to 2019 – Jakarta: Expanding Influence: Hosted in Jakarta, these editions saw the GMTI’s global influence burgeon, becoming an indispensable tool for governments, tourism boards, and travel providers seeking to understand and cater to this dynamic segment.

2020 – Resilience Amidst Disruption: In a year of unprecedented global challenges, Mastercard & CrescentRating’s commitment to the industry remained steadfast. While publication was momentarily paused, the dedication to research and support for the sector continued unabated, strengthening the resolve for the years ahead.

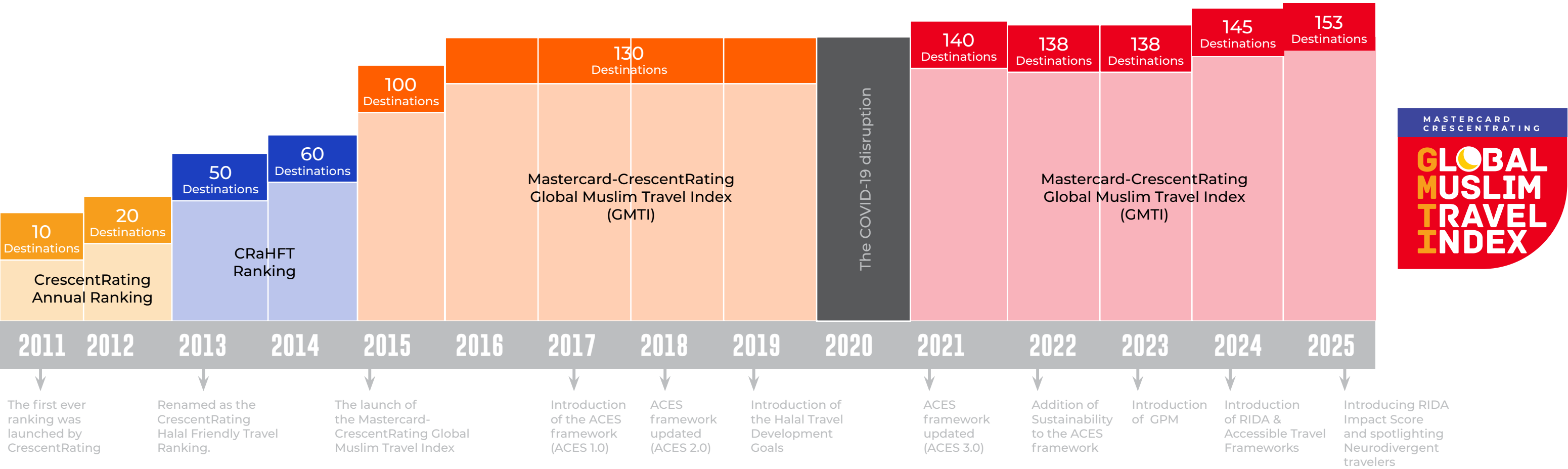
2021 Onwards – Singapore: Innovating for the Future. From its new hub in Singapore, the GMTI reemerged with renewed vigor, continuously evolving its methodologies and insights to navigate the changing landscape of global travel, a testament to its adaptive and forward-looking approach.



GMTI 2025: Celebrating the Journey, Charting a Future of Inclusive Experiences

The Global Muslim Travel Index traces its origins back to 2011 as the CrescentRating Annual Ranking, which began by assessing the top 10 Muslim-friendly destinations. This foundational work quickly expanded, with the number of ranked destinations growing significantly by 2014, leading to the launch of the GMTI in 2015, covering 100 destinations. A pivotal development was the introduction of the comprehensive ACES (Access, Communications, Environment, Services) framework in 2017, which established a robust methodology for evaluating and understanding the multifaceted needs of Muslim travelers worldwide.

Since establishing its core framework, the GMTI has demonstrated continuous evolution. The ACES framework itself underwent refinements (ACES 2.0 in 2018 and ACES 3.0 in 2021), while the index expanded its coverage to 140 destinations by 2021. More significantly, the GMTI has consistently broadened its thematic scope, integrating vital aspects like the Halal Travel Development Goals (2019), sustainability metrics (2022), the strategic GMTI Performance Matrix (GPM) in 2023, and new frameworks like RIDA (Responsible, Immersive, Digital, Assured) and accessibility in 2024. This progression continues with its 2025 focus on enhancing the travel experience for neurodivergent travelers, showcasing GMTI’s dedication to fostering a more inclusive and comprehensively understood global Muslim travel landscape.



The Frameworks & Future Vision: Powering the Next Decade of Muslim-Friendly Travel

The ACES Framework: The Bedrock of Muslim-Friendly Travel Standards – Evolving for Tomorrow

Central to the GMTI’s enduring success and widespread adoption is the **ACES Framework**, introduced in 2017. Continuously refined, ACES – evaluating Access, Communication, Environment, and Services – has become the trusted global standard for assessing and developing Muslim-friendly travel offerings, ensuring destinations are well-equipped to provide seamless and welcoming experiences. This framework will continue to evolve to meet the needs of future travelers.

The ACES framework’s strength lies in its ability to provide a holistic yet actionable structure. It deconstructs the concept of “Muslim-friendliness” into distinct, measurable, and improvable components. By assigning differential weightings, with an emphasis on the “Services” pillar, the framework also provides a clear indication of market priorities, thereby guiding destinations in their strategic planning and resource allocation efforts. This effectively translates an abstract market need into a practical toolkit for development.

Looking Ahead: The RIDA Framework – Charting the Next Decade and Beyond

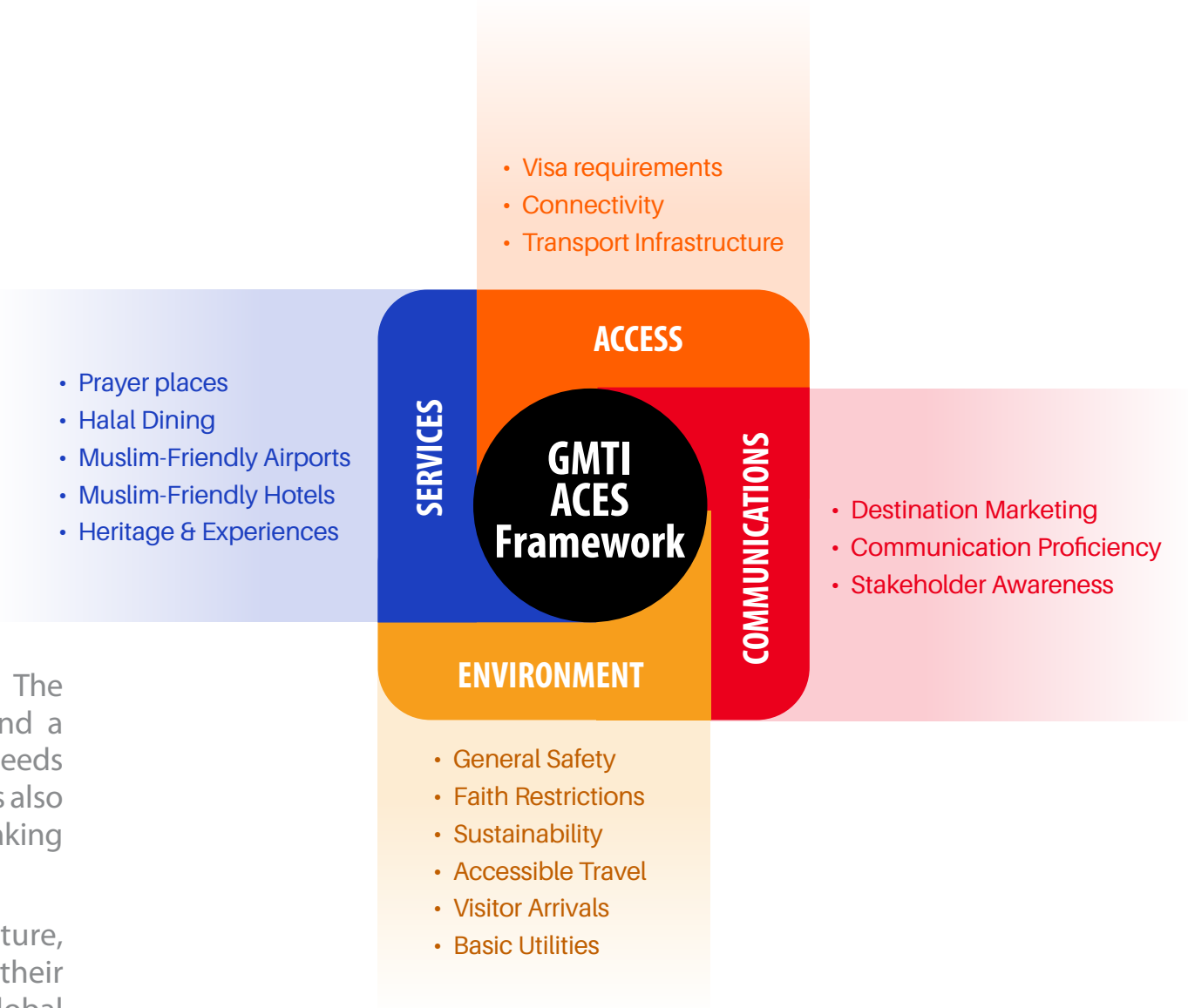
As a decade of published insights is celebrated, the GMTI looks decisively to the future with the introduction of the **RIDA Framework**. This new paradigm will guide the next chapter of Muslim travel, focusing on fostering

Responsible Tourism practices, cultivating Immersive Experiences, accelerating Digital Transformation, and delivering Assured Services. RIDA underscores the commitment to ensuring that travel continues to enrich, empower, and connect people globally in a sustainable and meaningful way, setting the stage for the innovations of the next decade.

An Ongoing Partnership Driving Global Impact – Towards the Next Ten Editions

Eleven years of visionary efforts, culminating in ten impactful editions of the GMTI, underscore the **strength, significance, and ongoing vitality of the Mastercard-CrescentRating partnership**. The shared dedication to innovation, excellence, and a deep understanding of the Muslim traveler’s needs has not only accelerated global awareness but has also shaped policy decisions and inspired groundbreaking innovations in the travel industry.


As the sector steps into a vibrant future, Mastercard & CrescentRating reaffirm their unwavering commitment to transforming global travel, making it more accessible, inclusive, and rewarding for everyone.



GMTI Through the Years: A Visual Journey and Impact Showcase



+55,000
Downloads
(YoY* 55%)

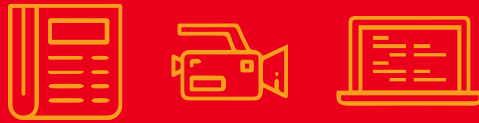


+62,800
online article
mentions

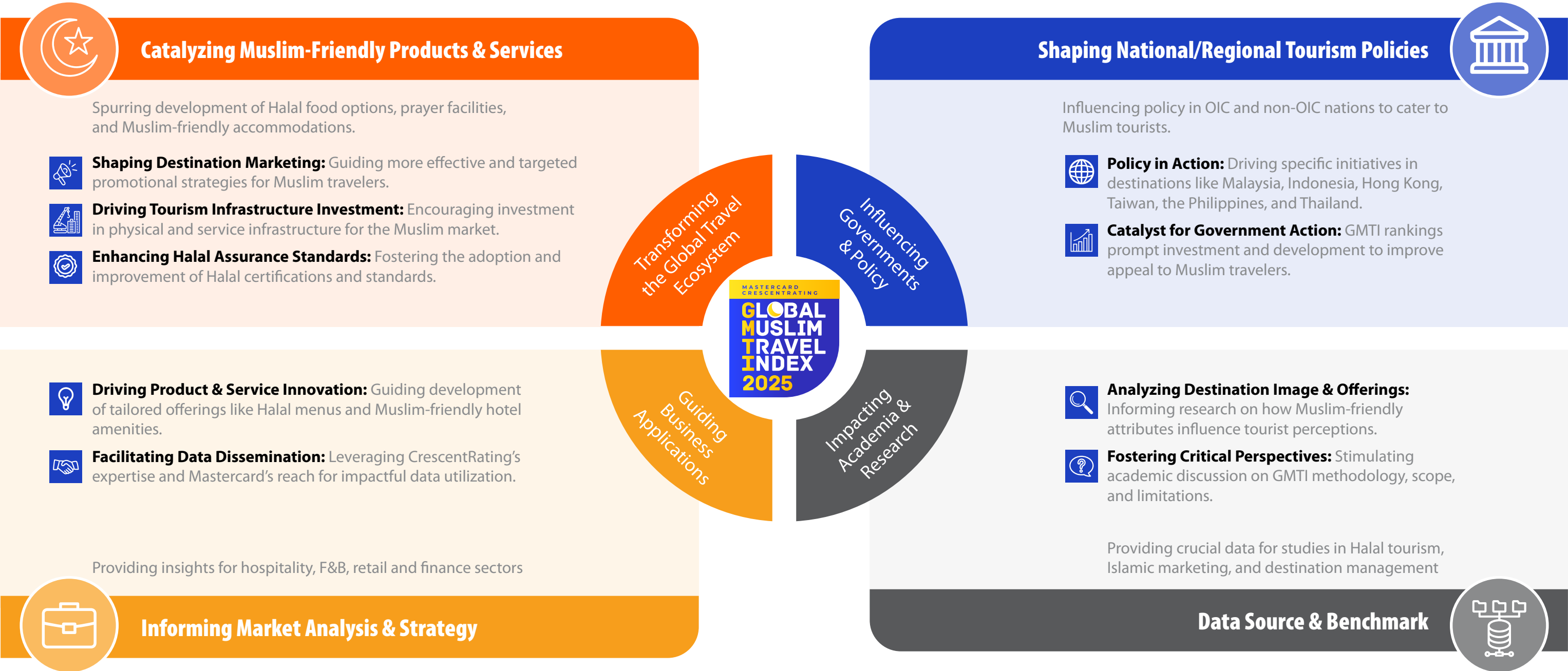


+2,900
citations
in academic
articles

+7,000 news
media mentions
(YoY* 58%)



The Ripple Effect of the Global Muslim Travel Index



Transformation of the Muslim-Friendly Travel Space (2015-2019)



1. Launch of the Global Muslim Travel Index (GMTI) - the first comprehensive ranking of Muslim-destinations.

1. The Korea Tourism Organization (KTO) launched the first Halal Restaurant Week Korea, to provide Muslim visitors with access to Korean cuisines.
2. The Philippines introduced the Halal Export Development and Promotion Program Act to support the growth of Halal industries

1. Thailand opened its first Halal hotel - Al Meroz Hotel to help boost Muslim arrivals.

1. Makkah Route Initiative streamlines the Hajj pilgrimage for worshipers allowing them to focus fully on performing their religious duties upon arrival in Saudi Arabia.

1. Indonesia's Masterplan Ekonomi Syariah Indonesia (MEKSI) includes development in Halal tourism to support development in the industry.

2015

2016

2017

2018

2019



2. Tourism Australia launched a Muslim Visitor Guide with HalalTrip.
3. Launch of the Halaltrip mobile App

3. Indonesian Ministry of Tourism made strategic investments in Muslim-friendly tourism infrastructure through the Halal Tourism Development Acceleration Team.
4. CrescentRating hosts the 1st Halal In Travel Forum in partnership with ITB Asia

2. The first Halal Tourism Congress was hosted by Kastamonu University in Antalya, Turkiye.



2. The Indonesia's Ministry of Tourism, in collaboration with CrescentRating, introduced the Indonesia Muslim Travel Index (IMTI) 2018 to assess and enhance the destination's Halal tourism sector.

2. Saudi Arabia begin introducing tourists visas for international visitors to promote cultural heritage sites beyond religious tourism.
3. Uzbekistan hosts the 1st Ziyarah Tourism Forum in Bukhara.

Transformation of the Muslim-Friendly Travel Space (2020 - 2024)

- 1. Salaam Taiwan campaign launched to promote Taiwan's Muslim-friendly facilities and services to attract Muslim travelers.



- 1. Taiwan External Trade Development Council (TAITRA) launched its first Halal Taiwan Week, a virtual event aimed at promoting Taiwanese Halal products and showcasing Taiwan's Muslim-friendly environment to international businesses.

- 1. The Philippines' Department of Tourism introduced the Colors of Mindanao campaign with one of its goal to highlight faith tourism and embrace diversity.
- 2. Resorts World Cruises featured the first ever Halal-certified restaurant within its cruise.

- 1. GCC plan to introduce a Schengen-style, unified visa for tourists and businessmen.
- 2. Japan National Tourism Organization (JNTO) launched Muslim friendly projects to accommodate Halal food and prayer spaces.

- 1. Hong Kong launches Muslim-Friendly tourism initiative with CrescentRating.
- 2. Vietnam established Halal Certification Authority (HALCERT) to provide Halal certification services.
- 3. Cambodia hosted its first Muslim-Friendly Tourism Forum and to develop Halal tourism, sustainability initiatives, and tourism infrastructure.

2020

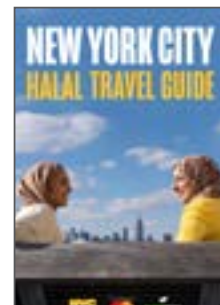
2021

2022

2023

2024

- 2. Singapore launched Your Muslim Visitor Guide to Singapore (Second Edition) and the Lifestyle Guide to Singapore for Muslim Travellers
- 3. CrescentRating hosts the inaugural Halal In Travel Global Summit



- 3. NYC in collaboration with HalalTrip launched the New York City Halal Travel Guide
- 4. CrescentRating launches the inaugural edition of the Halal In Travel Awards

- 3. Turespaña, the Spanish tourism authority, created the first Muslim-friendly guide to Halal tourism in Spain.



- 4. Recognizing the growth of Halal food diversity, HalalTrip has launched the HalalTrip Gastronomy Awards.



Global Leaders Speak: Shaping the Future of Muslim Travel with GMTI



“The scope of Islamic tourism is wide, covering Muslim-friendly products and services, hospitality and accommodation but venturing into this is still at an early stage, hence the need to expose the entrepreneurs to the new business opportunities.”

Datuk Seri Nancy Shukri
Minister of Arts, Tourism, and Culture
Malaysia (2020 - 2022)



Indonesia has ranked first as the world’s best Halal tourism destination in the GMTI. This is an opportunity and potential for the Halal industry to grow exponentially, because the global Muslim population keeps increasing.

Sandiaga Uno
Minister of Tourism and Creative Economy
Indonesia (2020 - 2024)



“Uzbekistan has confidently taken its place in the global Muslim tourism market. Being a young developing tourist destination, Uzbekistan has a lot to offer both adventure seekers and knowledge hunters,”

Aziz Abdukhakimov
Deputy Prime Minister and Minister of
Tourism and Cultural Heritage, Republic of
Uzbekistan (2021 - 2022)



“Maldives is working towards integrating Muslim-friendly tourism in a very strong way as part of our national tourism strategy, and I’m very positive that in the coming days, Maldives will gain its popularity as one of the top Muslim-friendly destinations in the world.”

Dr. Abdulla Mausoom
Minister of Tourism
Maldives (2020 - 2023)



“South Africa is rapidly becoming a key player in the Muslim travel market, consistently ranked among the top 10 destinations globally in the Mastercard CrescentRating Global Muslim Travel Index. We are committed to working with our partners to further grow Halal tourism to its full potential through innovation, inclusivity, and expanding our offerings”

Patricia de Lille
Minister of Tourism, Republic of South Africa
(2023 - present)

*These quotes from leading voices have been primarily drawn from their impactful speeches delivered at the annual Halal In Travel Global Summits over the years.



Global Leaders Speak: Shaping the Future of Muslim Travel with GMTI



“In the Global Muslim Travel Index Report, Uzbekistan rose from the 32nd place in 2017 to the 9th place in 2022. Our ancient and magical city of Khiva has been chosen as the Islamic Heritage Destination of the Year among the 140 destinations in 2023. It’s a very high international recognition for every citizen of Uzbekistan. This award is considered a positive result of the reforms that is being carried out in tourism under the leadership of our president.”

H.E. Ozodbek Nazarbekov
Minister of Culture of Uzbekistan
(2020 - present)



“Philippines being recognized as an Emerging Muslim-Friendly destination serves as a testament to the dedication of our travel industry in catering to the unique needs and preferences of Muslim travelers.”

Myra Paz Valderossa-Abubakar
Undersecretary for the Department of Tourism, The Philippines (2021 - present)



“With clear policies, we hope to make Hong Kong a Muslim-friendly destination. We want everyone that comes to Hong Kong to feel appreciated and respected.”

John Lee KC
Chief Executive of the Hong Kong Special Administrative Region (2022 - present)



“Singapore realizes the long term value and opportunity of the growing Muslim travelers segment. Since the inception of the GMTI, Singapore has been consistently ranked as a top Muslim-friendly destination amongst other non-OIC destinations. We will continue striving to maintain top position while ensuring that Singapore continues to welcome all travelers.”

Keith Tan
Chif Executive of Singapore Tourism Board (2018 - 2023)



“We will keep improving our understanding of Muslim culture and educating the Spanish tourism industry to better meet the needs and expectations of Muslim visitors. Spain is committed to not only meeting religious requirements, but also to designing experiences that fulfill their dreams.”

Miguel Sanz
Director General of Tourspain (2020 - present)

*These insights from leading voices have been primarily drawn from their impactful speeches delivered at the annual Halal In Travel Global Summits over the years.
**The perspective shared by John Lee KC, is based on a recent video released by his office.



How has GMTI gone from strength to Strength: 10 Lessons

The GMTI stands as a powerful testament to creating a reference point that is both insightful and authoritative, shaping global discourse and driving change worldwide. Its story offers lessons and provides a blueprint for anyone aspiring to develop thought leadership that not only enlightens but also endures. Here are 10 lessons from the GMTI’s journey of impact.

Lesson 1: Identifying and Championing a Distinct, Underserved Segment.

In 2008, CrescentRating recognized the burgeoning Muslim travel sector as a distinct market with unique needs largely unaddressed by mainstream tourism analytics. The GMTI (initially as CrescentRating Annual Ranking) was born out of this specific focus, providing a dedicated lens on what makes a destination Muslim-friendly.

Lesson 2: Developing a Transparent, Rigorous, and Evolving Methodology

The GMTI’s strength lies in its structured ACES framework, which evaluates destinations across clearly defined criteria. This methodology is transparent, allowing stakeholders to understand how scores are derived. Crucially, it’s not static; it has evolved to include new metrics (Sustainability, Accessible Travel, etc..) reflecting the maturation of Muslim traveler needs.

Lesson 3: Anchoring the Reference in Compelling Data and Insights

The GMTI provides concrete numbers: rankings for 153 destinations, market size, expenditure, and trend percentages. This quantification shifts the conversation from anecdotes to an evidence-based discussion..

Lesson 4: Delivering Actionable Value that Solves Real-World Problems

The GMTI reports are not just academic exercises. They provide actionable insights that help tourism boards develop strategies, hotels refine their services, and investors identify opportunities. The inclusion of tools like the GMTI Performance Matrix (GPM) further aids strategic decision-making.

Lesson 5: Amplifying the Voice Through Strategic Communication

The impact of GMTI is magnified by its widespread dissemination. CrescentRating and Mastercard actively promote the report through media outreach, make it easily downloadable, present findings at key industry events, and see its data cited in numerous academic papers.

Lesson 6: Embracing a Global Perspective and Foster Inclusivity

From its early days, the GMTI aimed for a global perspective, covering both Muslim-majority (OIC) and non-Muslim-majority (non-OIC) destinations. Its expansion to 153 destinations underscores its commitment to providing a comprehensive worldwide view, making it relevant to a diverse range of stakeholders.

Lesson 7: Forging Strategic Alliances for Credibility, Expertise, and Reach

The game-changing partnership between Mastercard & CrescentRating in 2015 catapulted GMTI onto the global stage. CrescentRating brought deep domain expertise and an established reputation in Halal travel; Mastercard brought global brand credibility, extensive market reach, and resources.

Lesson 8: Committing to Consistency and Building a Rhythm of Expectation

The annual release of the GMTI report has become an anticipated event in the travel industry. This regularity allows for tracking progress, identifying emerging trends over time, and reinforcing its role as the go-to source for insights on the Muslim travel market.

Lesson 9: Staying Agile and Responsive to the Ever-Changing Market Pulse

The Muslim travel market is not static, and neither is the GMTI. It has adapted to reflect the growing importance of sustainability, the digital transformation of travel, the impact of global events such as COVID-19 (e.g., tracking market recovery, introducing Halal Travel Development Goals), and the specific needs of different traveler sub-segments.

Lesson 10: Cultivating an Ecosystem that Reinforces Authority

The GMTI is a cornerstone of CrescentRatings’ wider offerings, which include accreditation services, training programs (CR Academy), research and consultancy, publications, and high-profile industry events such as the Halal in Travel Global Summit. This ecosystem creates a virtuous cycle, where each component reinforces the authority and visibility of the others, including the GMTI.

The GMTI Thought Leadership Framework

The GMTI Thought Leadership Framework draws inspiration from the success of the Global Muslim Travel Index and the 10 key lessons outlined in this report into a practical three-stage framework designed to help thought leaders develop their authoritative and enduring reference points.

Stage 1: FOUNDATION – Establishing Credibility and Core Value

This initial stage is about laying the critical groundwork. Even the most ambitious thought leadership initiatives will falter without a strong foundation.

- Identify and Champion a Distinct, Underserved Segment
- Develop a Transparent, Rigorous, and Evolving Methodology
- Anchor the Reference in Compelling Data and Insights

Stage 2: AMPLIFICATION – Expanding Reach and Impact

With a solid foundation, the next stage focuses on building out references, ensuring they deliver value, and strategically disseminating it to reach the target audience and beyond.

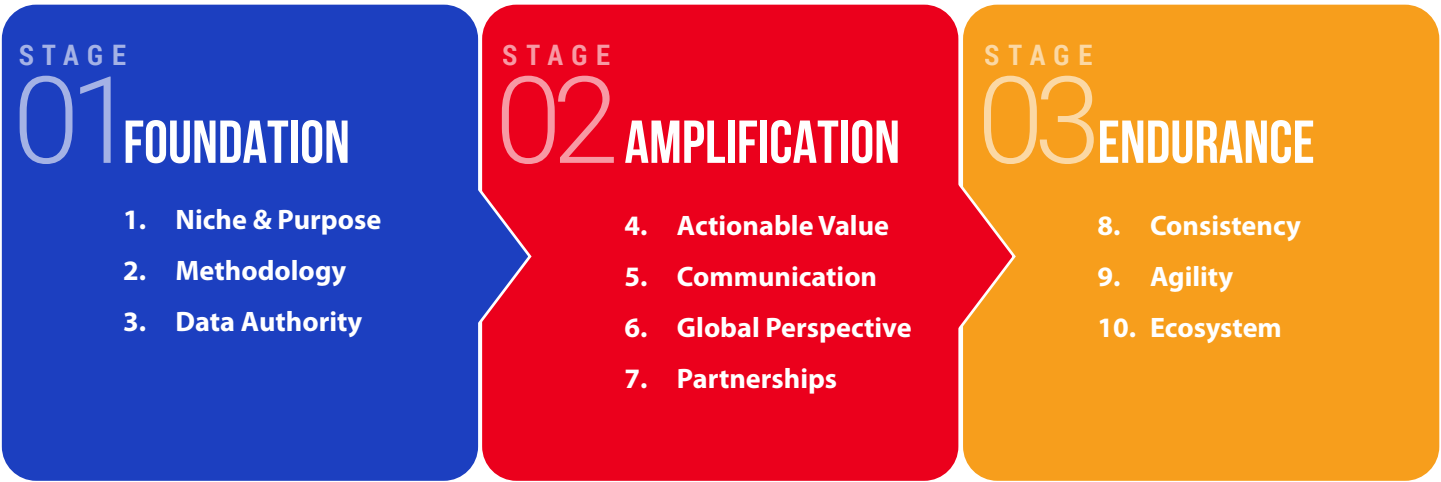
- Deliver Actionable Value that Solves Real-World Problems
- Amplify the Voice Through Strategic Communication
- Embrace a Global Perspective and Foster Inclusivity
- Forge Strategic Alliances for Credibility, Expertise, and Reach

Stage 3: ENDURANCE – Sustaining Relevance and Growth

Creating a successful reference is not a one-time event. This final stage focuses on maintaining momentum, adapting to change, and building a lasting legacy.

- Commit to Consistency and Build a Rhythm of Expectation
- Stay Agile and Responsive to the Ever-Changing Market Pulse
- Cultivate an Ecosystem that Reinforces Authority

THE GMTI THOUGHT LEADERSHIP FRAMEWORK.



By systematically addressing the pillars within these three stages of this framework, you can significantly increase the possibility of developing a thought leadership reference that not only gains recognition but also achieves lasting global impact. This framework provides a structured approach to transform insightful ideas into influential resources that can guide industries and shape future discourse.

03

Trends, Opportunities and Key Takeaways



What’s New in this Report

This year, the report delves deeper into evolving traveler needs, enhance the evaluation frameworks, and introduce new tools to empower the global travel ecosystem.

10 Years of GMTI

Celebrating a milestone, this edition marks the 10th GMTI publication, reflecting on an eleven-year transformative partnership between Mastercard and CrescentRating. It highlights the significant global impact GMTI has had in shaping the Muslim-friendly travel sector. It captures pivotal industry advancements, and “10 Lessons Learned,” showcasing insights into the index’s sustained growth and influence. Additionally, the report explores the “Ripple Effect of the Global Muslim Travel Index,” underscoring its role in inspiring change across governments, academia, businesses, and the broader global travel ecosystem.

RIDA & SDG Alignment and RIDA Impact Score

Building upon its introduction in GMTI 2024, the RIDA framework (Responsible, Immersive, Digital, Assured) remains central to guiding the evolution of Muslim travel, with this year’s edition deepening its alignment with the Sustainable Development Goals (SDGs). The newly introduced RIDA Impact Score (RIS) serves as a practical benchmarking tool, measuring tourism providers’ effectiveness in integrating RIDA principles. This facilitates continuous improvement within the tourism industry and empowers travelers with more informed, value-aligned choices, advocating for metrics beyond traditional tourism indicators like visitor arrivals.

Refined ACES Metrics

To better address the essential needs of Muslim travelers, the ACES model introduces additional metrics assessing foundational utilities. These metrics include Internet Penetration to ensure seamless digital connectivity, Basic Sanitation quality for improved hygiene and health, reliable Basic Drinking Water sources, and frequency of Power Losses to evaluate the consistency of essential services. These enhancements provide a more comprehensive evaluation of destinations, promoting comfort and reliability.

Elevating Accessible Travel: Spotlight on Neurodiversity and Active Seniors

Reinforcing our commitment to inclusivity, GMTI 2025 expands the Accessible Travel Framework (ATF). This year, it places a dedicated spotlight on neurodivergent travelers, recognizing their diverse needs—particularly concerning sensory sensitivities and anxiety in unfamiliar environments, and guiding destinations towards fostering inclusive, culturally considerate, and faith-aligned accessibility.

A new dedicated section also focuses on Active Senior Travelers, a significant and growing high-value market segment comprising one-third of travelers in 2024. It details their preferences and crucial needs

for accessible facilities, offering recommendations for an empathetic travel industry approach.

To further champion accessible travel, this edition introduces the “Muslim-Friendly Accessible Travel Destination” sub-index. This new initiative emphasizes the essential need for travel environments that cater to the unique requirements of diverse travelers, including those who are physically challenged, neurodivergent, active seniors, and multi-generational family groups.

The GMTI Thought Leadership Framework

This edition showcases the GMTI Thought Leadership Framework, inspired by GMTI’s established success. Structured as a practical, three-stage guide derived from the report’s insights, the framework outlines essential strategies for industry leaders seeking to develop authoritative, sustainable, and impactful positions within the global travel landscape.

Key Takeaways of GMTI 2025

New Level of Growth

The global Muslim travel market has entered a dynamic new growth phase, surpassing pre-pandemic levels. An estimated 176 million international Muslim visitors in 2024, marking a 25% increase from 2023 and a 10% increase over 2019 levels. Projections for 2025 estimate 195 million arrivals, with long-term forecasts reaching 245 million arrivals by 2030 and an estimated expenditure of USD 235 billion.

Increased Demand for Muslim-Friendly Ratings and Halal Assurance

The growing Muslim travel market is prompting more destinations to seek Muslim-friendly assurance for their tourism offerings, including restaurants, hotels, and attractions. Destinations are actively incorporating Halal certification into their strategies to accommodate Halal food dining.

A New Competitive Landscape

A standout trend in this year’s findings is the consistent and strategic rise of non-OIC destinations in their appeal to Muslim travelers. Countries like Singapore, the United Kingdom, Hong Kong, Taiwan, Thailand, Ireland, Australia, and Spain are no longer just niche players but have become formidable contenders, steadily climbing the rankings. This growing competitiveness from non-OIC destinations signals a fundamental shift in the global Muslim travel landscape. The inherent advantages of OIC nations, such as cultural and religious familiarity, are now being challenged by a commitment to service excellence and strategic infrastructure development from their non-OIC counterparts. This proves that the core principles of Muslim-friendly hospitality can be successfully implemented in any cultural context.

Growing Presence of the GCC within the Top Rankings

Continuous progress toward tourism visions has resulted in significantly improved scores and competitive positioning for the GCC destinations in the GMTI. Driven by national strategies such as Saudi Arabia’s Vision 2030 and the UAE’s diversification efforts, these destinations are investing heavily in infrastructure, hospitality, and cultural experiences that align with traveler expectations. Digital innovations, simplified visa processes, and targeted marketing have further enhanced their competitiveness, leading to GCC destinations such as Saudi Arabia, the UAE, and Qatar climbing higher in the rankings.

Enhanced Understanding of Muslim-Friendly Travel

This year’s GMTI has observed a significant improvement in scores across most destinations, indicating increased awareness of the potential of the Muslim travel market and the need for accommodations tailored to this market. The integration of crucial Muslim-friendly facilities and services has led to improved ratings in the four areas of ACES (Access, Communications, Environment, and Services) and an overall increase in scores. This growing alignment between destination offerings and Muslim traveler expectations aims to ensure comfort, elevate experiences, and drive long-term growth.

Key Trends Shaping the Future of Travel

A key takeaway is the significant evolution of the modern Muslim traveler’s profile and purpose. There is a clear shift towards more independent and conscious journeys, evidenced by the rise of solo and female travelers seeking empowerment, safety, and autonomy. Alongside this, travel motivations are diversifying beyond leisure to include purpose-led experiences such as regenerative tourism that restores local ecosystems, digital detox retreats that align with faith values of mindfulness, and sports tourism adapted for family and faith needs. This signals a demand for more personalized, inclusive, and meaningful travel experiences that cater to a broader range of abilities and interests, prompting destinations to offer more than just standard holiday packages.

Global Trends Shaping the Muslim Travel Market: Responsible and Immersive Dimensions

The Mastercard-CrescentRating Halal Travel Trends 2025 report, published in April 2025, explores the key trends that will shape the Halal travel landscape in 2025. Highlighting trends within the dimensions of the RIDA (Responsible, Immersion, Digital, Assurance) framework, the report provides an overview of the evolving travel environment. Responsible tourism emphasizes the conservation of the natural environment and the well-being of local communities, while immersive experiences offer new perspectives and opportunities for travelers to become more engaged.



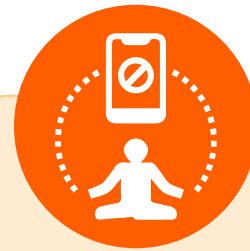
Regenerative Tourism

Transforms travel by encouraging activities that restore and enhance ecosystems, local communities, and wildlife. This trend goes beyond sustainability, empowering travelers to leave destinations healthier and more vibrant than they found them. By promoting regenerative tourism, destinations can provide purpose-led experiences that resonate with the evolving traveler, positioning themselves as both ethical and faith-conscious tourism leaders.



Sustainable Mobility

The shift to sustainable urban mobility has become a necessity due to the need of reducing global CO2 emissions. Cities prioritizing eco-friendly, cost-effective transport are leading the way in combating climate change and achieving environmental goals, paving the way for a more efficient and sustainable urban future. By linking sustainable mobility to core faith traditions, destinations can not only reduce their ecological footprint but also offer Muslim travelers a way to practice their faith during their journey.



Digital Detox Retreat

Provides the space for individuals to temporarily disconnect from electronic devices, enabling rejuvenation, self-reflection, and a reevaluation of their relationship with technology. Participants engage in a brief but focused disconnection, reducing stress and fully immersing themselves in the physical world. Destinations can attract Muslim travelers by offering unplugged wellness retreats that align with faith values of mindfulness, balance, and spiritual renewal.



Sport Tourism

The growing trend of people traveling for sports creates a major opportunity. To attract the valuable and expanding Muslim travel market, destinations must adapt. This means ensuring all major sporting events and active lifestyle options are designed to be inclusive, considering the faith-based and family-oriented needs of Muslim tourists.



Solo Travel

Preferences are changing; there is a rise on solo travelers these past years who want freedom, autonomy, and independence during their trip. This trend is particularly prominent among younger generations, with Millennials and Gen Z leading the movement. Highlighting safe neighborhoods, hospitality with local Muslim families, and women-friendly accommodations helps reassure travelers and supports a sense of empowerment.

Global Trends Shaping the Muslim Travel Market: Digital and Assured Dimension

Trends within the digital aspect show how advancements in technology are enhancing travel experiences, making them more seamless and integrated. Focus on the trends within the assured dimension is essential for travelers to feel comfortable and safe. This focus on assurance sets high service standards and establishes trust among travelers.



Humanoid Robotics

Accelerated by the COVID-19 pandemic due to safety and health concerns, the use of robots and/or humanoids streamlines operations while adding a novel touch. Equipped with artificial intelligence, robotic services can perform a range of tasks, from basic mechanical functions to more complex interactions. Faith-related awareness needs to be integrated into their programs, making them more inclusive and adaptive.



Smart Apps for Halal Journeys

Streamlines the process of obtaining information and enhances the journey by offering various services. The integration of technology makes travel planning less of a hassle, makes practicing faith easier on the go, and opens opportunities for new experiences, such as VR for travel. Apps offer not only efficient information retrieval, but also shift the way Muslim tourists engage with their journeys.



Accessible Tourism

Aims to create inclusive tourism experiences catering to the needs of travelers with disabilities, seniors, and families with young children. The importance of this approach lies in its potential to expand market reach while committing to inclusiveness, quality service, and safety. By combining inclusive design with faith-specific needs, destinations can create a welcoming environment for all.



The Modern Female Traveler

Females play a significant role in travel planning, especially when traveling as families. Recently, there has been a notable rise in female-only group travel and solo female journeys. To cater to this growing trend, destinations globally have increasingly adopted women-friendly amenities and services. It is essential for destinations to provide safe, comfortable, and women-friendly environments, ensuring travelers' peace of mind. Initiatives aimed at this segment also complement efforts towards inclusive travel for Muslim travelers, creating overlapping opportunities to serve diverse traveler needs effectively.

[Download Report](#)



How Malaysian and Indonesian Muslims Interact with Brands

The MasterCard-CrescentRating Brand Engagement Report, published in February 2025, examined how Muslim consumers in Indonesia and Malaysia engage with brands across key sectors. It examines the factors that influence trust, loyalty, and brand preference, particularly in relation to faith-aligned values and Halal compliance. The report also outlines how brands can better connect with Muslim audiences through culturally relevant and ethically conscious practices.

90%

90% of consumers prioritize brands that align with faith-based values and principles.



Consistency in quality, **Halal assurance**, and **competitive pricing** drive consumer loyalty, scoring the highest in terms of importance.

DISCOUNTS & COUPONS are the most preferred loyalty incentives among Indonesian and Malaysian consumers



FOOD & BEVERAGES score highest for consumer engagement, a prime category for loyalty programs



Most consumers emphasize that cultural alignment, **ethical practices**, **product quality**, and transparency are essential for building trusts.

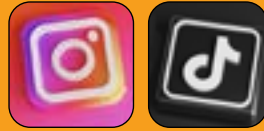


26%

of consumers in **MALAYSIA** discover brands through interactive and engaging social media platforms such as **TikTok and Instagram**.

40%

of consumers in **INDONESIA** discover brands through social media, with **TikTok and Instagram** leading in engagement.



Consumers frequently switch brands for better **QUALITY** and **LOWER PRICES**.



66%

of Malaysian consumers belong to brand loyalty programs, with 70% rating them highly effective.



Download Report



Journey Towards 2030 – Dynamics of Sustained Growth & Evolving Traveler Aspirations

As we chart the course towards 2030, the global Muslim travel market is set for a period of dynamic evolution. The next five years will see this segment further solidify its position as a significant force in global tourism, driven by compelling demographic shifts and the increasingly sophisticated, values-driven aspirations of Muslim travelers worldwide. It promises to reshape Muslim-friendly travel, embedding holistic experiences, authentic connections, and reliable assurance ever more deeply into its fabric.

Projecting Demographic & Economic Momentum Towards 2030

The growth trajectory of the Muslim travel market leading up to 2030 is exceptionally strong. With the global Muslim population already at an estimated 2.19 billion in 2025 and on a clear path towards 2.54 billion by 2035, the demographic engine will continue to power significant market expansion throughout this decade. International Muslim traveler arrivals approaching 245 million by 2030, serving as key milestones on this upward journey.

Looking towards 2030, this will translate into the continued maturation of the large Gen Z and Millennial cohorts into their prime travel and spending years, alongside the growing, experienced segments of middle-aged (21-50) and mature (51+) travelers.

The RIDA Paradigm, will shape the future of the Muslim travel ecosystem, making it more holistic, ethical, and rewarding. Sustainability and ethical practices will gain prominence.. Immersive travel will flourish as travelers seek authentic cultural interactions, heritage discovery, and transformative learning. Technological advancements, particularly AI, will enhance personalization, efficiency, and trust in faith-specific digital planning,. Finally, assured experiences, including Halal integrity, quality amenities, safety, and respectful, welcoming environments, will remain critical expectations.

The journey towards 2030 will also see a greater realization of truly inclusive travel. The industry will make significant strides in catering to travelers with diverse needs, including those with disabilities, seniors, families, and individuals with neurodivergent conditions. Technology and thoughtful service design will increasingly remove barriers, making seamless and confident travel a reality for more Muslim travelers.

The Evolving Traveler: Deepening Desires, Faith-Consciousness & the Enduring Quest for Value on the Path to 2030

The Muslim traveler will become even more discerning, connected, and motivated by a blend of authentic experiences, intrinsic values, and faith principles. This will result in:

- **Diversifying Experiences:** The appetite for a rich spectrum of travel beyond traditional journeys will continue to grow. Adventure, eco-tourism, cultural immersion, educational pursuits, solo travel, and multi-generational family holidays will become increasingly prominent. The influence of the Modern Female Traveler will also expand significantly.
- **Strengthening Faith-Consciousness:** The commitment to faith principles as a core driver of travel decisions is expected to deepen. This will fuel even greater demand for destinations that provide and champion genuinely Muslim-friendly environments, encompassing not just the essentials like Halal food and prayer facilities but also broader cultural sensitivities and ethical considerations.
- **Value-Driven Authenticity:** While economic landscapes may fluctuate, the quest for value will remain paramount. By 2030, this will increasingly mean seeking authentic, enriching experiences that offer a clear return on investment in terms of personal growth, connection, and alignment with values, rather than simply the lowest cost.



Journey Towards 2030 – Navigating Disruptive Forces

GEOPOLITICS AND ECONOMY

The Shifting Sands of Geopolitics and Economic Realities

The global order is witnessing a redefinition of power dynamics, with new trade alliances forming and established economic centers facing new challengers. The imposition of tariffs by major economies, and subsequent retaliatory responses from other nations, create an unpredictable trade environment. For the travel industry, these shifts translate into uncertainty for long-term investment in tourism infrastructure, altered international travel flows, and pressure on supply chains and global operational footprints.

As nations navigate these shifts, regulatory and tax landscapes are becoming increasingly fragmented. Different jurisdictions are adopting and adapting policies at varying paces. This divergence introduces layers of complexity and increased operational costs for global travel companies.

The stability of supply chains, crucial for the smooth functioning of the travel industry, is increasingly threatened by geopolitical rivalries, overt conflict, and rising protectionist measures.

Geopolitical instability, regional conflicts, or instances of discriminatory rhetoric in potential host destinations can act as powerful deterrents for this segment. Consequently, destinations that can effectively communicate and demonstrate a commitment to inclusivity and safety are more likely to succeed in attracting Muslim tourists.

ARTIFICIAL INTELLIGENCE

The Dual Edge of AI – Job Displacement and Enhanced Capabilities

Artificial Intelligence is rapidly becoming a transformative force within the travel industry. Its impact is twofold: offering unprecedented enhancements in efficiency and personalization, while simultaneously posing significant challenges to the existing workforce structure.

The integration of AI and automation technologies is leading to a shift in how services are delivered, often reducing the need for human intervention in various roles.

AI-driven systems and robotics are increasingly capable of performing tasks previously handled by human employees, leading to the replacement of human-touch services with automated solutions. Projections from McKinsey suggest that as much as 45% of existing work activities could be automated by the year 2030, indicating a substantial potential impact on employment levels.

As machines and AI technologies increasingly take over routine, predictable tasks, the focus of human work is shifting towards responsibilities that leverage uniquely human capabilities.

As AI's role in the workplace matures, its effects on employment and income stability for Gen Z, Millennials, and the wider workforce.

Economic considerations will likely reinforce prudent spending. The trend towards short-haul, regional, and domestic travel may become more established for many, offering accessible experiences.

ANTI-MUSLIM RHETORIC

The Rising Tide of negative sentiments – A Growing Barrier to Travel

As we journey toward 2030, negative media portrayals of Muslims emerge as a significant disruptor within the global travel landscape. Manifesting in various forms, from overt discriminatory policies and hostile political rhetoric to subtle societal biases, it has the potential to reshape travel patterns profoundly. Destinations perceived as unwelcoming or unsafe due to anti-Muslim sentiments face declining appeal among Muslim travelers, who will prioritize inclusivity, safety, and cultural acceptance when choosing their destinations.

This rise in Islamophobia challenges the travel industry, creating additional complexity for destinations and businesses aiming to attract the growing Muslim travel market. Travelers increasingly scrutinize how genuinely welcoming and accommodating a destination is, beyond superficial gestures or promotional campaigns. Negative media portrayals, incidents of discrimination, or unaddressed hateful behaviors can significantly harm a destination's reputation, deterring potential visitors.

However, this disruptor also presents an opportunity for proactive destinations and businesses. Those actively investing in inclusive initiatives, promoting genuine intercultural understanding, and implementing effective anti-discrimination policies are positioned to thrive. Comprehensive training for tourism professionals, inclusive marketing, and visible efforts to foster culturally respectful environments will become increasingly critical.

Key Areas for Destinations and Businesses to Stay Engaged with the Muslim Travel Market

	Key Objectives	Core Actions/Strategies
1. Genuine Understanding & Insight	Develop a deep, nuanced comprehension of the diverse Muslim travel market.	Continuously analyze Mastercard-CrescentRating reports for macro trends & benchmarking. Supplement GMTI with localized research on specific source markets, traveler segments & evolving psychographics/values. Understand the “why” behind travel choices beyond basic demographics.
2. Integrated Ecosystem Readiness	Create a seamless and comprehensively Muslim-friendly destination/business environment.	<p>Access: Ensure easy physical (visa, connectivity) & digital (booking platforms) access; develop accessible infrastructure.</p> <p>Communications: Implement authentic, targeted marketing; provide multilingual resources; train staff in cultural sensitivity; leverage digital channels effectively.</p> <p>Environment (Responsible): Cultivate a safe, welcoming, culturally respectful environment; implement sustainable & ethical tourism practices.</p> <p>Services (Assured & Immersive): Provide core faith-based needs with high assurance; develop immersive cultural, heritage & nature experiences.</p> <p>Digital Integration: Utilize technology to enhance all traveler touchpoints.</p>
3. Meaningful Engagement & Authentic Storytelling	Build genuine connections and communicate value beyond generic offerings.	Move beyond generic “Muslim-friendly” branding to tell compelling stories resonating with diverse Muslim values. Engage with Muslim communities and influencers to co-create authentic local narratives and ensure respectful representation. Highlight local Islamic heritage, culture, and experiences, not just standardized amenities.
4. Collaborative Partnerships & Capacity Building	Foster a supportive ecosystem through joint efforts and skill development.	Promote strong collaboration among government, tourism boards, private sector, and local communities. Invest in training & capacity building for industry stakeholders (especially MSMEs) on Halal assurance, Muslim traveler needs, & service excellence.
5. Dynamic Adaptation & Continuous Improvement	Maintain relevance and competitiveness through ongoing learning and innovation.	<p>Establish mechanisms for continuous monitoring of traveler satisfaction & market trends (e.g., MTIT insights). Regularly review & adapt strategies based on GMTI performance, competitor actions, & evolving consumer preferences. Embrace innovation in product development & service delivery.</p> <p>View GMTI as part of an ongoing journey of improvement, not an annual endpoint.</p>

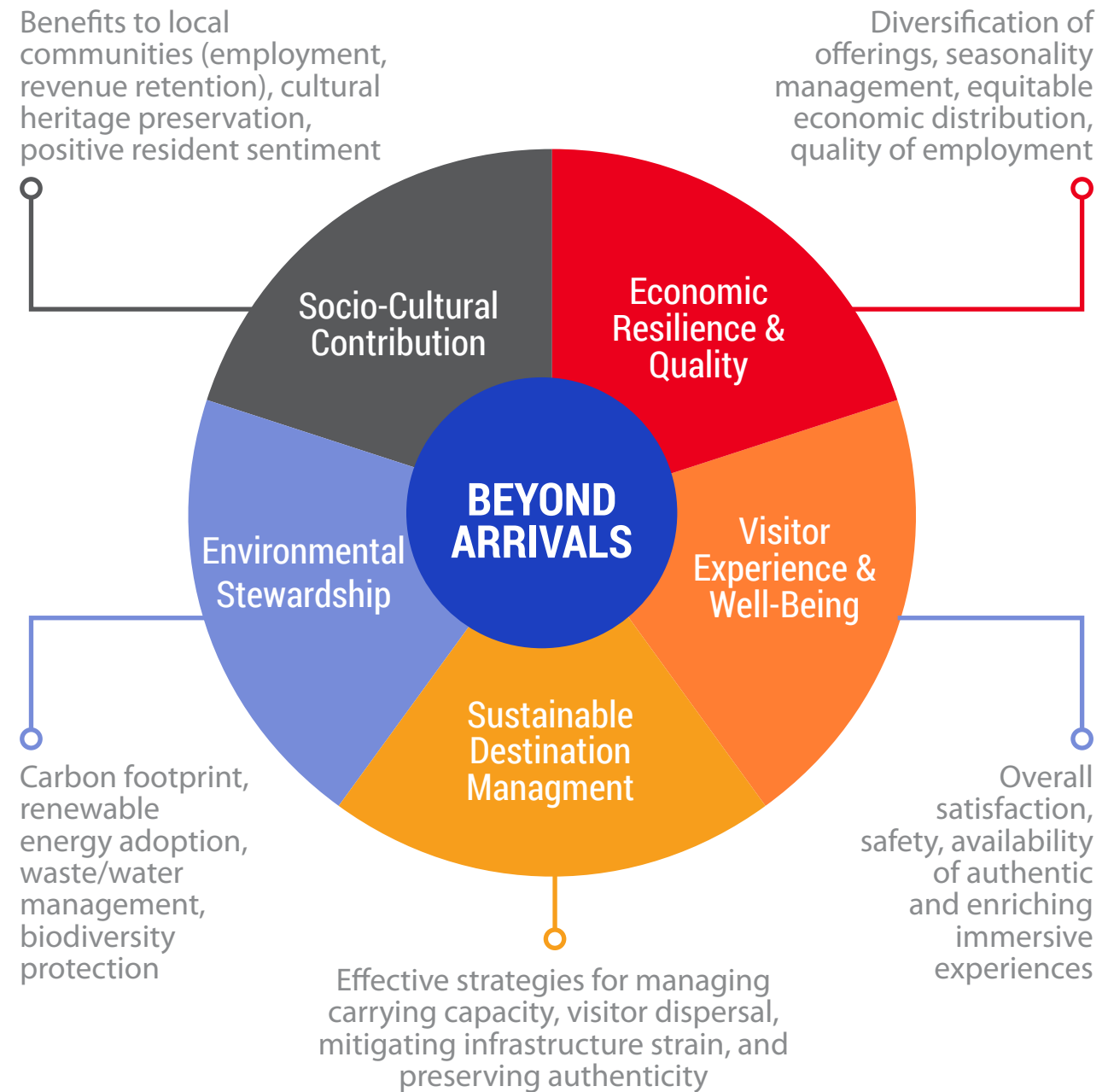
Journey Towards 2030: Redefining Success Beyond Arrival Numbers to Well-Being

The global tourism landscape is undergoing a significant transformation. While resurgent travel and rising arrival numbers signal vitality, an industry consensus is emerging that traditional metrics alone are insufficient to capture a destination's true success or its broader impact. As the sector navigates urgent global challenges like climate change, the imperative for sustainability, and the strains of over-tourism on the journey toward 2030, the definition and measurement of tourism achievement must evolve.

For over a decade, the Global Muslim Travel Index (GMTI) has pioneered nuanced insights into the Muslim travel market, consistently adapting its frameworks to reflect changing realities. The ACES model established a baseline for destination readiness, while the subsequent RIDA framework champions contemporary values such as sustainability and authentic experiences. The RIDA Impact Score (RIS) will further assess how effectively services embody these crucial dimensions.

Building on this legacy of innovation, the GMTI recognizes the urgent need for broader, more comprehensive metrics for the overall tourism industry. It champions a critical discussion focused on looking "Beyond Arrivals" to cultivate a richer understanding of what constitutes a truly thriving, sustainable, and responsible tourism destination. As more robust data becomes available, the GMTI will strive to integrate metrics that measure these deeper aspects of destination health..

Measuring true destination success necessitates a paradigm shift. One that accords sustainability, inclusivity, and genuine positive impact, a value commensurate with traditional economic returns and visitor volume. The GMTI is committed to encouraging this shift within its analysis by actively seeking and integrating metrics as depicted in the diagram, as they become reliable and verifiable. In doing so, it supports the redefinition of success for the overall tourism industry, viewing it as an urgent, collective endeavor.



04

Embracing Neurodivergent Travelers



Neurodivergence and Travel

Travel is a deeply human experience, one that allows people to connect with new places, cultures, and communities. Yet for individuals with disabilities, including neurodivergent travelers, the journey often comes with a set of challenges.

According to the World Health Organization (WHO), over 1.3 billion people worldwide experience significant disabilities, including cognitive, mobility, visual, and hearing impairments. A 2022 study by MMGY Global showed that travelers with mobility disabilities alone contributed \$58.2 billion annually. These figures suggest that people with disabilities are actively participating in travel, although they often still face access limitations.

Neurodivergent individuals are those whose brain development or processing differs from typical patterns, encompassing autism, dyspraxia, dyslexia, ADHD, and other similar conditions. According to Deloitte Insights (2022), 10-20% of the global population is considered neurodivergent, representing a significant demographic with diverse sensory, communication, and cognitive needs, yet their specific travel needs often remain under-addressed across various travel touchpoints.

Traveling for neurodivergent individuals can involve challenges such as sensory sensitivities, anxiety in unfamiliar environments, or difficulties with communication and disruptions to routine. A study (MMGY & TripAdvisor) on families with neurodiverse children revealed that 75% were concerned about crowds, 64% prioritized accommodations tailored to specific sensory needs, and many identified cost as a major barrier. Despite these hurdles, families with children who have neurodevelopmental disabilities (in the USA) took an average of 2.1 trips last year and spent over \$4,200 on travel, according to Tripadvisor, underscoring both the strong desire and substantial investment this group makes in travel experiences.

Notably, neurodivergent individuals also bring unique strengths to the travel experience, including creativity, innovative problem-solving, attention to detail, and resilience. When properly supported, these strengths can enhance not only their own journeys but also contribute to a richer, more inclusive travel culture. As awareness grows, the tourism industry has an opportunity and responsibility, to implement inclusive practices that support neurodivergent travelers at every stage of their journey.



1.3 Billion people worldwide experience significant disabilities (WHO)

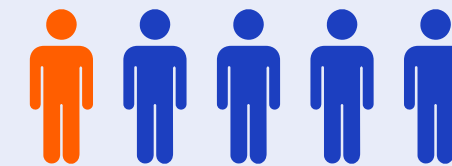
Almost half
49% of neurodivergent individuals have encountered a negative experience while traveling (Booking.com)



68% of families traveling with neurodiverse children find online photos of specific rooms very or extremely important when choosing their lodging. (MMGY)



60% of families are willing to pay more for travel options that welcome or are more accessible to neurodiverse travelers. (TripAdvisor)



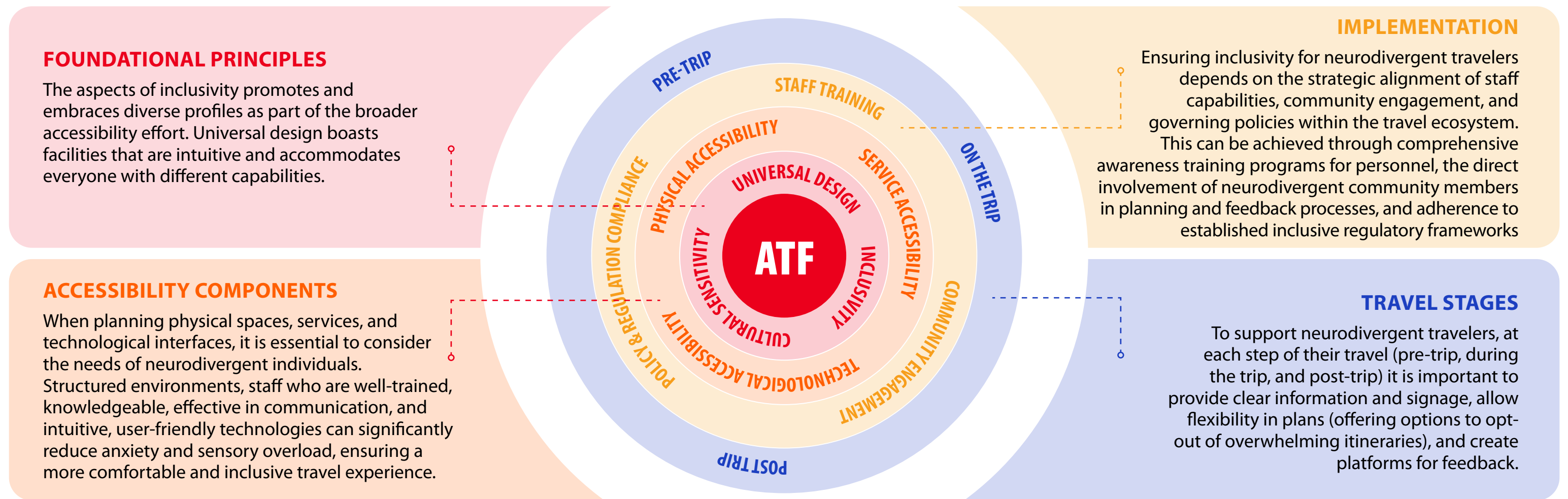
10-20% of the global population is considered neurodivergent (Deloitte Insights (2022))

46% of families traveling with neurodiverse children prefer to make plans and purchase decisions with the aid of an online travel agency. (MMGY)

Acknowledging Neurodivergence through the ATF

The Accessible Travel Framework (ATF), published in the GMTI 2024, aims to provide a easy to adopt framework enabling the development of accessible services. The ATF covers different layers within travel, from the foundational principles to the stages of travel, and ensures that they meet the specific cultural and faith requirements of Muslim travelers. The framework also takes into account general accessibility needs to ensure all travelers can enjoy a comfortable and hassle-free travel experience.

Neurodivergent travelers often face unique challenges related to travel environments, such as overwhelming sensory stimuli, rigid scheduling needs, and communication barriers. This year's GMTI spotlights the feasibility of the ATF framework for non-physical disabilities and tackles the challenges of inclusive tourism. All four layers within the ATF aim to make travel accessible to everyone, including neurodivergent individuals.



Interview on Traveling with Neurodivergent Family Members

Understanding the Challenges

Traveling as a family can be an exciting experience, but for families with neurodivergent members, it often involves unique challenges that go beyond typical travel stress. Sensory sensitivities, communication differences, unfamiliar environments, and rigid routines can all make travel a daunting prospect. Without inclusive infrastructure and informed support services, the idea of traveling, especially by air, can feel overwhelming or even inaccessible. To truly support all families, travel destinations and services must adopt more inclusive, accessible, and family-friendly practices.

Madam Fara’s Inspiring Journey

Fara, founder of MIJ Hub, understands this journey firsthand. Her son, now 25 years old, was diagnosed with Autism and Tuberous Sclerosis as a child. From the moment of his diagnosis, he became not only her source of inspiration but also her teacher. Fara immersed herself in learning about neurodivergence, navigating a continuous cycle of trial, adaptation, and consultation with professionals to meet her son’s evolving needs through different life stages.

Early Experiences and the Anxiety of Airports

In the early years, when awareness of neurodivergence was limited, traveling with her son was especially difficult. Airports, in particular, were a major source of stress. Long queues, unpredictable announcements, and unfamiliar procedures often triggered anxiety and meltdowns. To prepare him, Fara would start weeks in advance, breaking down airport processes into simple steps using visual aids and social stories to build familiarity and reduce fear or anxiety.

Over time, improvements in airport services have made a noticeable difference. Fara acknowledges that a small number of airports today offer sensory guides, quiet rooms, and staff trained in supporting neurodivergent travelers. However, she notes that such efforts remain limited and inconsistent across the industry. More widespread adoption of inclusive practices is needed to ensure that all families can travel with dignity and ease.

The Complexities of Air Travel

The in-flight environment can trigger sensory and emotional difficulties, making comfort a critical factor. Fara emphasizes that features like customizable entertainment systems can significantly ease this transition. By allowing passengers to pre-select calming or familiar content—such as favorite shows, nature visuals, or gentle music—airlines can help reduce in-flight anxiety and support emotional regulation. Sensory-friendly amenities, including weighted blankets that offer calming deep pressure stimulation, can also make a meaningful difference. Additionally, personalized meal options, such as plain or familiar foods, may alleviate mealtime stress for those with sensory sensitivities.

Fara also advocates for designated seating areas for families traveling with neurodivergent individuals, as these zones can reduce exposure to overstimulation and offer a private space during difficult moments, minimizing the need for families to justify behaviors to other passengers. Beyond physical accommodations, Fara underscores the vital role of trained and empathetic airline staff. She points to discreet identification systems like the Hidden Disabilities Sunflower symbol, which can subtly alert staff that a traveler may need extra support. For such initiatives to be truly effective, airlines must invest in comprehensive staff training, ensure consistent implementation, and raise public awareness to foster a more inclusive and respectful travel experience for all.

Choosing Calm and Inclusive Destinations

Beyond the airport and aircraft, Fara continues to travel with her family by choosing nature-based destinations over commercial spaces. Her son finds serenity in open environments and becomes overwhelmed in large, noisy crowds. In her view, every inclusive destination should offer quiet zones or decompression spaces to meet the sensory needs of all guests.

Advice from Madam Fara: Embrace the World, Advocate, and Never Give Up

Through all these experiences, Fara never stopped exposing her son to the world. Her approach is grounded in perseverance, not perfection. “Start small. Don’t give up. And never stop exposing your child to the world,” she advises. “Travel is an opportunity to learn and explore. When faced with challenges or misunderstanding, be an advocate for your child.”



Recommendations for Neurodivergent-Friendly Travel

Ensuring a seamless journey for neurodivergent travelers requires multiple intentional approaches across the entire travel ecosystem. Rather than focusing only on physical accessibility, efforts should also address cognitive, sensory, and social needs to help create a comfortable and empowering experiences for neurodivergent travelers.



Ease Pre-Travel Planning:

Neurodivergent travelers can benefit from resources that provide detailed information about destinations and services tailored to their needs. Programs like the Hidden Disabilities Sunflower Program allow individuals to discreetly indicate a need for additional support, facilitating smoother and more respectful interactions during travel. Platforms like Autism Travel also offer listings of destinations and attractions certified in autism awareness and sensory accommodations, aiding families to plan more accessible and comfortable trips.

Provide On-the-Ground Support and Infrastructure:

Airports, train stations, and other transportation hubs are increasingly incorporating inclusive infrastructure to reduce anxiety and sensory overload. Features such as sensory rooms, quiet zones, and specialized support staff can make travel more manageable. Programs like Wings for Autism or Wings2Help offer pre-flight experiences and assistance to help neurodivergent individuals and their families familiarize themselves with the travel process in a low-stress environment.



Make Use of Technological Innovations:

From the pre-planning phase, AI-powered platforms enable the creation of customizable itineraries, visual schedules, and sensory-friendly filters that improve predictability. Moreover, assistive tools such as real-time navigation apps, wearable communication devices, and calming technologies help travelers self-regulate, stay oriented, and maintain a sense of control throughout the journey.



Conduct Staff Training and Certification Programs:

Proper training is essential to ensure inclusive experiences. The International Board of Credentialing and Continuing Education Standards (IBCCES) provide certifications and training to travel professionals on supporting families and individuals with special needs. Businesses with designations such as the Advanced Certified Autism Center status help travelers identify accommodations and services equipped to meet specific sensory and communication needs.

Malaysia (OIC): Embracing Neurodivergent Travel



Malaysia’s approach to accessibility for neurodivergent individuals, especially in travel and public life, reflects a growing commitment to the country’s inclusive design, structured support, and policy alignment.

Foundational Principles

The Equal Treatment (Disabled and Chronically Ill People) Act prohibits discrimination against individuals with disabilities, including those who are neurodivergent. It mandates that public services, including transportation, must provide reasonable accommodations for equal access. The Act promotes universal design, encourages intuitive and accessible facilities, and supports the independence of all travelers. These efforts ensure that facilities and services are intuitive and accessible, upholding the independence of travelers of all abilities.

Accessibility Components

Malaysia applies universal design principles, including equitable use and intuitive operation, to enhance accessibility in public spaces. Improvements include ramps, wider pathways, and sensory zones in parks. Kuala Lumpur International Airport offers calm rooms under its “Butterfly Effect” initiative for neurodivergent travelers. LEGOLAND Johor is certified as an Autism Center, with

sensory guides and trained staff. Sunway Putra Mall, Malaysia’s first autism-friendly mall, features calm rooms and hosts weekly Autism Friendly Shopping Days with dimmed lights and reduced noise to create a supportive environment, through its “Autosome” initiative, offering a more accommodating shopping experience.

Implementation

Effective inclusivity requires alignment among staff, communities, and policymakers. Government and NGOs like Yayasan Gamuda are driving awareness and training on neurodiversity, while initiatives increasingly involve neurodivergent individuals in service planning. These efforts are further strengthened through collaborations with organizations such as the Autism Behavioral Center (ABC) and the National Autism Society of Malaysia (NASOM), which provide expertise, outreach, and support for neurodivergent communities. With the ratification of the Persons with Disabilities Act, policies are being updated



and expanded education efforts are being made to meet a wider range of neurodivergent needs.

Travel Stages

Upon arrival, KLIA’s “Butterfly Effect” initiative provides calm rooms, sensory walls, fast-track lanes, and buggy rides to assist travelers with hidden disabilities in managing their sensory overload and anxiety. A “Care Ambassador” is also available to guide travelers upon request. During transit, public transportation has made strides in accessibility with many trains and busses equipped with features like ramps, designated spaces for mobility aids, and clear audio-visual announcements to assist all passengers, including those who are neurodivergent. The Ministry of Transport Malaysia has provided a feedback portal, allowing travelers to share their experiences and suggestions for improvement.



Netherlands (Non-OIC): A Neurodivergent-Friendly Journey



The Netherlands has made significant efforts to support neurodivergent travelers through national legislation, ensuring that every individual can access public spaces and transportation with ease.

Foundational Principles

The Equal Treatment (Disabled and Chronically Ill People) Act (Wet gelijke behandeling op grond van handicap of chronische ziekte) prohibits discrimination against individuals with disabilities, including those who are neurodivergent, and mandates that public services, including transportation, must provide reasonable accommodations to ensure equal access for all. It covers a wide range of provisions, from physical infrastructure adjustments to service modifications, creating a foundation for inclusive travel.

Accessibility Components

To align with the legislative principle, the Netherlands has invested in accessible public transport systems and supportive infrastructure. The 9292 Journey Planner and GVB Virtual Stop Assistant are prime examples that offer tailored route planning based on individual accessibility needs. Train stations across the country also have been upgraded to accommodate a wide range of mobility



requirements, while buses, trams, and airport facilities like Schiphol International Airport have integrated features to reduce sensory overload and enhance comfort for neurodivergent travelers

Implementation

Effective implementation of these laws relies on comprehensive staff training and partnerships with advocacy groups. For example, NS (Dutch Railways) provides the 'TreinTrainPakket,' a training program developed with input from individuals with intellectual disabilities to support independent train travel. Collaborations with organizations like the Flying with Autism Foundation further ensure that neurodivergent travelers receive personalized assistance, from check-in to boarding, fostering a supportive and inclusive travel environment.

Travel Stages

Supporting neurodivergent travelers involves addressing their needs at every stage of the journey. At pre-travel planning, travelers can use tools like the 9292 Journey Planner to create predictable, stress-free routes, reducing uncertainty and potential anxiety. When they arrive at the station/airport there are services like NS Travel Assistance providing hands-on support for boarding, disembarking, and transfers, while the Hidden Disabilities Sunflower lanyard at Schiphol Airport discreetly signals a need for extra assistance. The public transport vehicles are equipped with features like clear audio announcements, visual displays, and designated spaces for mobility aids, ensuring a comfortable and independent travel experience. For post-travel support, the Netherlands' continuous improvement mechanisms allow travelers to share feedback, contributing to ongoing enhancements in public transport and airport services.



05

Active Senior Travelers



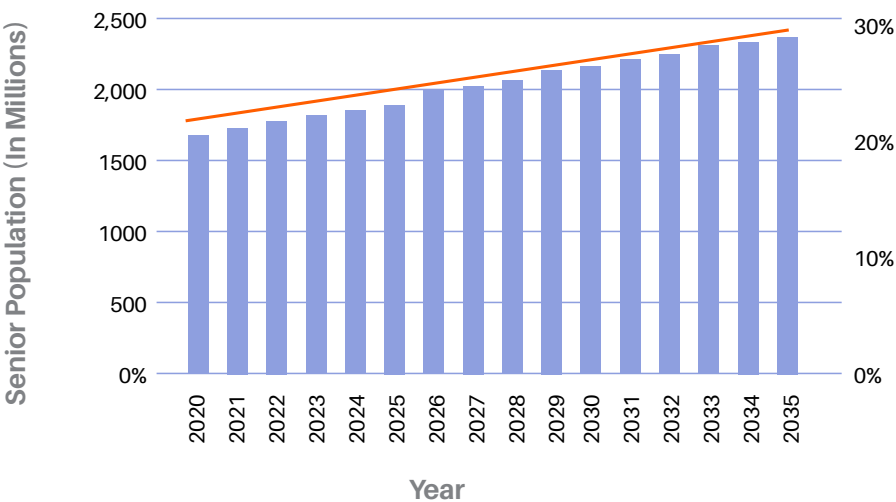
The Rise of Senior Travel

Senior travelers, defined as those aged 60 and above, are a significant segment of the tourism industry – accounting for one-third of travelers in 2024. For many in this demographic, travel serves not just as recreation, but as a meaningful pursuit to achieve lifelong dreams and personal fulfillment. With longer life expectancy, improved health outcomes, and stronger financial independence, today’s seniors are more capable and willing to travel than ever before.

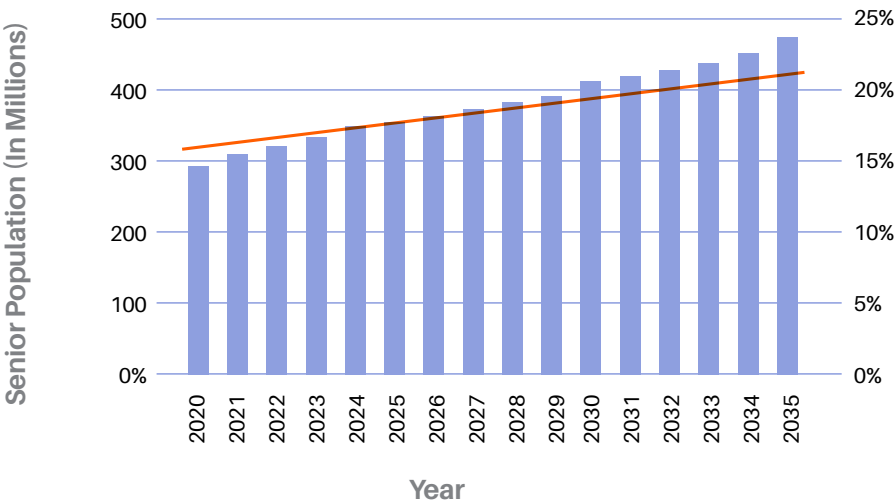
The global demographic shift underscores the long-term potential of this market. Between 2020 and 2025, the global population aged 50 and older increased by more than 160 million, rising from 1.77 billion to 1.93 billion, and is expected to exceed 2.36 billion by 2035, accounting for nearly 28% of the global population. A significant portion of this growth is seen among those aged 51 to 70, who remain active, financially secure, and eager for travel that prioritizes leisure, wellness, and self-fulfillment. Within the Muslim population, a similar demographic shift is unfolding: the number of Muslims aged 50 and above grew from 297 million in 2020 to over 347 million in 2025, and is projected to reach 474 million by 2035, reflecting a steady rise in aging Muslim travelers. These shifts signal rising demand for inclusive, age-friendly, and culturally attuned travel experiences, especially among global and Muslim senior segments.

This demographic transformation is already translating into significant economic value. Senior travel was estimated at around \$1.72 trillion in 2024, amounting to 15% of the global travel market value, and projected to reach \$2.62 trillion by 2030. Past their working age, more seniors are seeking leisurely activities and travel, allocating more than 50% of their discretionary spending annually. With the flexibility of travel off-season and the tendency to embark on longer, more relaxed journeys, they offer high-value opportunities for travel industry stakeholders aiming to tap into a resilient and expanding market.

Global Population of 50 Years and Older



Muslim Population of 50 Years and Older





SENIOR TRAVEL

is valued at

15%

of the global travel market

Projected value to reach \$2.63 trillion by 2030



SPENDS MORE THAN 50%

of their spending on leisure and travel

Understanding Senior Travelers' Journey

The findings indicate that more than 70% of seniors preferred trips lasting 4-6 days, a comfortable time range for them to enjoy their surroundings. The motivation behind their trips is usually to spend time with family or friends and relax, with around 20% also mentioning business or work-related purposes. These motivations reflect the tendency of the majority of senior travelers to travel with a family member, mainly their spouse.

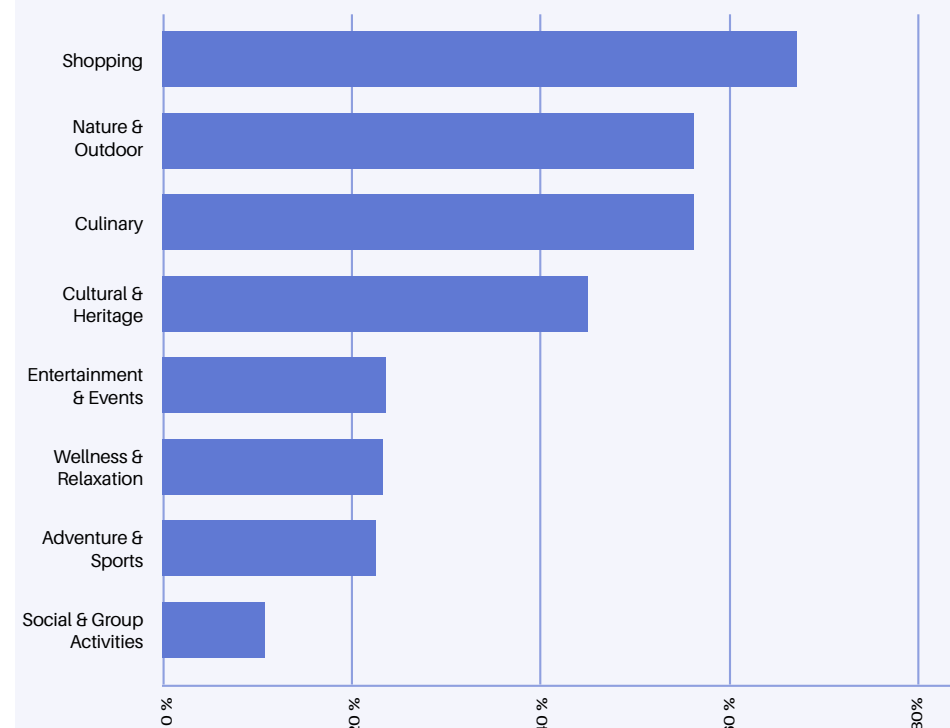
During their travels, shopping is the most popular activity among senior travelers, with 67% of respondents indicating it as a preferred travel experience. This is followed closely by culinary activities and nature or outdoor exploration, each 56%, highlighting a strong interest in local cuisine and natural settings. However, enjoying these activities at an older age comes with its challenges. For many seniors, health and mobility concerns are among the top priorities. Chronic conditions, reduced stamina, or the need for accessible accommodations can make simple routines more difficult. To support their travels, the availability of accessible facilities is crucial. The most frequently mentioned needs include elevator access and sitting areas, indicating the importance of ease and comfort during activities. Other key facilities identified are visible signage, wayfinding, and responsive support staff, as well as ramps and railings, which ensure accessibility across diverse environments.

Seniors require a level of planning and support that prioritizes physical well-being and comfort. According to the study, 67% of senior travelers prefer comfortable

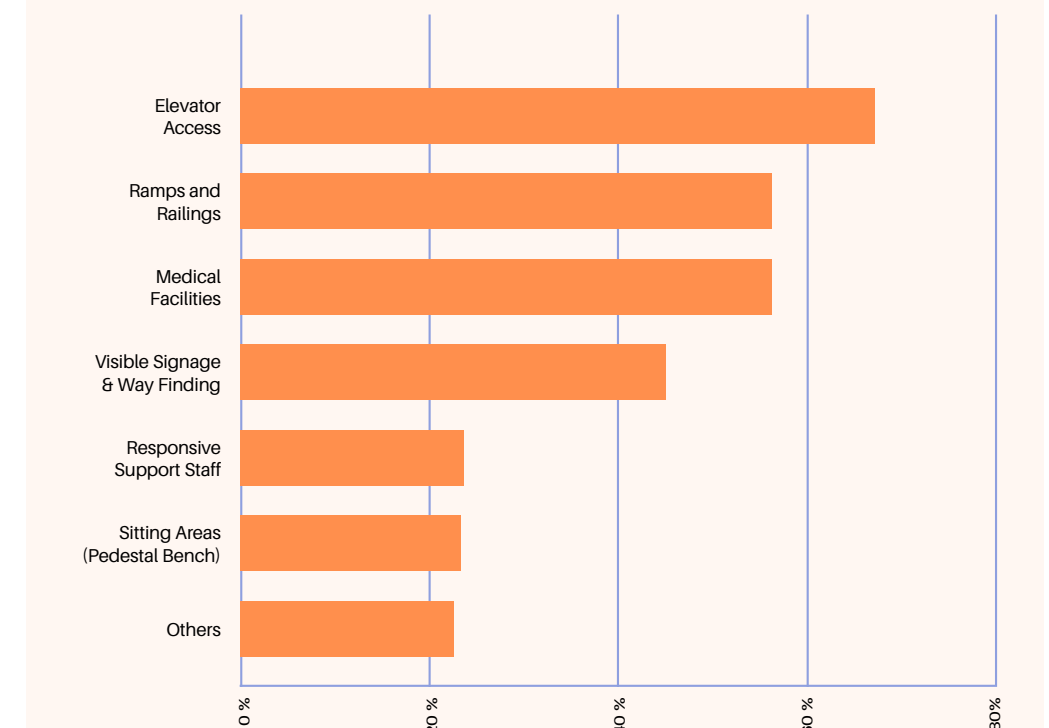
travel, and a significant portion allocates their budget toward accommodation and dining, which indicates a desire for a relaxed experience over extravagance or high activity levels. Payment methods of cash and card are preferred, with a few choosing digital payments, underlining a critical gap in current travel technology design. The digital-heavy nature of modern travel, from mobile check-ins to app-based bookings, can present barriers to many seniors.

To better cater to senior travelers, the travel industry must adopt a more empathetic and inclusive approach. This includes offering options of simplified tech alternatives, more visible and human-centric support services, and marketing that represents peaceful, slow-paced, and family-oriented experiences. By aligning services with the real-world needs of senior travelers, the sector can foster greater inclusivity and unlock long-term growth opportunities.

Types of Activities Engaged in During Travel



Traveller Expectations for Necessary Facilities

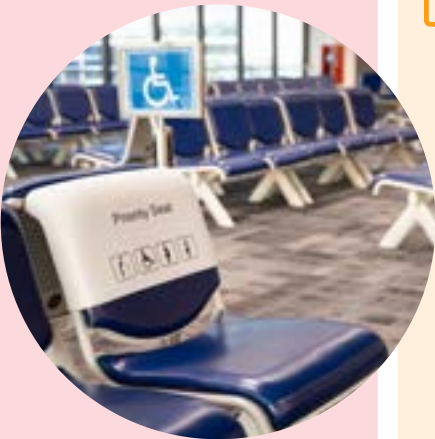


Recommendations for Accessible Designs for Senior Travelers



Design Inclusive Stays

Hotels and resorts could consider upgrading their infrastructure to enhance ease of movement and safety, particularly for older adults and individuals with mobility challenges. Features such as ground-floor rooms, elevators with large buttons, grab bars, non-slip bathroom floors, and wide, wheelchair-accessible hallways could significantly improve accessibility. Offering mobility aids for rent – such as electric scooters or walkers – and allowing for customized room layouts based on guest needs can further enhance the guest experience. Additionally, implementing staff training in age-sensitive service can foster more respectful and personalized interactions.



Promote Wellness and Leisure Activities

Senior wellness tourism should consider combining health, relaxation, and social engagement in a supportive travel setting. Destinations might offer curated experiences that include gentle fitness classes, balanced nutrition plans, guided nature walks, and social activities designed to foster connection among travelers. Resorts and retreat centers can further provide on-site health assessments, mobility-friendly pools and fitness areas, and even rehabilitation or physiotherapy services—all within a tranquil, age-appropriate environment.



Enhance Accessibility Across Different Modes of Transport

Airports and airlines could increase accessibility by offering services such as wheelchair assistance, priority boarding, clearly readable signage, and senior-friendly check-in counters. Quiet rooms, sensory paths, and specialized assistance programs have proven to be helpful to create a more inclusive environment, as seen in airports like Heathrow and Changi. Cruise lines, a popular choice among older travelers, may also consider adapting their ships with accessible cabins, roll-in showers, grab rails throughout the vessel, and onboard medical staff. These improvements would not only address physical needs but also help provide greater peace of mind during travel.



Assist in Bridging the Digital Gap

To better support older travelers, many of whom may still prefer traditional methods over digitalized ones, travel companies can offer simplified platforms for communication, such as live customer support, and printable documents for boarding passes and itineraries. Equally important is on-the-ground support, including staffed information counters, in-person tour guides, and analogue booking options, all of which can help seniors travel with greater confidence and reduced stress.



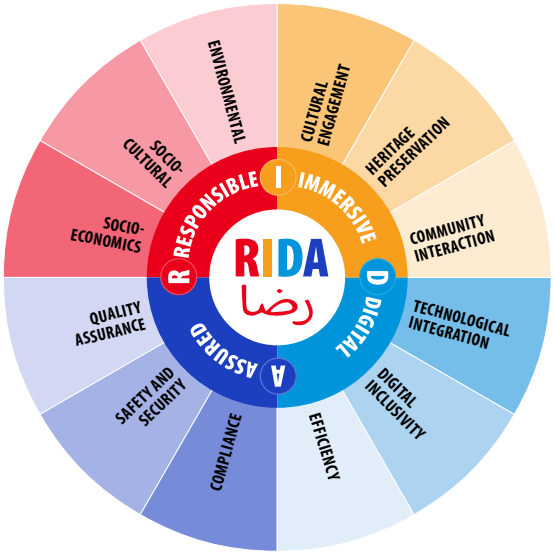
06

RIDA & SDG Alignment

RIDA Impact Score (RIS)



The RIDA Framework | A Compelling Alignment with the UN SDGs



The RIDA framework offers a compelling alignment with the United Nations Sustainable Development Goals (UN SDGs). By embedding principles of sustainability, ethical practice, and technological advancement into its core, RIDA has the potential to significantly propel the achievement of these global objectives within the tourism industry.

At the heart of this synergy is RIDA's Responsible dimension. This pillar directly champions environmental, economic, and social sustainability, resonating with numerous SDGs. It encourages tourism practices that conserve the environment (supporting SDGs 13, 14, and 15 on climate action, life below water, and life on land), respect and support local cultures and communities (aligning with SDG 11 on sustainable cities and communities), and contribute positively to local economies through fair trade and ethical consumption (connecting to SDG 8 on decent work and economic growth and SDG 12 on responsible consumption and production). The emphasis on social justice and ethical behavior within this dimension further underpins goals like SDG 16 (peace, justice, and strong institutions).

The Immersive dimension of RIDA, which fosters meaningful connections with local cultures, heritage, and communities, also contributes to the SDGs. By encouraging experiences that go beyond superficial tourism, it promotes cultural understanding and preservation, indirectly supporting SDG 11 and potentially SDG 4 (quality education) through experiential learning and appreciation of diversity.

RIDA's Digital pillar, focused on leveraging technological innovation, aligns with SDGs centered on innovation and infrastructure, such as SDG 9. By promoting digital tools for accessibility, convenience, and personalized travel experiences, this dimension can also contribute to SDG 10 (reduced inequalities) by making travel more accessible to a wider range of people.

Finally, the Assured dimension, while primarily focused on service reliability and meeting faith-based needs, indirectly supports broader SDG principles. Ensuring safety, quality, and cultural sensitivity builds trust and fosters stable, respectful interactions within the tourism ecosystem, contributing to an environment conducive to sustainable development.



The RIDA Impact Score (RIS): Driving Excellence in Muslim-Friendly Tourism Services



While the RIDA framework provides a clear and essential roadmap for developing modern, value-aligned travel offerings, a critical question remains for any organization: How effectively are we actually embracing these principles?

A framework, by itself, is a set of ideals. To drive real-world improvement and ensure consistent quality, there must be a way to measure its application. This is precisely why the RIDA Impact Score (RIS) was developed.

The RIS is a quantitative measurement tool required to translate the RIDA philosophy from a conceptual model into an actionable strategy. Its necessity is rooted in four key objectives:

To Provide Tangible Measurement: The RIS moves beyond subjective assessments. It assigns a concrete score to a service, facility, or experience, quantifying how well it integrates the four dimensions of Responsible, Immersive, Digital, and Assured travel. This provides a clear, data-backed understanding of performance.

To Enable Strategic Implementation: By scoring each of the four dimensions independently, the RIS allows organizations to pinpoint specific areas of strength and weakness. For instance, a hotel might score highly on the ‘Assured’ dimension due to excellent Halal food provision but score poorly on the ‘Immersive’ dimension because it lacks authentic local experiences. This targeted insight allows for focused and efficient resource allocation to areas needing the most improvement.

To Facilitate Benchmarking and Continuous Growth: You cannot improve what you cannot measure. The RIS creates a standardized benchmark, allowing a destination or business to compare its performance against competitors, track its own progress over time, and set clear, achievable goals for future enhancement.

To Ensure Accountability and Consistency: The score provides a clear metric for accountability. It ensures that the principles of the RIDA framework are not just marketing buzzwords but are consistently and meaningfully applied across every touchpoint of the traveler’s journey, from booking to the in-destination experience.

In essence, the RIDA Impact Score (RIS) is the vital mechanism that operationalizes the RIDA framework. It is required because it provides the clarity, data, and insight necessary for stakeholders to not only adopt the framework but to excel in its application, ultimately delivering superior, more competitive, and truly resonant travel experiences.

Key Concepts Within the RIDA Impact Score



RESPONSIBLE

The assessment for the “Responsible” dimension evaluates how deeply a service or facility is committed to holistic sustainability. It will examines the tangible socio-economic benefits delivered to the community. Furthermore, it will measures the dedication to socio-cultural preservation by assessing how local heritage and traditions are actively protected and celebrated within the tourism experience.

This evaluation will also scrutinizes environmental stewardship through a review of concrete policies for waste management, resource conservation, and sustainability education. By analyzing these three key pillars, economic, cultural, and environmental, the assessment will provides a clear score of how effectively an entity creates mutually beneficial tourism and aligns its operations with the core principles of UN SDGs 8, 11, and 12.



IMMERSIVE

The assessment for the “Immersive” dimension focuses on how effectively a travel experience connects visitors with the local culture and community. It will evaluate the quality and availability of interactive activities that allow travelers to engage with, rather than just observe, the local heritage. This includes assessing offerings that promote hands-on learning, heritage discovery, and direct community interaction, which together build a deeper knowledge and appreciation for cultural diversity.

The ultimate aim of this evaluation is to measure how well an experience fosters understanding, tolerance, and respect between travelers and local communities. By examining the methods of cultural promotion and the opportunities for meaningful engagement, the assessment determines how effectively the offering contributes to creating environments of learning and exploration. This directly aligns with UN SDGs 4 (Quality Education), with a specific focus on promoting global citizenship as outlined in Target 4.7.



DIGITAL

The assessment for the “Digital” dimension evaluates the strategic use of modern technology to create a seamless and enhanced traveler experience. It examines the practical integration of digital tools across the journey, focusing on key areas such as the accessibility and user-friendliness of websites, the ease of access to crucial information, and the availability of diverse digital payment options. The goal is to measure how technology is leveraged to make travel processes more convenient and efficient for everyone.

By auditing technological integration, the assessment encourages the tourism industry to adopt tools that not only streamline operations but also promote digital inclusivity. This includes evaluating accessibility features for users with different needs and assessing the robustness of digital infrastructure for payments and information sharing. Ultimately, this dimension gauges how well an entity uses technology to advance its services, directly contributing to the innovation and infrastructure goals of UN SDG 9.



ASSURED

The assessment for the “Assured” dimension is centered on building traveler confidence through quality assurance, safety, and compliance. A primary focus of this evaluation is guaranteeing that faith-based requirements are reliably met. This approach ensures that every traveler’s well-being is cared for, from the implementation of health and emergency protocols to the provision of faith-centric amenities.

To achieve this, the assessment delves deeply into the integrity of faith-based services. It will evaluate the provision Halal food, ensuring its authenticity from source to serving. It will also scrutinizes the accessibility, cleanliness, and proper equipping of prayer facilities, as well as the availability of water-friendly washrooms. By verifying that these essential needs are not just present but are delivered with high quality and consistency, this dimension directly removes significant travel barriers, championing the inclusive values of UN SDGs 3 and 10.

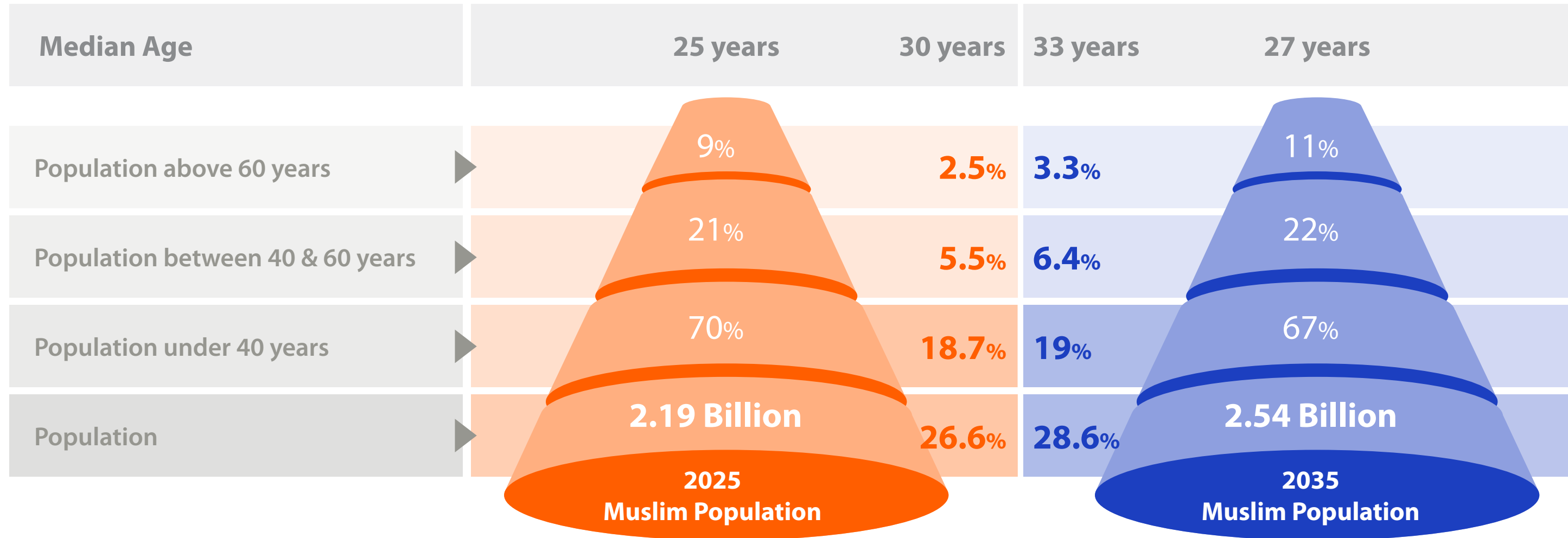


07

Muslim Demographics & Travel Market Economy



Navigating the Future: A Demographic Overview of the Muslim Population



The number of Muslims is expected to rise from 2.19 billion in 2025 to 2.54 billion in 2035. Muslims represent 50% of the growth in the world's population during 2025-2035. Its proportion of the world's population is likewise anticipated to increase. Muslims are expected to account for 28.6% in 2035. The biggest Muslim demographic is still those under 40. However, this group is predicted to decline from 70% in 2025 to 67% in 2035. There is a slight increase in the number of Muslims in the older age groups, specifically those aged 40 and above. In 2025, Muslims under 40 make up 18.7% of the world's population, and by 2035, that percentage is expected to rise to 19%.

2025 2035
**Percentage of the
 Global Population**

Age Dynamics: Analyzing Trends in the Muslim and Rest of World Populations

Population Distribution

In 2025, the Muslim demographic shows its largest segments in the younger age groups, particularly 0-10, 11-20, and 21-30, indicating a significantly younger population compared to the global average. The global population shows a more spread distribution across middle-age groups (up to 60), with larger proportions than the Muslim population in older categories.

Looking at the projected changes between 2025 and 2035, the Muslim population is expected to see increases across most age groups. Notably, there will be substantial growth in the middle age groups (21-30, 31-40, 41-50), which are prime demographics for economic activity and travel. Furthermore, the Muslim population is projected to also experience significant percentage increases in the older age brackets (51-60, 61-70, 71-80, and above).

The global population from 2025 to 2035 is projected to see a decrease in the youngest age group (0-10), with significant increases concentrated in the older age groups (61 and above). This indicates a clear global demographic shift towards an older population, which will influence various sectors.

Implications for the Travel Industry

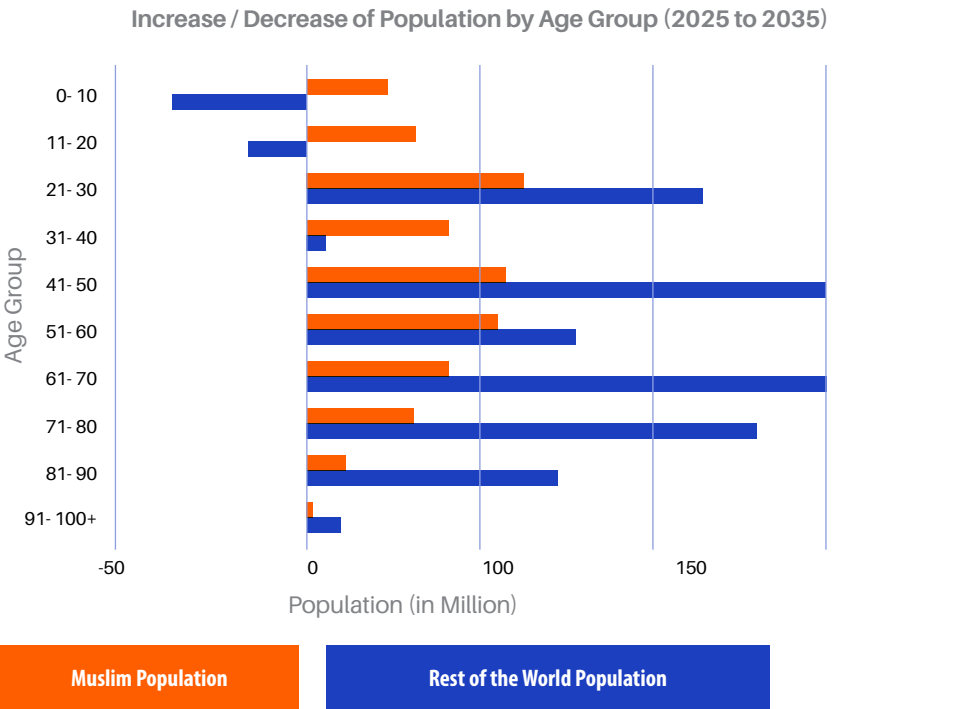
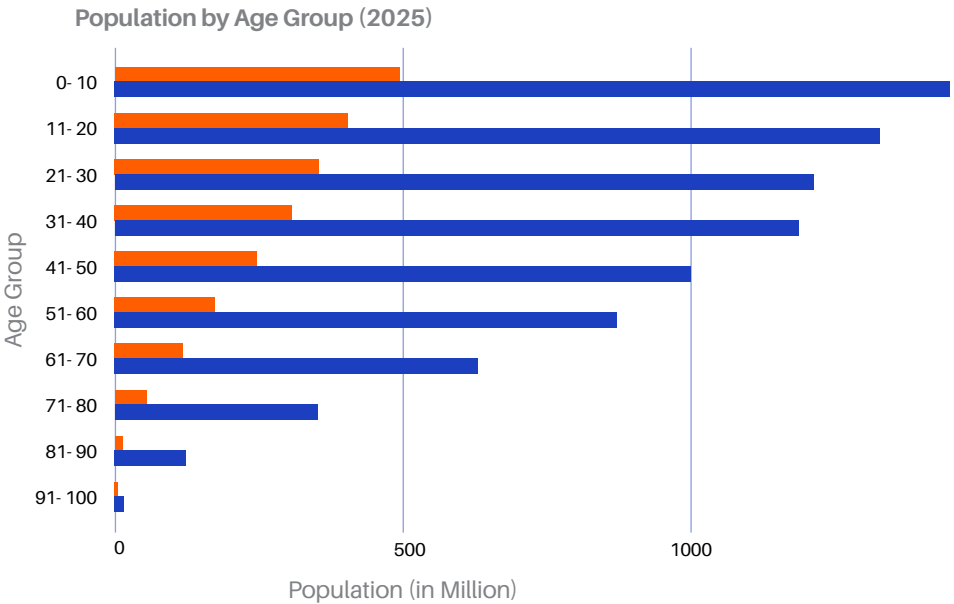
Young Market Drivers: The large base of young Muslims in 2025 signifies a dynamic future market. As these individuals transition into young adulthood and middle age by 2035,

they will represent a significant pool of potential travelers. This highlights the continued importance of developing travel experiences that appeal to younger demographics within a Muslim-friendly framework.

Increase in Working-Age Travelers: Substantial growth in the Muslim population within the 21-50 age range by 2035 points to a growing segment of economically active and independent travelers. This group is likely to seek a wider variety of travel experiences, including leisure trips, business travel, and potentially more adventurous or specialized forms of tourism.

Rising Demand from Older Travelers: The significant projected increase in older Muslim age groups (51+) will create greater demand for travel products and services that prioritize comfort, accessibility, health considerations, and slower-paced itineraries. Spiritual and cultural tourism, including Hajj, Umrah, and visits to historical Islamic sites, will remain important and need services tailored to older pilgrims and tourists.

Evolving Muslim-Friendly Offerings: To effectively capture this growing and diversifying Muslim travel market, the industry must continue to expand and refine its Muslim-friendly offerings. The increasing number of travelers across different age groups necessitates an approach that caters to the specific needs of the three groups alike.



Top 30 Muslim Outbound Markets: An Economic Overview of Global Travel

The Top 21 OIC Outbound Markets - Represent 84% Of The Total Muslim Outbound Market

	Nigeria Bangladesh Uzbekistan Pakistan	Egypt Algeria Morocco Iran	Jordan Azerbaijan Indonesia Tunisia	Bahrain Oman Malaysia Kazakhstan Türkiye	Qatar UAE Kuwait Saudi Arabia
GDP PER CAPITA (USD)	2000	3500	4500	12,500	
% of the Global Muslim Population	26%	13%	14%	6%	2%
% of the Global Muslim Outbound market	11%	14%	10%	17%	32%

This infographic provides an overview of the top 30 Muslim outbound travel markets, charting the relationship between a destination's economic strength and its travel behaviors. By mapping each economy's GDP per capita against its share of the global Muslim population and outbound travel expenditure, it distinguishes between different market archetypes. This illustrates the significant spending power of high-GDP nations like Saudi Arabia and the UAE, which command a large market share, versus populous countries such as Indonesia and Malaysia, which represent high-volume growth markets.

The Top 9 Non-OIC Outbound Markets - Represent 15% Of The Total Muslim Outbound Market

	India	Russia	Italy	Germany UK France	USA Singapore Netherlands
GDP PER CAPITA (USD)	2000	15,000	35,000	50,000	
% of the Global Muslim Population	11%	2%	1%	1%	1%
% of the Global Muslim Outbound market	2%	3%	1%	7%	2%

The Muslim Travel Market: Surging Past Recovery into a New Era of Growth

The global Muslim travel market is demonstrating exceptional dynamism, having decisively moved beyond post-pandemic recovery into a phase of growth. The year 2024 has been pivotal, establishing a new high-water mark for the sector and underscoring its increasing importance in the international tourism landscape.

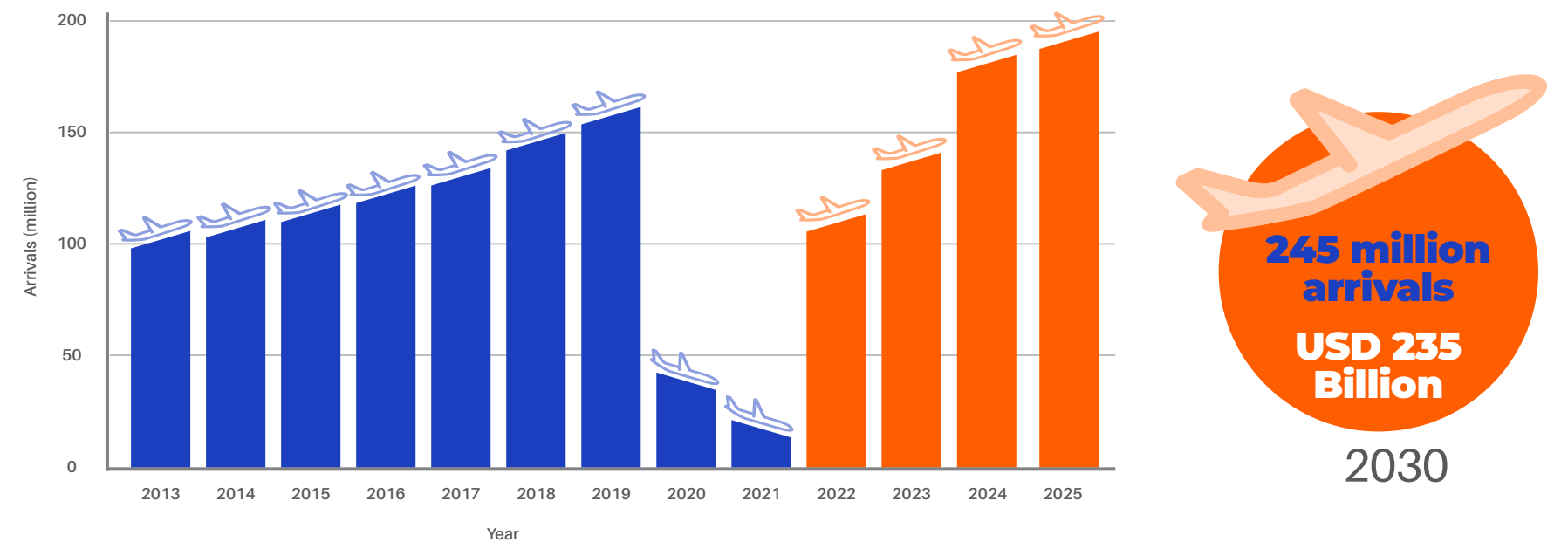
2024: Landmark Achievement and Full Market Resurgence
International Muslim arrivals in 2024 reached a remarkable 176 million. This figure not only signifies a complete recovery but also a significant advancement for the market, representing a 10% increase over pre-pandemic levels (2019) and an impressive 25% growth from 2023. This milestone firmly establishes 2024 as the year the Muslim travel sector overcame previous disruptions and embarked on a strong growth trajectory, setting a new baseline for future development.

Future Outlook: Sustained Expansion from 2025 Onwards
The strong performance of 2024 is paving the way for continued positive momentum. Projections for **2025 indicate that Muslim international arrivals will continue to rise to 186 million**. Looking ahead, the market’s upward trend is expected to be sustained, with long-term forecasts estimating **245 million arrivals by 2030**. This substantial increase is anticipated to be accompanied by a traveler expenditure reaching **USD 235 billion** in the same year, highlighting the sector’s growing economic influence.

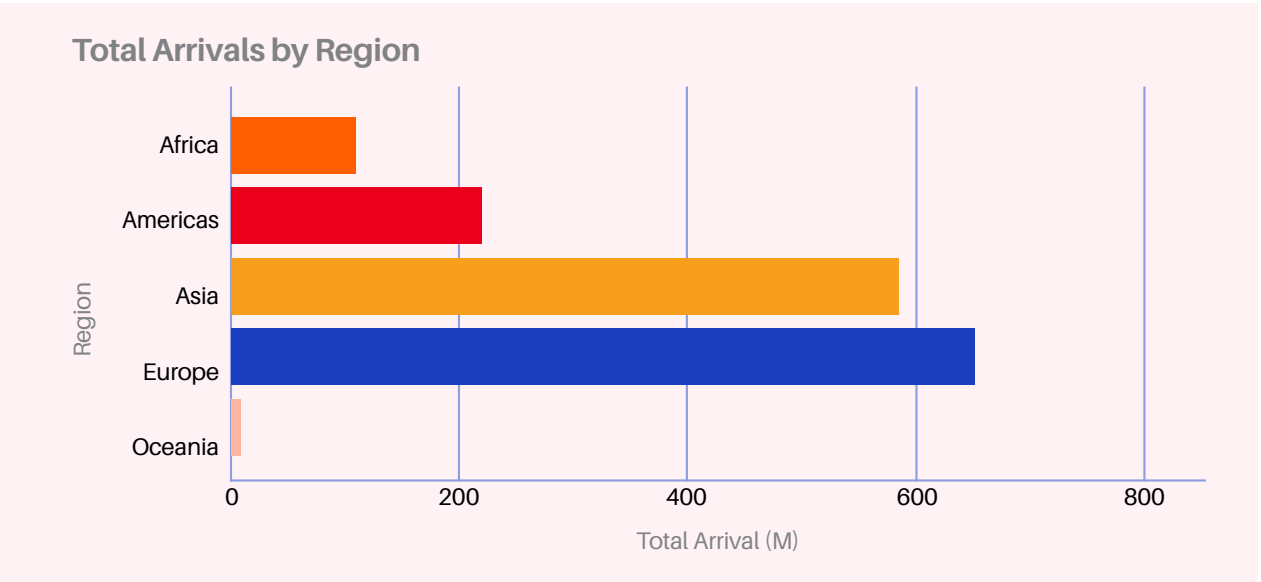
Key Catalysts Driving Market Growth:

Growing Demand for Halal-Conscious Travel: There is an increasing global trend towards Muslim-friendly and Halal assurance for a wide array of tourism services, including restaurants, hotels, and attractions. This development is notable even in non-Muslim majority destinations, significantly broadening the range of appealing destinations for Muslim travelers.

Technological Innovation Enhancing Travel Experiences: Advancements in technology are making travel more accessible and personalized. Specifically, of Artificial Intelligence (AI) powered travel planning is playing a key role in helping Muslim travelers find and customize itineraries that align with their unique needs, values, and preferences.

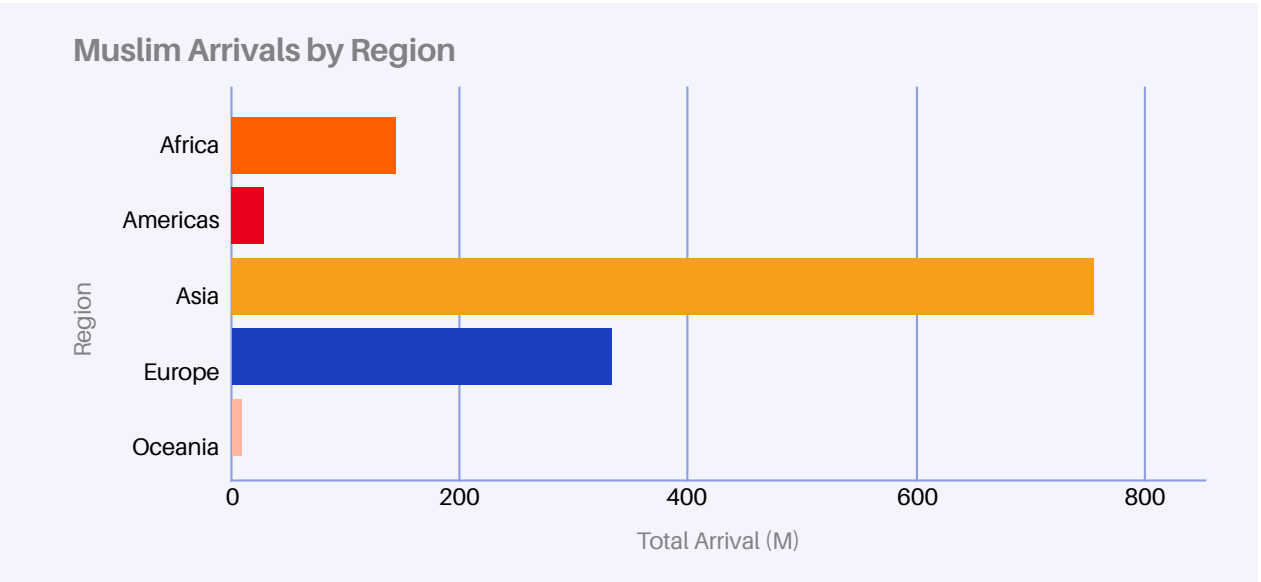


Comparative Analysis: Global and Muslim Travel Arrivals by Region



All five regions recorded an increase in total tourist arrivals compared to 2023. Asia experienced the most significant growth, adding over 154 million new arrivals, followed by moderate increases in the Americas and Europe. Oceania demonstrated the highest relative growth at 43%, although it remained the smallest region in terms of absolute numbers. Europe retained its position as the top destination for total arrivals, accounting for nearly half of all global travel in 2023, but its growth was limited to 3.5%.

The analysis shows that global tourist arrivals by region are still led by Europe, with over 600 million visitors, followed closely by Asia with over 500 million. Together, these two regions account for the bulk of global tourism. Both continue to lead due to their strong destination marketing and well-established global appeal. Europe is home to many of the world’s most iconic landmarks, cultural heritage sites, and historical cities, supported by consistent branding and extensive infrastructure. Meanwhile, Asia’s continued rise in tourism is driven by a mix of affordability, rich



cultural and natural attractions, and growing outbound travel from within the region itself, especially from China, India, and Southeast Asia.

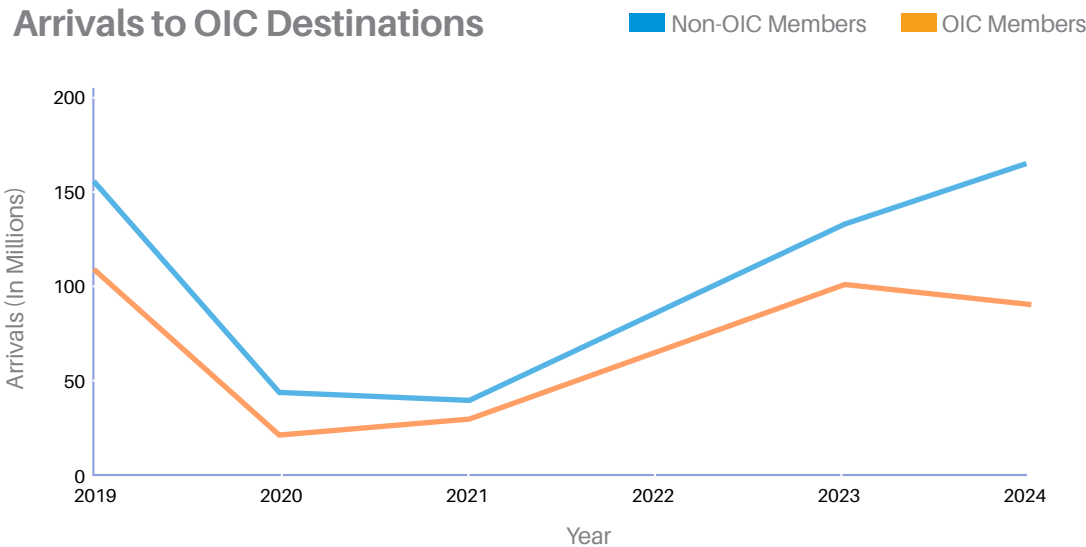
Muslim inbound travel also revealed distinct regional dynamics. Asia remained the leading destination, drawing nearly 120 million Muslim visitors, supported by the region’s proximity to large Muslim populations, strong Halal tourism infrastructure, and growing awareness of the Muslim travel market. The presence of OIC destinations such as Malaysia, Indonesia, the UAE, and Saudi Arabia, naturally positions Asia as the primary destination. At the same time, non-OIC destinations like Singapore, Japan, South Korea, and Thailand have made significant strides in catering to Muslim needs. Europe followed with over 40 million Muslim arrivals. Africa’s total of over 15 million Muslim tourists is driven by the region’s religious heritage sites and growing investment in faith-based tourism. In contrast, the Americas and Oceania regions received smaller shares of Muslim travelers, highlighting opportunities for these regions to enhance their Muslim-friendly services and visibility.

Deep Dive into Intra-OIC Tourism Trends

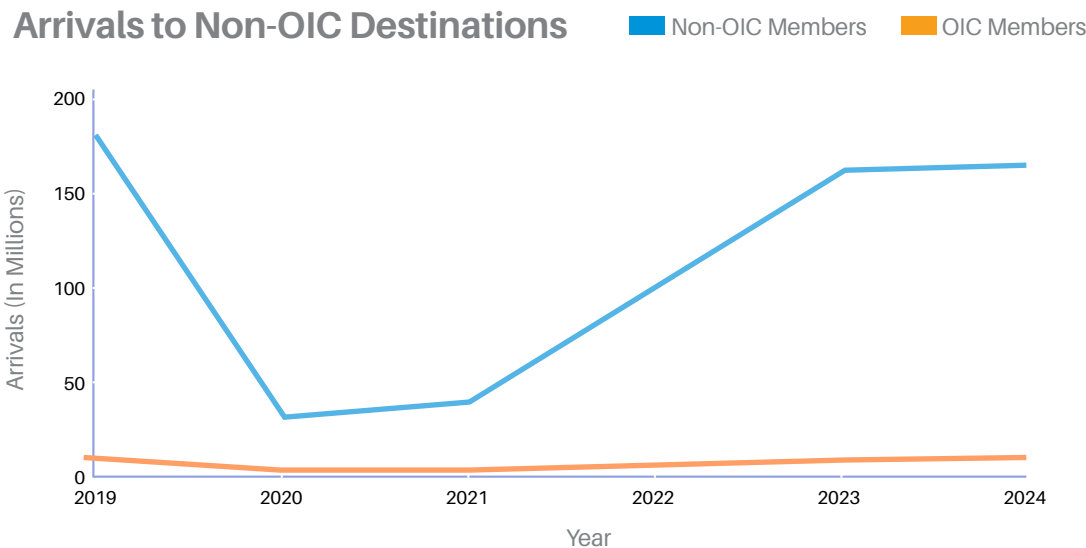
The percentage share of global arrivals to OIC destinations has gradually increased from 15% in 2020 to 18% in 2024, a positive trend indicating the growing competitiveness and appeal of OIC tourism offerings. OIC destinations witnessed a steady increase in arrivals from both member and non-member states, reaching over 250 million total arrivals, a 9% increase from 2023. The incline has been particularly strong from non-OIC members, which contributed around 64% of arrivals to OIC destinations in 2024, showing that interest in OIC destinations from outside the bloc has remained consistent. A decline in arrivals from member-to-member travel in the past year suggests that there is room for improvement in strengthening intra-OIC connectivity and cooperation in tourism facilitation.

In 2024, arrivals to non-OIC destinations reached 1.15 billion, four times higher than OIC destinations. The gaps between the arrival compositions to OIC and non-OIC destinations are not only due to volume, but also the disparity of tourism development. While non-OIC destinations attract significantly more visitors, the relatively low numbers to OIC destinations suggest untapped potential and highlight the need for strategic efforts to put them on the global radar. Tourism infrastructure, branding, accessibility, and diversified offerings need to be developed to compete with popular tourist destinations in Europe, East Asia, and the Americas that have better infrastructure and a long-standing reputation as popular destinations. Bridging this gap will require coordinated action among OIC members through joint marketing campaigns, investment in diverse tourism infrastructure, easier cross-border travel, and leveraging cultural and religious commonalities to boost both intra-OIC and global appeal.

Arrivals to OIC Destinations



Arrivals to Non-OIC Destinations



Assessing Travel Intent of Muslims

CrescentRating launched the Muslim Travel Intent Tracker (MTIT) in 2023 to monitor the travel intentions of Muslim tourists over time. The travel intent is evaluated monthly through surveys of Muslim consumers. The insights gathered allow companies and destinations to stay updated on current trends, anticipate future needs, and identify opportunities for growth in the Muslim tourism industry. An algorithm calculates the MTIT score, which indicates the urgency of future travel intentions across different time periods.

Analysis of MTIT Scores from January to December 2024:

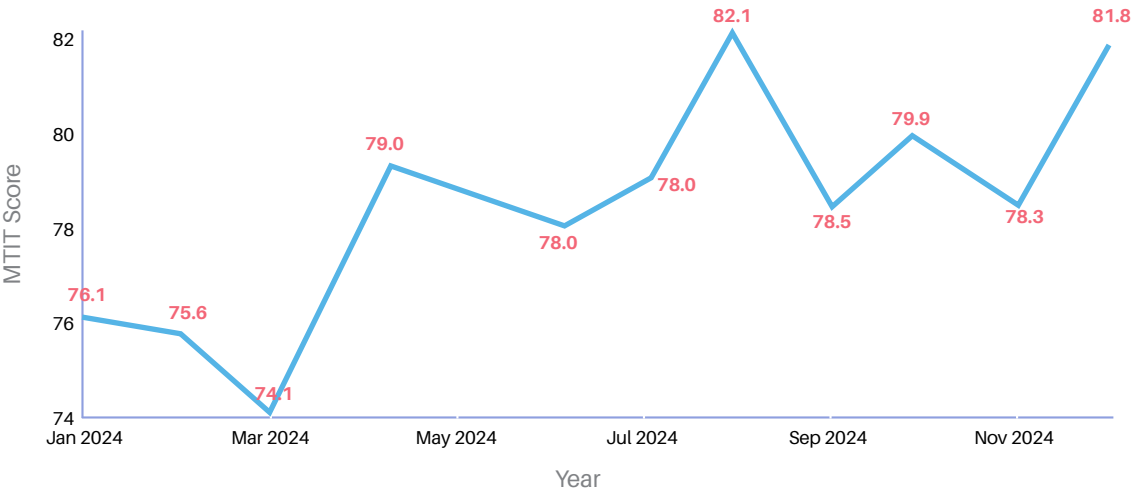
Winter 2024 (January–March): Travel intent began the year at 76.1 in January but declined slightly to 75.6 in February and dropped again to 74.1 in March. This downward trend aligned with post-holiday financial caution, adverse winter weather, and the onset of Ramadan in March. The start of the year reflected a shift in priorities toward community support and spiritual preparation for Ramadan.

Spring 2024 (April–June): Travel interest climbed steadily, with April peaking at 79.0, buoyed by Eid Al-Fitr travel and improved weather. By June, the score softened slightly to 78.0, impacted by the Hajj pilgrimage and families waiting for school holidays to begin. The period still maintained strong travel sentiment due to seasonal and faith-related factors.

Summer 2024 (July–September): This season witnessed the strongest travel intent of the year. July recorded a score of 78.8, followed by a year-high of 82.1 in August, fueled by summer vacations and favorable conditions. Although September dipped to 78.5, the score remained robust, with many travelers taking advantage of late-summer and early-autumn opportunities.

Autumn to Year-End 2024 (October–December): The score rebounded to 79.9 in October, benefiting from off-peak travel incentives and cultural activities. November saw a slight decline to 78.3, reflecting a transitional pause before the holiday rush. Finally, December closed the year strong at 81.8, driven by year-end holidays, family reunions, and Umrah travel which making it the second highest monthly score of 2024.

Changes in MTTT Score



Latest Month's MTIT Score

May 2025

85.6

Select an Area

MTIT Score Trends

Travel Intent

Top Destinations

Unlock the Potential of the Muslim Travel Market with CR MAPS

CrescentRating Market Analytics Performance Solutions (CR MAPS) serves as a source of business intelligence specifically tailored to the global Muslim market. This platform provides data and insights that can empower destinations and businesses to make informed decisions and anticipate emerging market trends. With its first phase now launched and accessible to the public, CR MAPS equips organizations with the tools they need to strategically navigate the evolving landscape of this dynamic market.

Access & Analyze Data

Access timely data and analysis on the Muslim population, socioeconomic factors, and the evolving Muslim travel market. Learn about the criteria used in the latest Global Muslim Travel Index and explore our comprehensive database. Discover a wealth of information at global, regional, and country levels to gain valuable insights.

Identify & Visualize

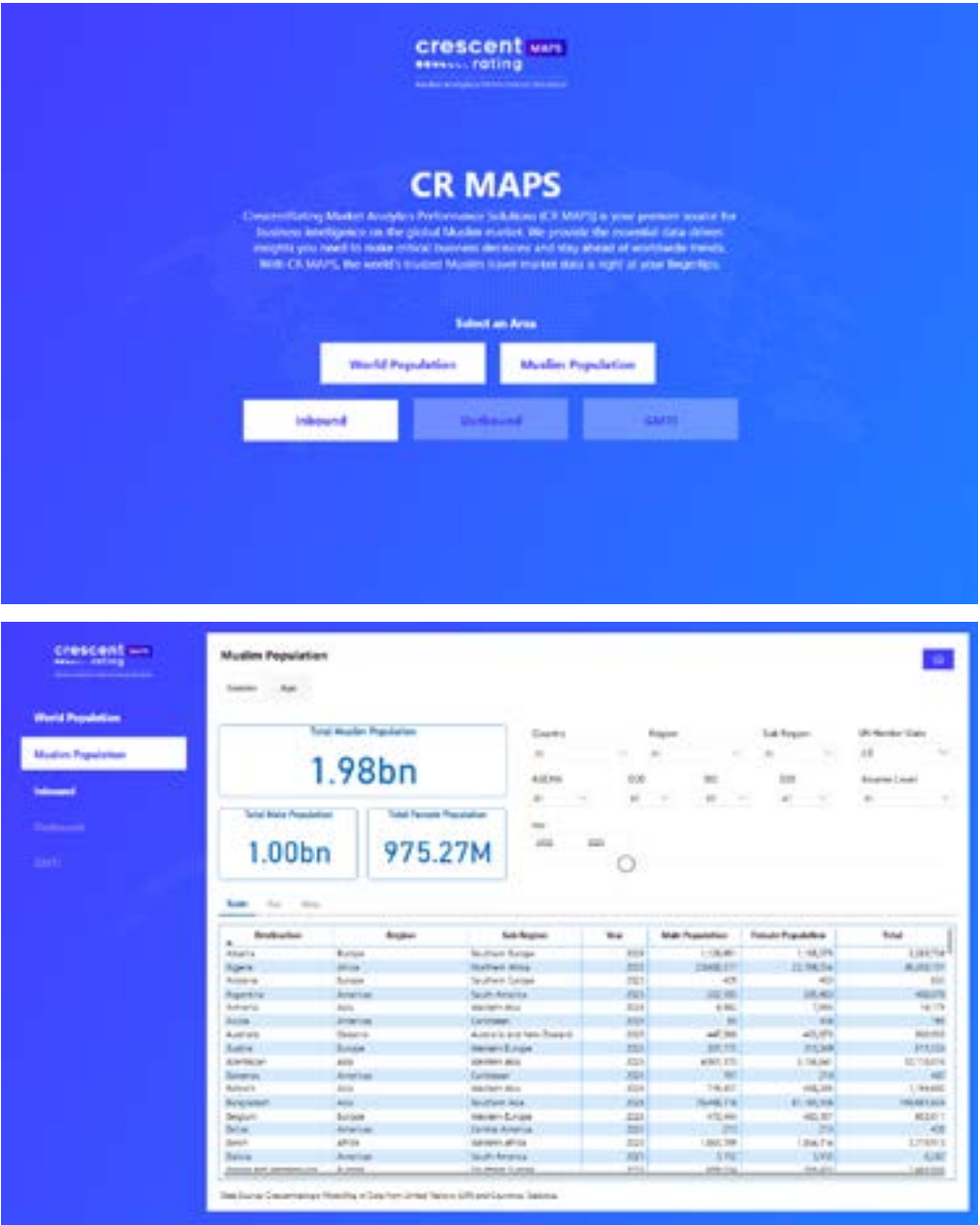
Quickly assess key statistics and build powerful analyses using our advanced metrics and filters. Our interactive platform helps visualize data effectively, transforming insights into actionable reports.

Strategize & Grow

Align organizational objectives with the significant growth potential of the Muslim market. This data library enables organizations to develop new strategies, monitor performance, and adjust approaches to maximize their reach.

Who Can Benefit?

The CrescentRating Business Intelligence platform is tailored to meet the market research needs of organizations of all types and sizes worldwide. Whether you are a tourism board, research agency, or academic, this database can support your requirements.



08

GMTI 2025 Overview



The DNA of GMTI: ACES Framework

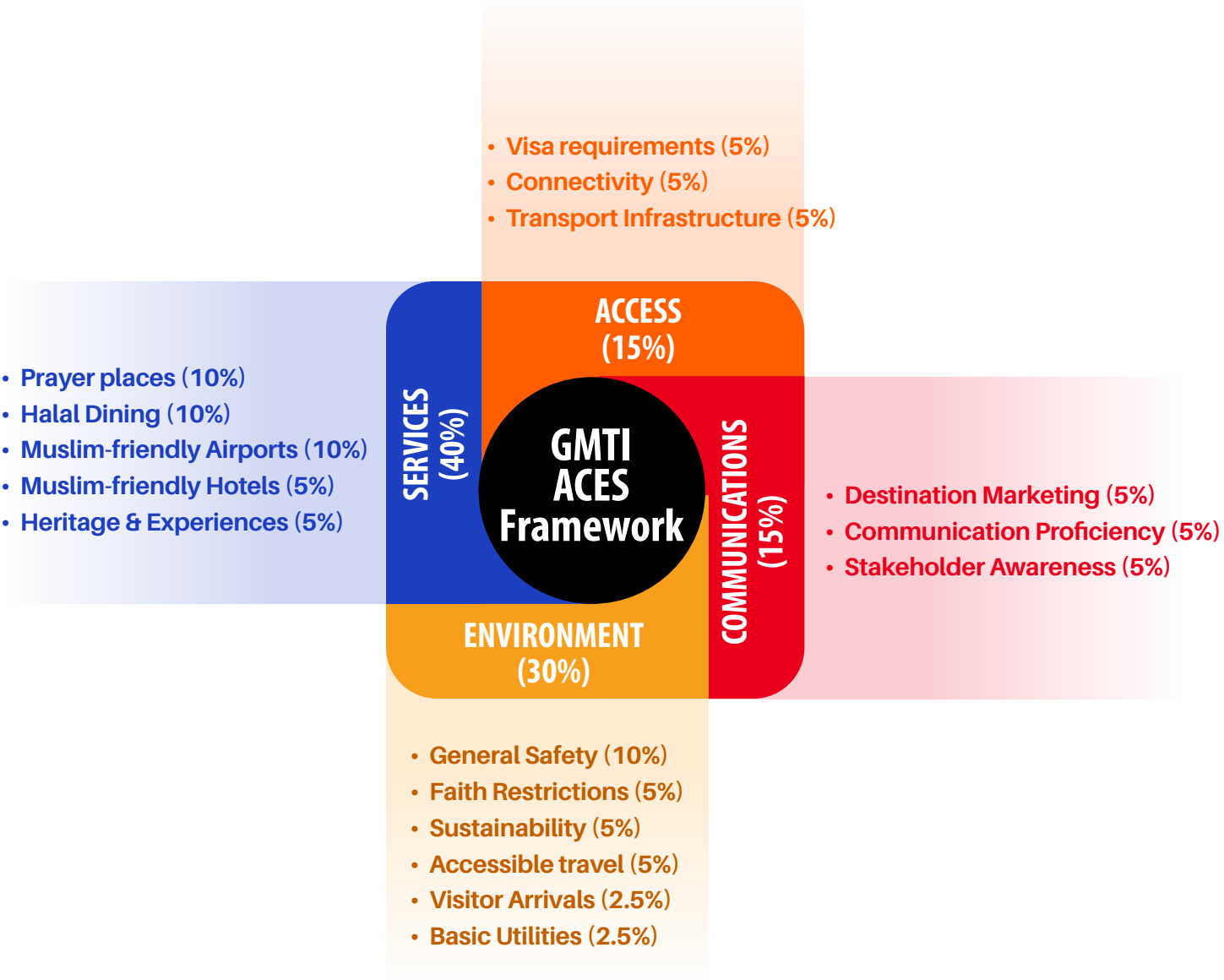
The CrescentRating ACES model, established in 2017, evaluates destinations’ Muslim-friendliness in four areas for travelers. Since its introduction in 2017, the ACES framework has firmly established itself as the foundational DNA of the Global Muslim Travel Index (GMTI). Serving as the essential backbone of the assessment methodology, ACES continues to guide the analysis, ensuring that destinations comprehensively cater to the specific needs of Muslim travelers. By consistently adapting and refining this model, it ensures that GMTI remains at the forefront of identifying destinations that provide exceptional Muslim-friendly experiences, grounded in clear, quantifiable standards.

- Access:** Ease of access to the destination.
- Communication:** Internal and external communication by the destination, facilitating travelers’ planning and navigation.
- Environment:** The overall environment and setting of the destination.
- Services:** The range of services provided by the destination to cater to the needs of Muslim travelers.

Each of these four key areas is assessed using quantitative measurements across several criteria, and each criterion score is derived using several sub-criteria. More than 50 data sets are used to compile the GMTI scores based on the ACES 3.0 model.

Framework Evolution: Since 2017, the criteria and sub-criteria have evolved to keep pace with the development of the Muslim travel market, taking into account overall trends in the travel and lifestyle space. This year’s model enhancement builds on last year’s initiatives by destinations to drive sustainable tourism.

New Metrics: This year’s model introduces refined metrics to evaluate the fundamental utilities essential for travelers. Specifically, it assesses Internet Penetration to ensure seamless connectivity, the quality of Basic Sanitation for hygiene and health, access to reliable Basic Drinking Water sources, and the frequency of Power Losses to guarantee consistent essential services, ultimately aiming to ensure a comfortable and well-supported environment for travelers throughout their journey.



ACES Criteria Overview - Access & Communication

Access

The Access criteria evaluate the accessibility of a destination from the top 30 Muslim travel outbound markets. This includes:

Connectivity

- **Air Connectivity:** Assesses the availability and frequency of direct flights between the destination and key Muslim outbound markets.
- **Distance:** Considers the geographical proximity, recognizing that shorter distances contribute to easier access.
- **Land Connectivity:** Evaluates land borders with top Muslim outbound markets, where direct land access contributes to easier travel

Visa Requirements

- Assesses the ease of obtaining visas, including the types of available and specific provisions for Muslim travelers.

Transport Infrastructure

- Refers to the convenience and ease of travel within the destination, considering the quality, efficiency, and variety of transport options.

By considering these factors, the Access criteria provide insights into how accessible a destination is for Muslim travelers and help identify areas for improvement.

Communication

The Communication criteria assess a destination’s ability to communicate with and market to Muslim travelers. This includes:

Communication Proficiency

- Evaluates the destination’s use of the top 10 languages spoken by Muslim travelers, including English, Arabic, Bahasa, Melayu, Urdu, Turkish, Russian, French, Persian, and German.

Destination Marketing

- Examines how the destination promotes Muslim-friendly services, including website content, Halal travel guides, media mentions, and campaigns highlighting Muslim-friendly offerings.

Stakeholder Awareness

- Assesses how well stakeholders understand Muslim travelers’ needs, considering factors like the Muslim population in the destination, Halal conferences or events, online searches related to Muslim-friendly offerings, and local awareness of Halal requirements.

These factors provide insight into a destination’s communication strengths and help improve its appeal to Muslim travelers.

ACES Criteria Overview - Environment & Services

Environment

The Environment pillar evaluates a destination’s overall conditions and appeal for Muslim travelers. This includes:

Basic Utilities

- Assesses the availability and reliability of essential services such as internet, sanitation, drinking water, and electricity to ensure a smooth, worry-free experience.

General Safety

- Evaluates a destination’s safety levels, in terms of hate crimes and overall security, ensuring a peaceful environment for Muslim travelers.

Faith Restrictions

- Reviews any limitations imposed on Muslims, such as dress code restrictions for Muslim females, and how these affect the traveler’s experience and perception of the destination.

Muslim Visitor Arrivals

- Considers the volume of Muslim travelers as an indicator of the destination’s appeal and suitability.

Sustainability

- Evaluates sustainability efforts such as CO2 emissions, renewable energy use, air quality, heritage preservation, and human development, aligning with Muslim travelers’ ethical values.

Accessible Travel

- Assesses convenient access to public transport and open spaces for public use.

These factors provide insight into how supportive and appealing a destination’s environment is for travelers.

Services

The Services criteria assess the range and quality of services available to Muslim travelers. This includes:

Availability of Prayer Places and Mosques

- Evaluates access to prayer rooms, mosques, and other spaces that support religious obligations during travel.

Availability of Halal Dining Options

- Reviews the presence of Halal-certified restaurants or Muslim-friendly menus that meet dietary requirements.

Muslim-Friendly Airports

- Assesses the Muslim-friendliness of airports, for its availability of prayer rooms, ablution facilities, and Halal food options.

Muslim-Friendly Accommodation

- Evaluates hotels and lodgings that provide amenities and services tailored to Muslim travelers

Heritage Experiences and Attractions

- Examines historical sites and cultural landmarks with Islamic significance that offer meaningful experiences, providing travelers the opportunity to connect with their faith and heritage

These criteria highlight how effectively a destination caters to the practical and cultural needs of Muslim travelers, ensuring the provision of suitable accommodations, prayer facilities, dining options and opportunities for cultural exploration.

153 Destinations Ranked

The Global Muslim Travel Index continues to expand its coverage to reflect the growing diversity in travel destinations, striving to provide an inclusive and comprehensive view of the Muslim travel market. This year, GMTI has expanded its evaluation to include 153 destinations, including Macau, Monaco, and Timor Leste. This inclusion further broadens the index’s scope, ensuring that it covers a wide range of destinations across the globe, including some that were previously underrepresented in Muslim-friendly travel assessments.

These destinations account for over 98% of Muslim visitor arrivals worldwide, making the GMTI a valuable tool for travelers, destinations, and stakeholders.

The Global Muslim Travel Index (GMTI) maintains a strong commitment to the evolving dynamics of Muslim-friendly travel worldwide. Through its comprehensive coverage of diverse destinations, the GMTI serves as a valuable resource for Muslim travelers seeking environments that cater to their specific needs, while also providing insights for destinations and industry stakeholders aiming to enhance inclusivity within the travel sector. The expanded scope of this year’s index is evidence of GMTI’s dedication to inclusivity and its continued efforts to deliver robust, data-driven perspectives on the global Muslim travel market.

AFRICA	ASIA	AMERICA	EUROPE	OCEANIA
Algeria Botswana Burkina Faso Cabo Verde Cameroon Chad Comoros Cote d'Ivoire Egypt Eswatini Ethiopia Gabon Gambia Ghana Guinea Guinea-Bissau Kenya Lesotho Madagascar Malawi Mali Mauritius Morocco Mozambique Namibia Niger Nigeria Réunion Rwanda Seychelles Senegal Sierra Leone South Africa Sudan Tanzania Togo Tunisia Uganda Zambia Zimbabwe	Azerbaijan Bahrain Bangladesh Brunei Cambodia China Cyprus Georgia Hong Kong India Indonesia Iran Japan Jordan Kazakhstan Kuwait Kyrgyzstan Laos Lebanon Macau Malaysia Maldives Mongolia Nepal Oman Pakistan Philippines Qatar Saudi Arabia Singapore South Korea Sri Lanka Taiwan Tajikistan Thailand Timor Leste Türkiye United Arab Emirates Uzbekistan Vietnam	Argentina Aruba Bahamas Belize Bolivia Brazil Canada Chile Colombia Costa Rica Cuba Dominican Republic Ecuador El Salvador Guam Guatemala Guyana Honduras Jamaica Mexico Nicaragua Panama Paraguay Peru Puerto Rico Suriname Trinidad and Tobago United States Uruguay	Albania Andorra Armenia Austria Belgium Bosnia and Herzegovina Bulgaria Croatia Czechia Denmark Estonia Finland France Germany Greece Hungary Iceland Ireland Italy Latvia Lithuania Luxembourg Malta Montenegro Monaco Netherlands North Macedonia Norway Poland Portugal Romania Russia Serbia Slovakia Slovenia Spain Sweden Switzerland Ukraine United Kingdom	Australia New Zealand Fiji

09

GMTI 2025 Results



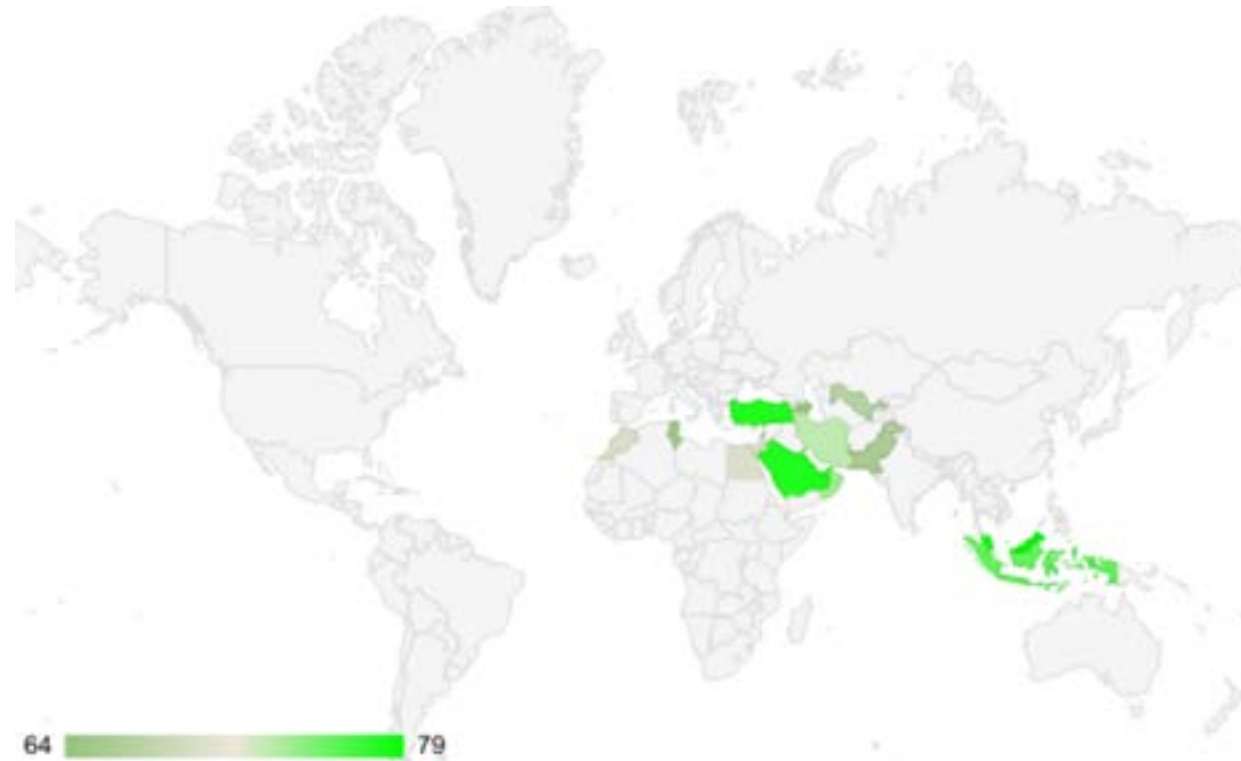
GMTI 2025 Rankings - Top 20 Destinations

The Global Muslim Travel Index (GMTI) 2025 reveals continued progress in catering to Muslim travelers, with a notable rise in average destination scores. This improvement underscores the growing commitment of destinations worldwide to provide Muslim-friendly travel experiences.

Malaysia retains its top position with a score of 79, an increase of 3 points from 2024, reaffirming its leadership through its persistent efforts in providing accessible facilities tailored to Muslim travelers. Türkiye, Saudi Arabia, and the United Arab Emirates now share the second spot, each achieving a score of 78. Saudi Arabia continues to benefit from its religious tourism offerings due to Hajj and Umrah pilgrimages, while Türkiye benefitted from its rich cultural heritage that appeals to Muslim tourists.

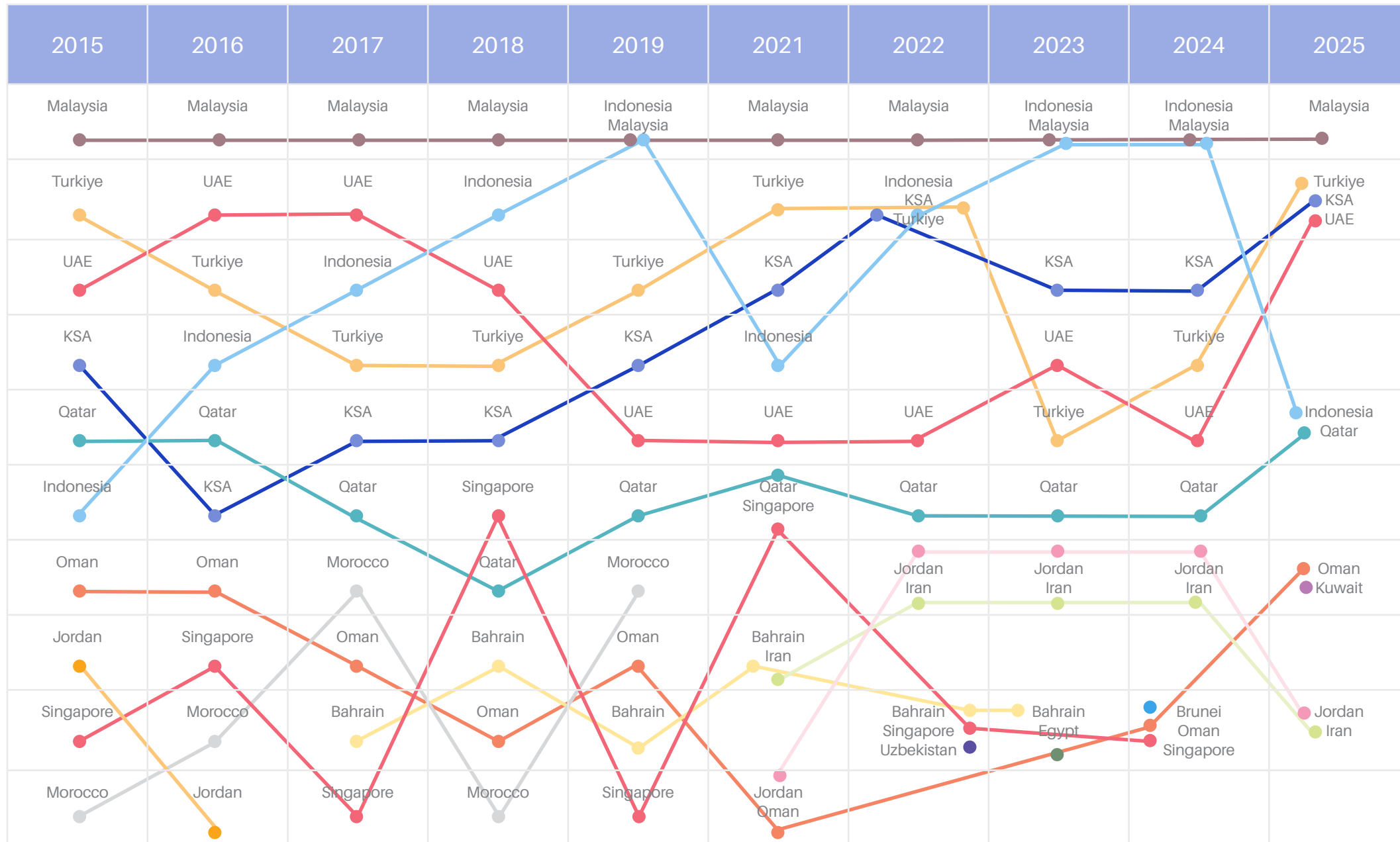
On the other hand, Indonesia's drop of four places in the GMTI 2025 ranking, while maintaining its score, suggests that relative improvements in other destinations have surpassed its pace. Jordan and Singapore also achieved lower ranks, despite an increase in their scores. Brunei experiences the sharpest decline in ranking, falling seven spots to 15th.

Overall, the GMTI scores this year highlights a global push to attract and serve Muslim travelers, with strong upward trends in the score and service quality – but also signals that destinations must continue to evolve quickly to retain competitive positioning.



GMTI 2025 Rank	Change VS 2024	Destination	GMTI 2025 Score	Change VS 2024
1	0	Malaysia	79	+3
2	+2	Türkiye	78	+5
2	+1	Saudi Arabia	78	+4
2	+3	United Arab Emirates (UAE)	78	+6
5	-4	Indonesia	76	0
5	+1	Qatar	76	+5
7	+1	Oman	74	+8
7	+5	Kuwait	74	+9
9	-1	Jordan	73	+7
9	-2	Iran	73	+6
11	-3	Singapore	71	+5
12	0	Egypt	70	+5
12	+2	Morocco	70	+6
12	+5	Bahrain	70	+7
15	-1	Maldives	69	+5
15	-7	Brunei	69	+3
17	-3	Uzbekistan	67	+3
18	-1	Pakistan	66	+3
19	0	Tunisia	65	+3
20	0	Azerbaijan	64	+3
20	+2	Lebanon	64	+5

GMTI Ranking Trends (2015-2025)



The GMTI rankings from 2015 to 2025 show both enduring leadership and dynamic shifts among the top destinations for Muslim travelers. Malaysia has remained a consistent leader throughout the decade, reclaiming sole first place in 2025. The Middle East has taken the lead in the top 10. Türkiye, Saudi Arabia, and the UAE have all risen to jointly occupy second place, reflecting unique strengths of each of the destinations in catering to Muslim travelers through enhanced infrastructure, religious accommodations, and diversified offerings.

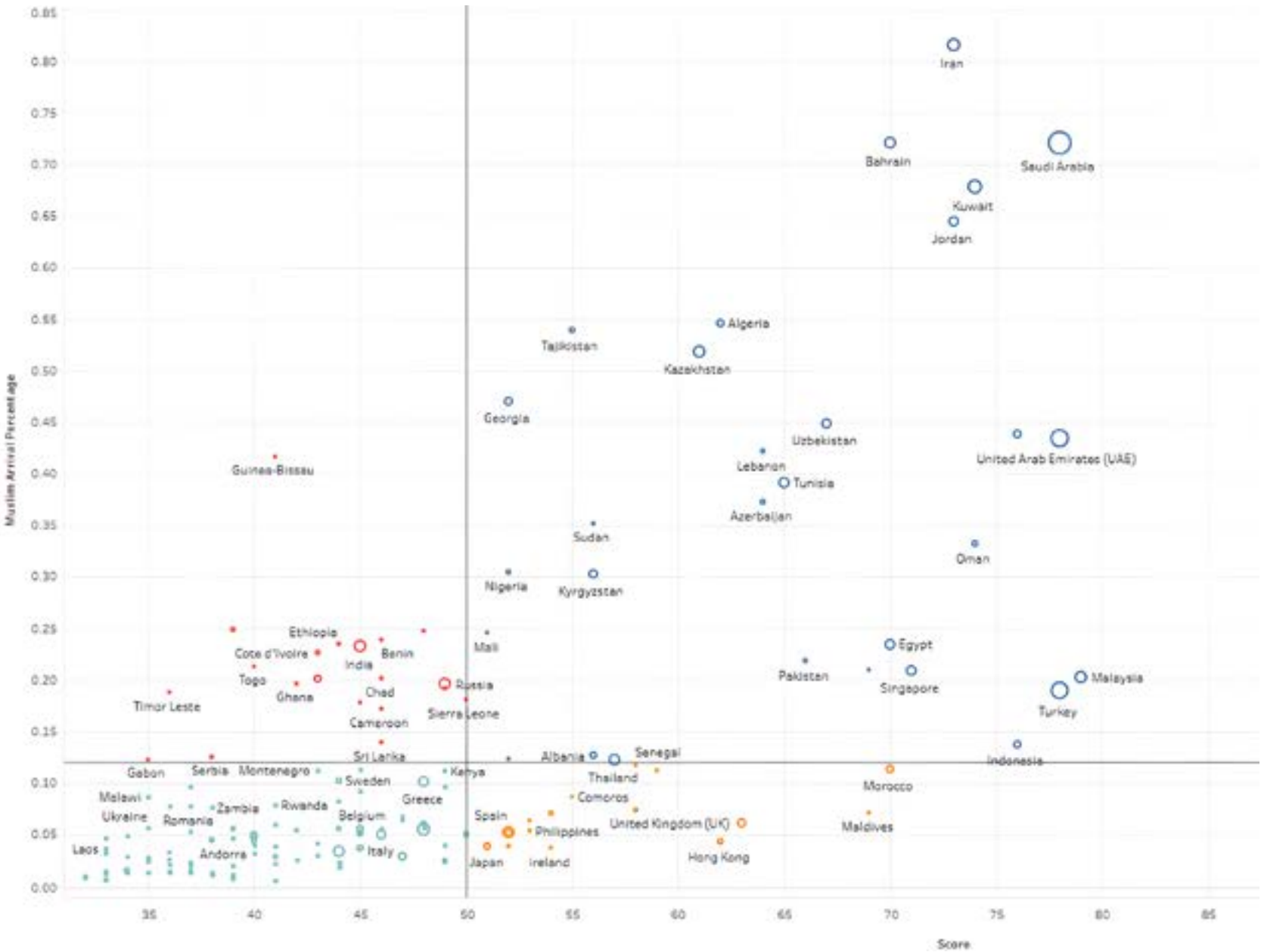
Indonesia has dropped from sharing the top position with Malaysia in 2023 and 2024, highlighting the increasingly competitive landscape. Qatar maintains its stronghold with the top ranks, showing consistent performance over time. Oman, which had exited the top 10 in the aftermath of the pandemic, makes a significant rebound in 2025, joined by Kuwait, which also reclaims a top 10 position for the first time since earlier scores.

Notably, Singapore has also dropped out of the top 10 in 2025, marking a significant shift. These developments reflect the dynamic nature of the Muslim travel market, where new leaders are emerging and long-standing destinations are being challenged to adapt and innovate to retain their appeal.

GMTI Performance Matrix (GPM)

The Trailblazers quadrant consists of 32 destinations leading the way in accommodating Muslim travelers. These destinations include both OIC and non-OIC destinations such as Malaysia, Saudi Arabia, Türkiye, the UAE, Indonesia, Iran, and Singapore. Together, they welcomed approximately 111 million Muslim visitors, representing about 62% of total global Muslim arrivals. The Potential Leaders quadrant includes 17 destinations that show great promise with their progressive offerings and services, though they currently attract a lower percentage of Muslim travelers. This group features destinations like the United Kingdom, Maldives, Taiwan, and Hong Kong. Collectively, these destinations attracted around 9 million Muslim travelers, accounting for roughly 5% of global Muslim Arrivals.

The Emerging Destination quadrant contains 55 destinations that are in the early stages of recognizing and addressing the needs of the Muslim traveler market. Countries such as South Korea, Kenya, Tanzania, and France are steadily growing in appeal. Despite being at the beginning of their development journey, these destinations welcomed about 20 million Muslim visitors, accounting for 11% of global Muslim arrivals. Lastly, the Untapped Opportunities quadrant comprises 44 destinations. These destinations, including India, Russia, Ethiopia, and Serbia, are currently under-utilized in terms of their potential to attract Muslim travelers. Nevertheless, they still drew an estimated 39 million Muslim visitors, representing approximately 22% of global Muslim arrivals.



Leading Muslim-Friendly Destinations

Malaysia



Malaysia has played a proactive role in developing policies, programs, and certification systems that ensure safety and quality across the country's Halal tourism sector. Malaysia sets a benchmark for how destinations can integrate inclusivity into their national tourism strategies.

Malaysia's appeal is enhanced by its cultural richness and Islamic heritage. As a multi-ethnic, Muslim-majority country, it offers travelers the opportunity to experience traditions and festivals in a welcoming and modern context. Halal options and Muslim-friendly facilities and services are readily available. This assurance throughout the destination makes traveling more comfortable for Muslims.

Türkiye



Türkiye provides a rich cultural and spiritual experience for Muslim travelers. The Turkish government has made strategic investments to enhance its rich Islamic cultural heritage and has launched promotional campaigns targeting Muslim-majority nations in the Middle East, Southeast Asia, and beyond.

Additionally, Türkiye's appeal lies in its ability to offer a balance between faith-based experiences and leisure. Cities like Istanbul, Konya, and Bursa are home to mosques, Islamic museums, and sacred sites welcoming visitors to explore. Meanwhile, Türkiye also boasts beaches, malls, and extensive experiences for travel. Halal food is widely available, and prayer facilities are also easily accessible in public areas.

Saudi Arabia



Saudi Arabia has expanded its vision beyond religious pilgrimage to position itself as a comprehensive travel destination. Under the framework of Vision 2030, the country has launched a series of initiatives aimed at diversifying its tourism sector, opening up to international visitors, and promoting its rich heritage, cultural diversity, and natural landscapes.

The destination features experiences that maintain Islamic values, such as modest fashion-friendly shopping and family-oriented recreational spaces. Saudi Arabia's position as a top Muslim travel destination in the GMTI is cemented by its improvements to tourist infrastructure and services as well as its inherent religious importance.

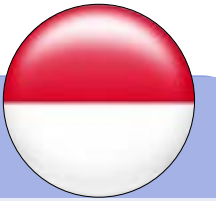
United Arab Emirates



Tourism in the United Arab Emirates is a vital component of its growing economy, propelled by strategic initiatives like the UAE Tourism Strategy 2031. The UAE offers an environment that seamlessly blends Muslim-friendly services and modern luxury.

For Muslim travelers, the destination features widespread availability of prayer facilities in public. Halal restaurants and diverse cuisines cater to dietary needs while celebrating Islamic cultures. The UAE also emphasizes sustainability, promoting eco-friendly practices in hotels and attractions. Its inclusive, luxurious, and eco-conscious approach makes it a top destination for Muslim visitors.

Indonesia



Indonesia offers a rich cultural experience for Muslim travelers, supported by government initiatives. The Masterplan Ekonomi Syariah Indonesia (MEKSI) positions Halal tourism as a key driver in the growth of the Islamic economy, with efforts focused on certification, infrastructure, and international promotion.

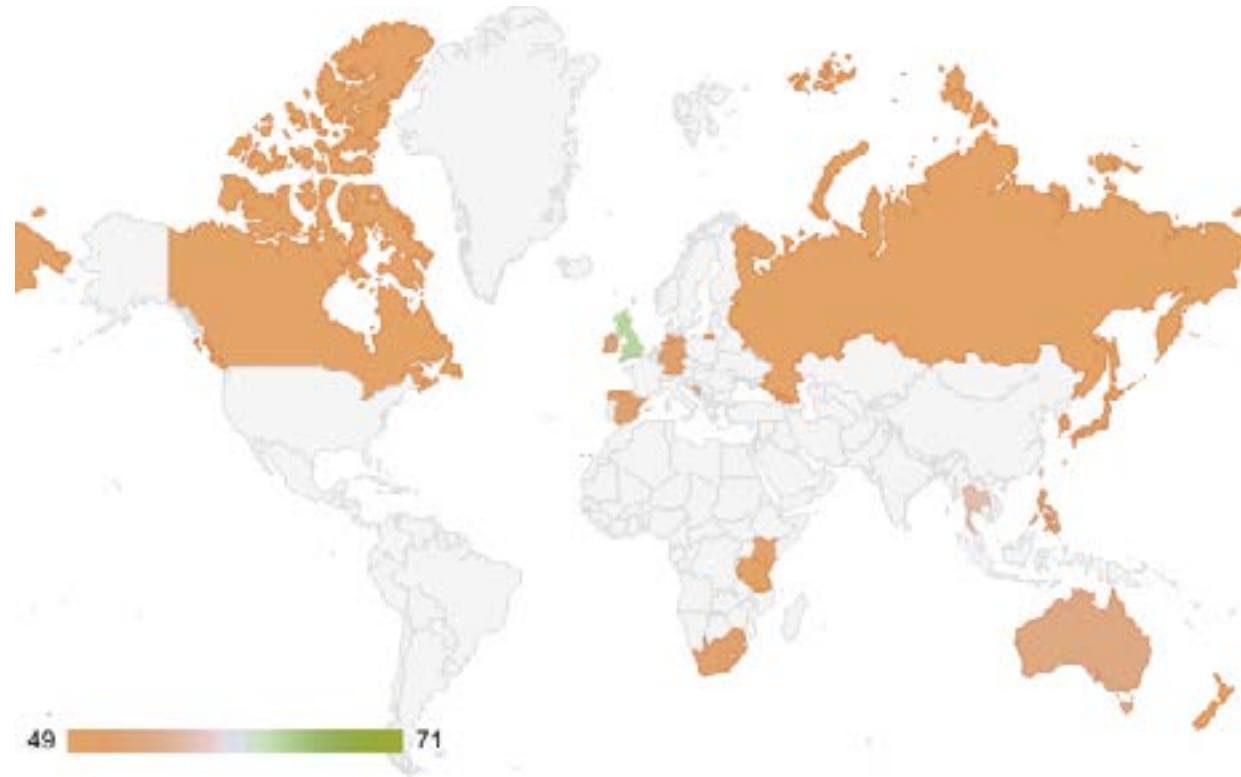
Destinations like Jakarta, Yogyakarta, and Lombok combine Islamic heritage sites with leisure options such as beaches and shopping. Halal food is widely accessible, and prayer facilities are available in airports, malls, and major tourist attractions, making Indonesia a convenient and welcoming destination for Muslim visitors.

GMTI 2025 Rankings - Top 20 Non-OIC destinations

The GMTI 2025 rankings show an exceptional shift in the performance of non-OIC destinations, with the average score of the top 20 rising by over 6%. These improvements reflect the growing efforts of destinations to cater to Muslim travelers through better services and inclusive offerings. Singapore remains the top-ranked destination, improving its score to 71, while the United Kingdom and Hong Kong follow closely, both scoring 63 with Hong Kong gaining a notable 10-point increase.

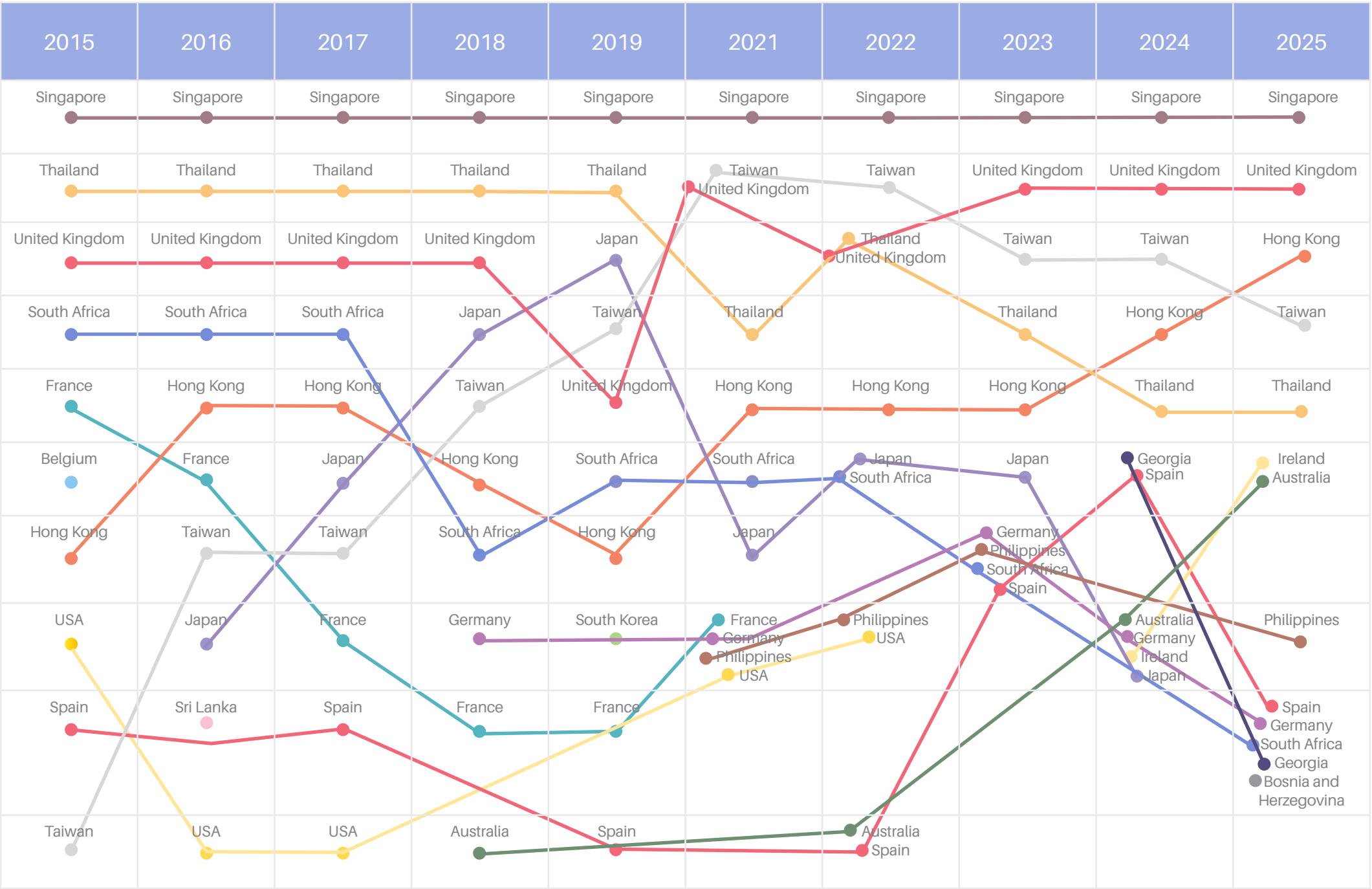
Several destinations made strong gains this year. Taiwan, Thailand, Ireland, Australia, and the Philippines all improved their scores by 3 to 7 points, showing clear enhancements in Muslim-friendly amenities. Destinations such as Spain, Germany, South Africa, and Georgia also posted consistent improvements, while Japan and South Korea continued to make steady progress in meeting Muslim travelers' expectations.

Newcomers and fast risers define this year's ranking, with Russia and Canada entering the top 20 after leaping 16 and 13 spots, respectively. New Zealand also made gains, alongside new entrants like Macao. Bosnia and Herzegovina, Tanzania, and Kenya are just a few examples of places that are part of a larger global trend where more non-OIC destinations are attempting to make themselves more appealing to Muslim travelers and investing in inclusive strategies.



Non-OIC Rank	Change VS 2024	MTI 2025 Rank	Destination	GMTI 2025 Score	Change VS 2024
1	0	11	Singapore	71	+5
2	0	22	United Kingdom (UK)	63	+5
3	+1	23	Hong Kong	62	+10
4	-1	27	Taiwan	58	+3
5	0	29	Thailand	57	+6
6	+2	34	Ireland	54	+6
6	+2	34	Australia	54	+6
8	+4	36	Philippines	53	+7
9	-3	38	Spain	52	+3
9	-1	38	Germany	52	+4
9	+3	38	South Africa	52	+5
9	-2	38	Georgia	52	+3
9	+3	38	Bosnia and Herzegovina	52	+5
14	-6	44	Japan	51	+4
15	+1	46	South Korea	50	+5
16	+16	48	Russia	49	+9
16	+13	48	Canada	49	+8
16	+3	48	New Zealand	49	+7
16	+1	48	Tanzania	49	+5
16	+1	48	Kenya	49	+6
16	New	48	Macao	49	New

GMTI Non-OIC Ranking Trends (2015-2025)



The analysis of the GMTI rankings for non-OIC destinations from 2015 to 2025 reveals a decade of consistent progress and growing awareness in attracting Muslim travelers. Singapore has held the top spot every year, reflecting its strong infrastructure, accessible Halal offerings, and consistent support for inclusive tourism. The United Kingdom has also demonstrated stable performance across the years, consistently ranking in the top three and reinforcing its reputation as a reliable destination for Muslim-friendly travel.

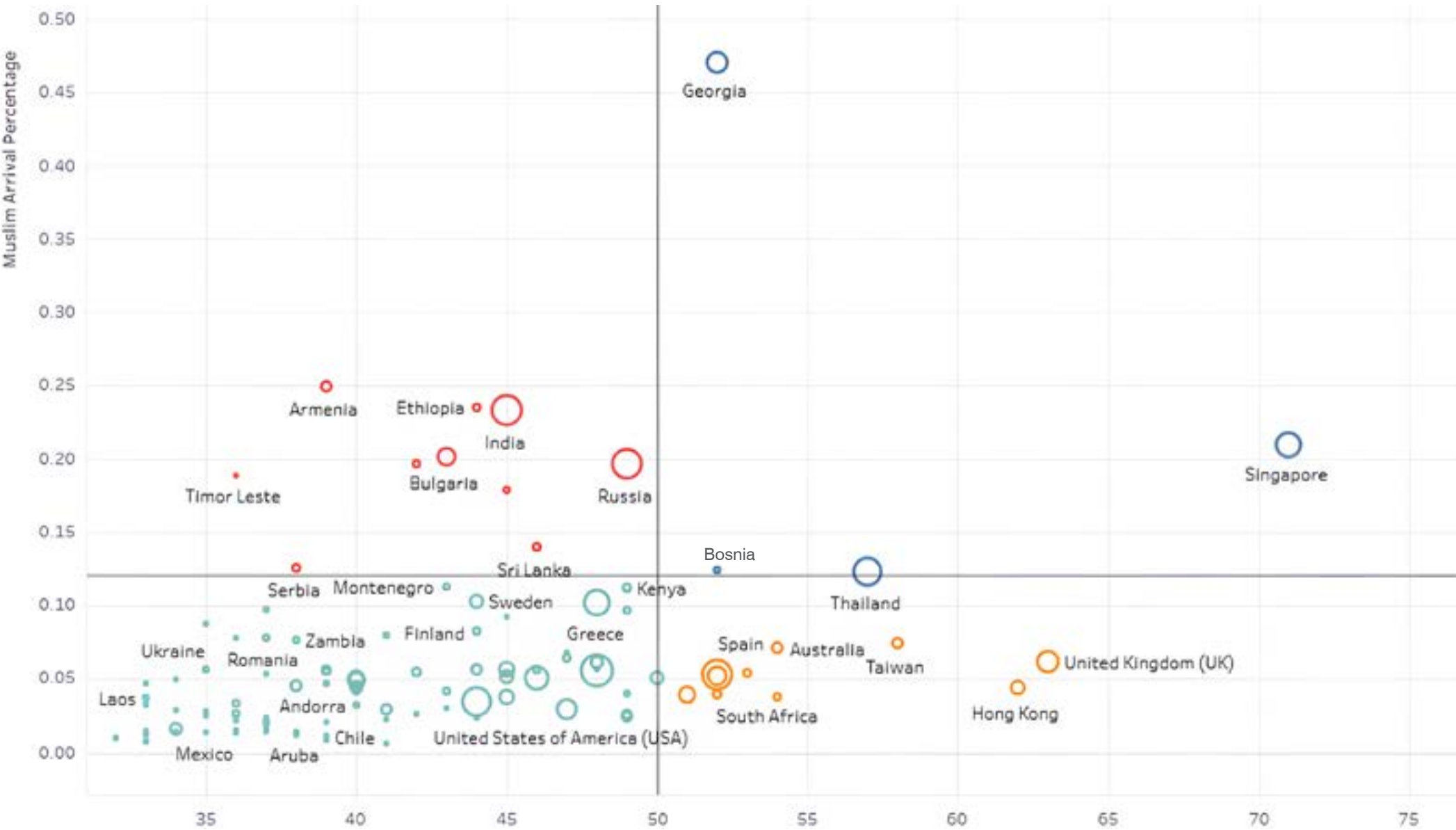
Over the years, several destinations have made significant progress in the rankings. Hong Kong has shown remarkable improvement, consistently rising over time. Taiwan, which first entered the top rankings in 2016, has steadily climbed to secure the fourth position in 2025. This ascension can be largely attributed to its strategic efforts in obtaining Muslim-friendly certifications and implementing promotional campaigns. Thailand has remained a consistent player throughout the decade, maintaining a position in the top five by continuously enhancing its services. Meanwhile, South Africa’s ranking has fluctuated but has remained prominent by adapting its offerings to meet changing traveler expectations.

The latter part of decade also saw the rise of new and emerging destinations. Destinations such as the Philippines, Spain, Ireland, Georgia, and Bosnia and Herzegovina gained recognition in the rankings, reflecting their growing interest in Halal tourism. Their inclusion signals a broader shift in the global travel landscape, where a wider range destinations are actively investing in inclusive travel experiences to better accommodate Muslim visitors.

GMTI Performance Matrix (GPM) - Non-OIC Destinations

For the non-OIC destinations, there are four standout destinations in the Trailblazers quadrant, excelling in accommodating Muslim travelers. These include Singapore, Georgia, Thailand, and Bosnia and Herzegovina. Together, they welcomed approximately 10.4 million Muslim visitors in 2024, accounting for about 5.8% of the total global Muslim arrivals. The Potential Leaders quadrant for non-OIC destinations includes eight promising destinations, such as the United Kingdom, Hong Kong, Taiwan, Australia, Ireland, the Philippines, Germany, South Africa, Spain, and Japan, with progressive offerings and services. These destinations attracted approximately 7.3 million Muslim travelers, representing 4.1% of the global Muslim arrivals.

The Emerging Destination quadrant for non-OIC destinations includes 68 destinations, such as Kenya, South Korea, France, and New Zealand, that are at various stages of recognizing and addressing the needs of the Muslim traveler market. Despite that, these destinations drew around 13.5 million Muslim visitors, accounting for 7.5% of total global Muslim arrivals. Lastly, the Untapped Opportunities quadrant for non-OIC destinations comprises 24 destinations. Although currently under-utilized in terms of their potential to attract Muslim travelers, destinations such as India, Russia, Ghana, and Sri Lanka still drew around 10.8 million Muslim visitors, representing approximately 6% of global Muslim arrivals.



Leading Muslim-Friendly Destinations - Non-OIC

Singapore



The RIDA Impact Score (RIS) is a key tool that operationalizes the RIDA framework, offering the clarity, data, and insight needed for stakeholders to apply it effectively and deliver more competitive and meaningful travel experiences.

Singapore continues to be the top-ranked destination in the Global Muslim Travel Index (GMTI). The city-state offers extensive Muslim-friendly services and manatees, including a rich Halal culinary scene with many MUIS-certified options, spanning Malay, Middle Eastern, Indian, and Western cuisines.

The nation also leads in sustainability through initiatives such as the GSTC partnership and the MICE Venue Playbook, aligned with the Singapore Green Plan 2030. Technological innovations, such as Changi Airport’s SMART airport vision, enhance efficiency and personalization for travelers.

With its focus on innovation, sustainability, and cultural respect, Singapore continues to set the global standard for Muslim-friendly destinations.

Hong Kong



In 2024, the Hong Kong government made a strategic move to embrace the Muslim travel market as a part of its tourism diversification efforts. This initiative has quickly made Hong Kong more welcoming and accessible for Muslim travelers.

Since June 2024, over 60 establishments have earned Muslim-friendly accreditation from CrescentRating, while more than 150 restaurants have achieved Halal certification from the Trustees of the Islamic Community Fund of Hong Kong, offering visitors authentic and diverse dining options.

The Hong Kong Tourism Board (HKTB) has actively engaged local stakeholders, resulting in more Muslim-friendly amenities and campaigns like “Jelajah Hong Kong” to promote the city’s appeal.

By combining unique cultural experiences with a growing commitment to Muslim-friendly services, Hong Kong is emerging as a key destination in the global Muslim travel market.

United Kingdom



The United Kingdom has established itself as a premier destination for Muslim travelers. Many major cities provide a variety of Halal food options, ranging from street food to upscale dining experiences. Accessible prayer facilities are available, with notable mosques such as the London Central Mosque in Regent’s Park and Green Lane Masjid in Birmingham.

The UK’s rich historical and cultural heritage further enhances its appeal. Iconic landmarks, museums, castles, and picturesque countryside create an enticing mix of adventure and exploration. The incorporation of Muslim-friendly services within this broader tourism framework highlights the destination’s diversity and inclusivity.

However, the recent rise in negative media and public narratives regarding Muslims may influence how Muslim travelers view the UK.

Taiwan



In recent years, Taiwan has become a vibrant Muslim-friendly destination, ranking consistently among the top five destinations in the non-OIC category since 2018. This reflects its dedication to welcoming diverse travelers.

The island boasts over 230 Halal-certified restaurants and hotels recognized by the Chinese Muslim Association, many with separate kitchens to ensure strict dietary compliance. Prayer rooms are available at major transport hubs and tourist sites, enhancing the Muslim travel experience.

Taiwan’s “Salam Taiwan” initiative offers a comprehensive online platform and hosts events like “Muslim Experience Day,” where visitors can savor delectable Halal cuisine and explore scenic areas such as Yilan and Miaoli. These efforts showcase Taiwan’s commitment to inclusivity and cultural diversity.

Rising Muslim-Friendly Non-OIC Destinations

Philippines



The Philippines is steadily positioning itself as a Muslim-friendly destination by strengthening its capacity to welcome Muslim travelers. Efforts focus on improving accessibility to Halal food and integrating Muslim-friendly features at key tourist sites.

Tourism authorities have prioritized Halal tourism, launching initiatives to expand Halal-certified dining and accommodations while educating stakeholders on the needs of Muslim visitors.

With these efforts and the promotion of its diverse culture and natural beauty, the Philippines is emerging as an appealing destination for Muslim travelers in Southeast Asia.

Thailand



Thailand continues to grow as a leading Muslim-friendly destination in Southeast Asia, offering cultural richness, warm hospitality, and expanding Halal services. It welcomes millions of Muslim travelers annually with comfort and ease.

To support this growth, the Tourism Authority of Thailand (TAT) has introduced Muslim visitor guides for cities like Bangkok, Phuket, and Chiang Mai, highlighting Halal dining, prayer spaces, and inclusive stays.

Educational programs and Halal certification initiatives further equip local businesses to cater to Muslim needs. Paired with Thailand's diverse attractions and food culture, these efforts make it a respectful and appealing destination for Muslim travelers.

Ireland



Ireland is gradually emerging as a Muslim-friendly destination in Europe, with a growing number of Halal dining options, prayer spaces, and cultural experiences. Major cities host mosques and Islamic centers, ensuring Muslim travelers have access to key services in a welcoming environment.

Institutions like the Islamic Cultural Centre of Ireland in Dublin and the Cork Islamic Cultural Centre offer religious services, education, and community programs. The Islamic Foundation of Ireland oversees Halal certification, helping ensure food standards align with Islamic guidelines. Hotels and restaurants are also becoming more aware of Muslim-friendly needs.

Though still developing compared to other destinations, Ireland's initiatives reflect a clear and growing awareness to inclusivity and better service for Muslim travelers.

Spain



Spain is enhancing its appeal as a Muslim-friendly destination, especially through its rich Islamic heritage in Andalusia, home to cities like Malaga, Cordoba, and Granada. This heritage, combined with growing Halal services, makes Spain increasingly attractive to Muslim travelers.

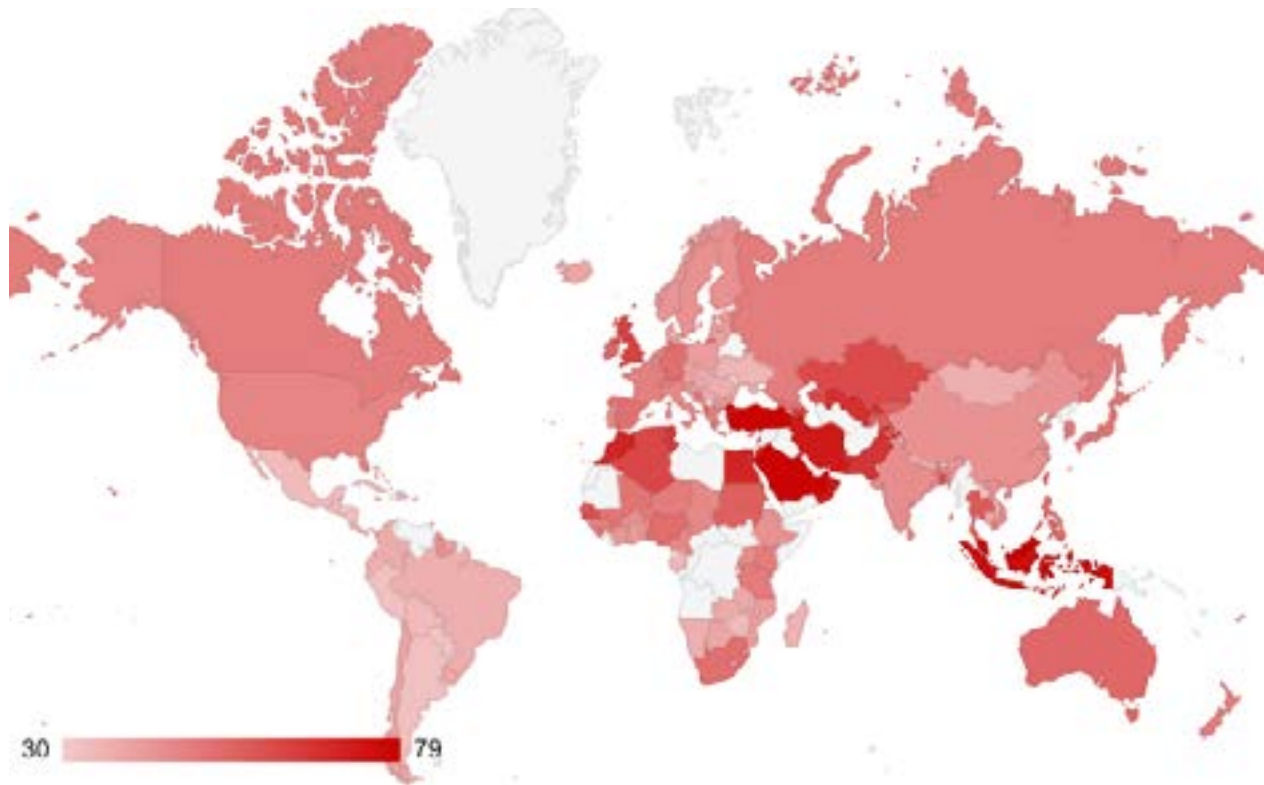
The country has developed Muslim visitor guides for key regions and launched promotional campaigns, including roadshows targeting Muslim-majority markets. These efforts highlight Spain's readiness to accommodate Muslim visitors with ease and respect.

Educational initiatives also encourage local businesses to adopt Halal practices and provide prayer facilities. With its historic landmarks and deep Islamic roots, Spain offers a culturally meaningful and faith-friendly travel experience.

GMTI 2025 Rankings - Regional Analysis

As the scores of various destinations have improved, the average GMTI 2025 score for each region reflects these changes. The top five regions and their leading destinations remain unchanged from 2024, although each has seen a slight increase in scores. Western Asia and Northern Africa continue to lead, largely due to their composition of Muslim-majority destinations and their understanding of Muslim-friendly needs, including countries like Türkiye, the Gulf Cooperation Council (GCC) nations, Egypt, and Morocco.

Central Asia, remaining in third place, has a high rank for similar reasons, given its extensive Islamic heritage. This year, Southern Asia has managed to tie with South-Eastern Asia, both averaging a score of 56. Southern Asia boasts the Maldives, which is well-known for its tourism efforts, and Iran, a growing destination that emphasizes its rich culture and history. In contrast, South-Eastern Asia's relatively modest increase indicates that greater efforts and collaborative measures are necessary to maintain competitiveness within the Muslim travel market.



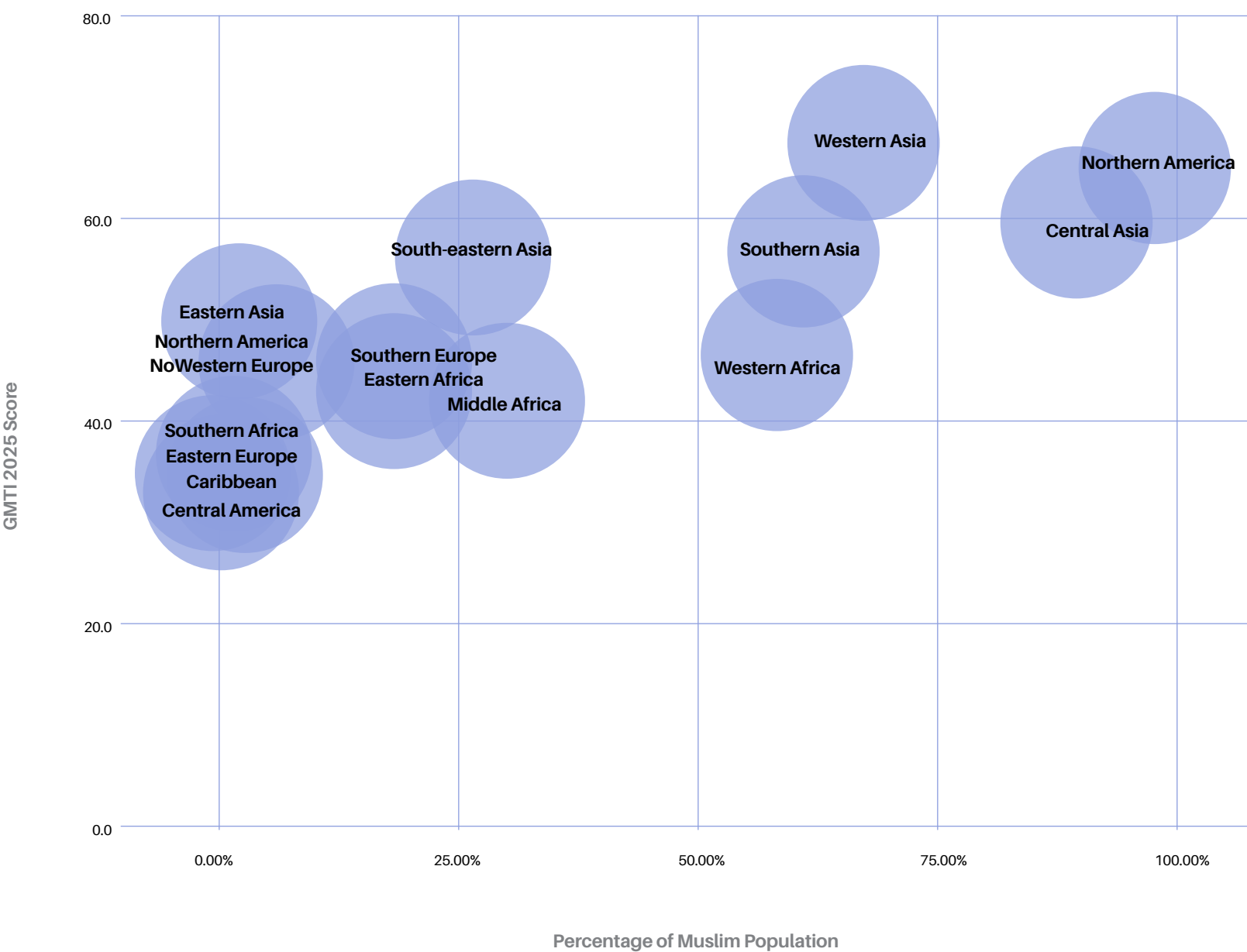
Regions	Average GMTI 2025 Score	Top Destinations
Western Asia	67	Saudi Arabia, Türkiye
Northern Africa	65	Egypt, Morocco
Central Asia	60	Uzbekistan, Kazakhstan
Southern Asia	56	Iran, Maldives
South-Eastern Asia	56	Malaysia, Indonesia
Oceania	52	Australia, New Zealand
Eastern Asia	50	Hong Kong, Taiwan
Northern America	48	Canada, United States of America (USA)
Western Africa	47	Senegal, Gambia
Southern Europe	46	Albania, Bosnia and Herzegovina
Western Europe	45	Germany, France
Northern Europe	45	United Kingdom (UK), Ireland
Eastern Africa	43	Comoros, Kenya
Central Africa	42	Cameroon, Chad
Eastern Europe	40	Russia, Bulgaria
Southern Africa	39	South Africa, Botswana
Caribbean	37	Trinidad and Tobago, Aruba
South America	37	Guyana, Suriname
Central America	34	Belize, Costa Rica

How the Muslim Population Percentage Influences Scores Across Regions

While a higher Muslim demographic often aligns with elevated GMTI scores—as seen in Western Asia (66.7 score, 65.82% Muslim), Northern Africa (64.6 score, 96.69% Muslim), and Southern Asia (56.4 score, 59.58% Muslim)—this trend isn’t universal. These regions naturally excel due to ingrained Muslim-friendly infrastructure like prevalent Halal food and prayer facilities. However, the data strongly suggests that a region’s commitment to catering to Muslim travelers is a more critical determinant of GMTI success than merely its local Muslim population size.

This becomes evident when observing sub-regions that achieve commendable GMTI scores despite having very small Muslim populations. Eastern Asia (50.1 score, 1.52% Muslim) stands out as a prime example, showcasing significant investments in tourism infrastructure, high service standards, and a strategic recognition of the growing Muslim travel market. Similarly, North America (48.0 score, 2.31% Muslim) and Oceania (46.8 score, 2.84% Muslim) demonstrate strong GMTI performance. These regions, driven by their developed tourism economies, are actively providing Halal food options, prayer facilities, and accessible services to attract the affluent Muslim traveler segment, thereby proving that a large local Muslim demographic is not a prerequisite for excelling in Muslim-friendly tourism.

In conclusion, the analysis clearly demonstrates that while a substantial Muslim population can offer a natural advantage in GMTI scores, it is not a sole or limiting factor for success. The strong performance of regions like Eastern Asia, North America, and Oceania, despite their minimal Muslim populations, underscores that strategic investment in comprehensive tourism infrastructure, a proactive approach to accommodating diverse religious and cultural needs, and a commitment to overall traveler experience are the pivotal elements. This highlights a universal truth in the global tourism landscape: understanding and effectively catering to specific market segments, irrespective of indigenous demographics, is the driving force behind achieving high GMTI scores and fostering inclusive travel.



GMTI 2025 ACES Rankings - Access

In the ACES framework, the Access criterion evaluates how easily a destination can be reached from the top 30 outbound Muslim markets. These destinations have demonstrated strong performance through improved air connectivity, visa facilitation, and investments in transportation infrastructure—key factors in attracting Muslim travelers.

The United Arab Emirates (UAE) secures the top position, continuing to lead as one of the most accessible destinations. This is largely attributed to its extensive global air connectivity, with major international airlines operating out of world-class airports. Additionally, the UAE’s modern and efficient public transport systems, along with streamlined and progressive visa policies, ensure a seamless travel experience.

Qatar remains a leading destination with strong accessibility. Its high ranking is supported by strategic investments in air and ground transport infrastructure, favorable visa arrangements, and global visibility through hosting international events.

In third place is Oman, which has maintained a steady position over the years. The destination continues to enhance its appeal through targeted development of its tourism infrastructure and by easing visa requirements, making it increasingly accessible to Muslim travelers.

Türkiye ranked fourth, higher than last year, reflecting its continued popularity and strong connectivity. Its strategic location at the crossroads of Europe and Asia, coupled with an efficient transport network and a wide range of flight options, supports its position as a key destination in the Muslim travel market.

Georgia enters the top five in 2025. This milestone highlights the country’s rising status among Muslim-friendly destinations, driven by improvements in transport accessibility, simplified visa policies, and increased efforts to cater to the needs of Muslim tourists. Georgia’s growing awareness of Muslim-friendly services has enhanced its reputation as an emerging destination.

Top 10 Destinations in ACCESS
United Arab Emirates (UAE)
Qatar
Oman
Türkiye
Georgia
Saudi Arabia
Azerbaijan
Malaysia
China
Jordan

Air Connectivity (2021-2025)

Air connectivity has seen steady improvement over the past years, with destinations expanding direct flight access to major Muslim outbound markets. The increase in air connectivity scores indicates a strong commitment to enhancing global reach.

The top destinations that have expanded routes to accommodate increasing demand from Muslim travelers are the United Arab Emirates (UAE), Saudi Arabia, Qatar, Oman, and Kuwait.

Visa Requirements (2021-2025)

Visa facilitation continues to improve, with more destinations simplifying processes and expanding visa-free or e-visa access to Muslim-majority destinations. These efforts reflect a broader shift toward openness and ease of travel for Muslim tourists..

The top performers that have eased entry requirements are Madagascar, Malaysia, Suriname, Türkiye, and Tajikistan.

Transport Infrastructure (2021-2025)

Transport infrastructure remains a consistent strength among top-ranking destinations. Destinations like Hong Kong, Singapore, and Taiwan continue to lead with their world-class urban transport systems, efficient airports, and integrated intercity travel networks. These destinations have maintained high standards through continuous innovation, investment in smart mobility, and travel-focused upgrades, enhancing accessibility.

GMTI 2025 ACES Rankings - Communications

The communication category assesses how effectively destinations interact with Muslim travelers. It evaluates how these destinations promote services that cater to Muslim needs and how they educate local stakeholders about Muslim travel requirements. This assessment includes factors such as language accessibility, the visibility of Muslim-friendly offerings, and the overall awareness of stakeholders regarding the needs of Muslim travelers.



Communications Proficiency:

This criterion measures how well destinations support communication in the top 10 languages spoken by Muslim travelers, including Arabic, English, Bahasa Melayu, Urdu, Turkish, Bahasa Indonesia, and others. While real-time AI translation tools are growing in popularity, direct access to human support and clear information in native languages remain essential - particularly for Arabic and English, the two most widely spoken among Muslim travelers.

In 2025, Jordan, Lebanon, Tunisia, Egypt, and the United Arab Emirates led in this area. These destinations offer strong multilingual support through trained staff, tourism websites, transportation hub signage, and travel guides. Their efforts ensure that travelers can easily navigate services, ask for assistance, and feel culturally acknowledged throughout their journey.

Destination Marketing:

This criterion examines how actively destinations promote their Muslim-friendly services and experiences. It includes dedicated digital platforms, downloadable Halal travel guides, Musli-oriented campaigns, and participation in relevant trade shows or familiarization trips.

Destinations like Taiwan, Hong Kong, Singapore, Spain, Switzerland, and Malaysia distinguished themselves through highly visible, inclusive marketing. For instance, Taiwan and Hong Kong launched interactive Halal travel portals, while Singapore collaborated with influencers and hosted familiarization trips for Muslim travel agents. These initiatives reflect a growing awareness of the importance of targeted outreach in driving awareness and trust among Muslim travelers.

Stakeholder Awareness:

This dimension assesses the level of awareness among local tourism stakeholders, including hospitality providers, guides, restaurants, and government entities, regarding the needs of Muslim travelers. It considers the presence of Muslim communities as well as efforts to educate the travel industry through workshops, certifications, and policy initiatives.

In 2025, Indonesia, Pakistan, Oman, Tunisia, Türkiye, and Morocco scored well in this area. Their success can be attributed to measures such as industry-wide training sessions on Halal dining expectations, and partnerships with local organizations to guide inclusive service design. These investments not only enhance service delivery but also create a welcoming and informed environment for visitors.

The Role of Muslim Visitor Guides for Destinations

Halal travel guides are becoming essential for destinations around the world, as they promote inclusivity and build trust with Muslim travelers. These guides enhance the Muslim travel experience by highlighting Halal dining options, prayer facilities, and culturally respectful services. In recent years, several destinations have launched such guides. CrescentRating and HalalTrip have been at the forefront of this effort, collaborating with various destinations to develop and promote these resources for Muslim travelers.

Macao: The guide presents Macao as an emerging Muslim-friendly destination that blends Eastern and Western heritage with modern experiences. It highlights Halal-certified restaurants, including the Indo Pak Curry House, and emphasizes the availability of prayer facilities at the Macao Mosque. Furthermore, the guide points out key attractions such as the Ruins of St. Paul’s, Senado Square, and the Macao Giant Panda Pavilion, all of which serve as welcoming resources for Muslim travelers.

New York City: The guide highlights New York City as a vibrant Muslim-friendly travel destination, offering diverse Halal dining options like The Halal Guys and Junoon, and prayer facilities at key mosques such as Masjid Manhattan and the Islamic Cultural Center of New York. It features iconic attractions like Central Park, Brooklyn Bridge, and The Met, all within reach of Muslim-friendly amenities, providing a rich and inclusive experience for Muslim travelers.

Additional Benefits:

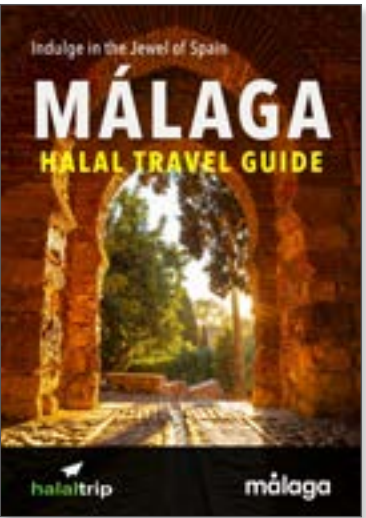
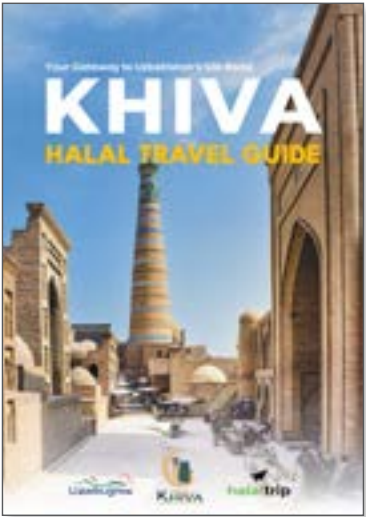
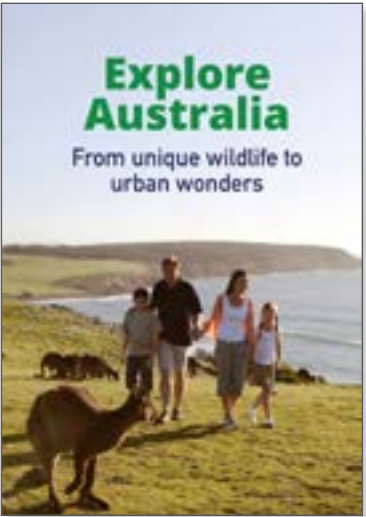
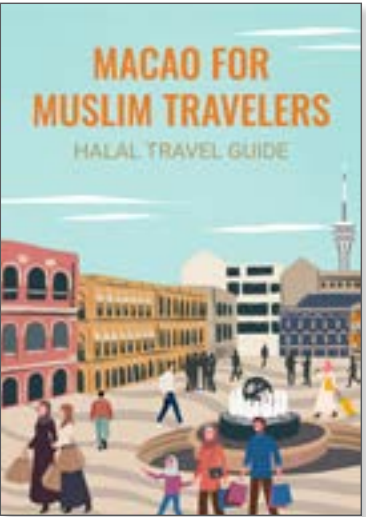
In an age where AI-enabled travel planning is gaining significant traction, specialized Halal Travel Guides continue to play an important role—not just in itinerary planning, but more importantly, in brand building with Muslim travelers.

Brand Image: Developing these guides can strengthen a destination’s brand image, positioning it as Muslim-friendly and inclusive. This can attract more travelers from the Muslim world.

Trust and Assurance: Travelers feel safer and more confident, especially in non-Muslim majority destinations, when they have ready access to on-the-go information about their faith-related needs.

Tourism Growth: Muslim visitor guides can lead to increased tourism by simplifying travel planning and enhancing the visitor experience. This, in turn, boosts the local economy and fosters cultural exchange.

Recognizing the importance of these guides, the Communication pillar in the ACES framework includes metrics evaluating destinations that have published such guides. This highlights the importance of providing transparent and accessible information in attracting Muslim travelers.



GMTI 2025 ACES Rankings - Environment

The Environment category evaluates multiple facets of a destination’s environment to determine its overall suitability and attractiveness for Muslim travelers.

Faith Restrictions

The Faith Restrictions evaluation focuses on identifying and assessing any limitations or bans that might affect Muslim travelers’ ability to practice their faith freely during the journey. This includes examining three key areas: Hijab, Niqab, and Ritual Slaughter restrictions.

Hijab Restrictions: Some destinations have restrictions on wearing the hijab in specific public places, which can influence the overall perception of religious acceptance and freedom.

Niqab Restrictions: Similarly, a few destinations have enacted bans on the niqab, mainly during airport customs, impacting the comfort and freedom of a small minority of Muslim women who wear it.

Ritual Slaughter Restrictions: Only a few destinations impose restrictions on ritual slaughter, limiting the availability of Halal food options for Muslim travelers. However, in many places, the import of Halal slaughtered meat is permitted as a solution.

There have been some increase in restrictive policies last year, resulting in a decrease on the average score for faith restriction, from 90.6 to 90.4. Despite the small decline, the majority of destinations do not impose restrictions and Muslim travelers feel more at ease.

General Safety

The General Safety evaluation is crucial for understanding a destination’s safety and security landscape. It assesses several aspects to determine the overall safety and inclusiveness of Muslim travelers, focusing on the prevalence of hate crimes, hate speeches, and the perception of Islamophobia.

Hate Crimes and Hate Speeches: Hate crimes and hate speech targeting Muslims have been on the rise in the past years in several regions across the globe. These acts range from verbal harassment and discriminatory language to physical violence and the defacement of Muslim-associated properties, including mosques and community centers. Social media and other digital platforms have amplified the spread of hateful rhetoric, further fueling an atmosphere of hostility and exclusion.

Basic Utilities

Introduced in this year’s ACES framework is the “Basic Utilities” criteria to assess the availability and reliability of critical infrastructure for a comfortable and stress-free travel experience. It includes services such as internet connectivity, clean and well-maintained sanitation facilities, safe and readily available drinking water, and electricity. These basic amenities play a central role in ensuring the safety, convenience, and well-being of travelers, particularly those visiting unfamiliar destinations. Reliable essential services not only enhance day-to-day comfort but also build traveler confidence. Leading non-OIC destinations such as Singapore, Hong Kong, South Korea, Denmark, and Finland rank highly in this area, offering robust infrastructure and dependable utilities.

Sustainability Evaluation

The Sustainability evaluation assesses destinations’ commitment to sustainable initiatives. It is also a key dimension in the RIDA framework. This evaluation encompasses socio-economic, environmental, and socio-cultural dimensions, providing a view of a destination’s sustainability efforts.

Over the past few years, the average scores for sustainability have shown a positive trend, increasing from 44 in 2022 to 48 in 2025. This improvement indicates a growing commitment among destinations to adopt sustainable practices across socio-economic, environmental, and socio-cultural dimensions.

Accessibility

The Accessibility evaluation aims to assess how well destinations cater to the diverse needs of travelers with special needs. Efforts to enhance the accessibility of transportation and public spaces contribute to a more inclusive environment, allowing travelers with diverse needs to enjoy their experiences without barriers. As destinations increasingly recognize the importance of accessibility, noticeable improvements have been made in this area.

Social Listening Analysis on Destination Safety and Muslim Traveler Perception

The Global Muslim Travel Index (GMTI) utilizes social listening analysis to assess Muslim travelers’ perceptions of destination environments. Analysis of online news and media sources from the past year indicates trends in public sentiment towards Muslims, a factor that directly influences a traveler’s sense of security and welcome.

Understanding the Landscape: Data-Driven Insights for the Muslim Traveler

For Muslim travelers, an awareness of the social climate is essential for making informed destination choices and ensuring a positive travel experience. The following data points, derived from social listening analysis, offer insights into regional trends:

Europe: Data from 2024 highlights varying conditions. Germany, for instance, officially recorded over 1,550 incidents classified as Islamophobic, including attacks on places of worship. In France, specific events have continued to fuel public discourse concerning community safety. This information is pertinent for travelers evaluating regional safety.

North America: In the United States, civil rights organizations noted a record number of anti-Muslim discrimination cases in 2024, signaling an increase in such occurrences. In Canada, discussions regarding equitable access to services, such as healthcare for Muslim individuals, point to areas where inclusivity can be enhanced.

Asia-Pacific: In this region, reports indicate the influence of political narratives and misinformation on public sentiment. An Australian report, for example, documented over 600 Islamophobic incidents between 2023 and 2024. This represents a significant rise from previous years, with a disproportionate effect observed on women and girls.

Global Responses and Destination Preparedness

International and national bodies are implementing measures to address these concerns. These actions can also inform a traveler’s assessment of a destination’s commitment to fostering a safe and inclusive atmosphere:

International organizations like the United Nations and the Organisation of Islamic Cooperation (OIC) are actively promoting initiatives aimed at countering hate speech, particularly in online spaces, and encouraging tolerance.

National-level responses include the United Kingdom’s commitment to increased funding for the protection of Muslim places of worship. Similarly, the Australian Human Rights Commission’s proposal for a National Anti-Racism Framework indicates a proactive stance.

Implications for the Muslim Traveler

The data gathered through social listening suggests that prevailing social sentiments and documented incidents will factor into Muslim travelers’ evaluation of destinations. Access to information on such incidents and corresponding policy responses empowers travelers to make more informed decisions. This analysis also serves as a benchmark for destinations, encouraging the cultivation of environments that are genuinely safe, respectful, and welcoming to Muslim visitors.

IN 2024
CAIR received a total of
8,658
COMPLAINTS

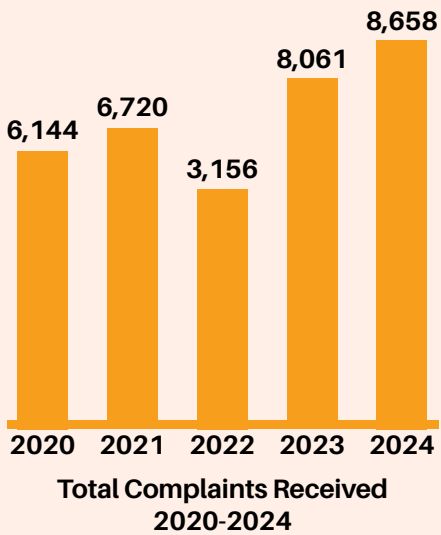
Employment discrimination
1,329

Immigration and asylum cases
1,283

Education discrimination
848

Hate crimes and incidents
647

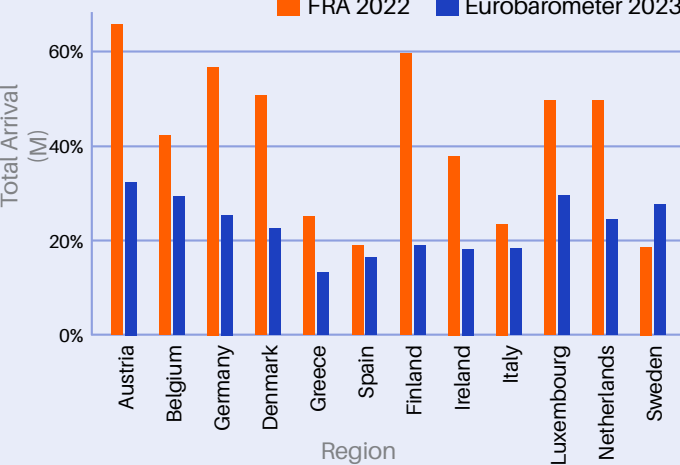
Source: Council on American-Islamic Relations (CAIR)



Source: Council on American-Islamic Relations (CAIR)

Discrimination in the EU of Muslims

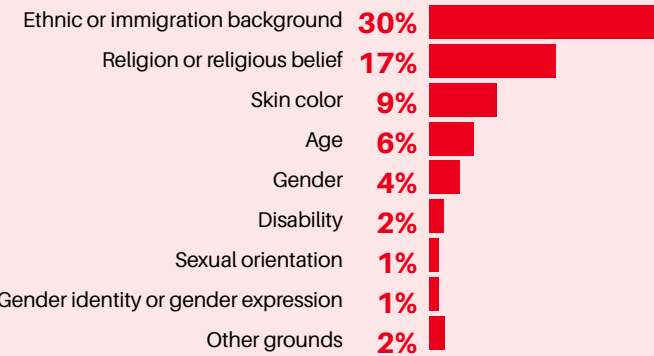
% of answers (by Muslims and non-Muslims) related to the previous 12 months



Source: European Union Agency for Fundamental Rights

Discrimination suffered by Muslims in EU

Data in % from the European Union Agency for Fundamental Rights (FRA) report
In the 12 months before the survey



Source: European Union Agency for Fundamental Rights

GMTI 2025 ACES Rankings - Services

The Services pillar of the ACES framework evaluates the availability and quality of services that cater to the specific needs of Muslim travelers.

Prayer Places

One essential component of Muslim visitors’ faith-based needs is the availability of prayer spaces. OIC destinations are inherently better in this area, but a growing number of non-OIC destinations are realizing the importance of these facilities and working to provide them. The global travel scene is becoming more hospitable and accommodating as more places invest in offering prayer rooms for Muslim tourists, promoting greater tolerance and understanding among cultures.

The top non-OIC destinations with notable prayer facilities this year are **Singapore, the United Kingdom, Bosnia and Herzegovina, North Macedonia, and Australia**

Halal Dining

OIC destinations are well-catered to meet the dietary needs of Muslim travelers, with numerous Halal restaurants, food outlets, and grocery stores readily available. This extensive availability ensures that Muslim tourists can enjoy their culinary experiences without concerns about dietary restrictions.

The average score of Halal dining has significantly increased from last year’s score of 44 to 58, a clear sign that destinations have recognized the importance of the Muslim travel market and are making conscious efforts to accommodate. Like Singapore, which has long been a leader in accommodating Halal tourism, other major cities like Sarajevo, London, and Sydney, are following suit by integrating Halal-friendly options into their mainstream dining scenes. These developments not only enhance the travel experience for Muslim visitors but also promote culinary diversity.

The top non-OIC destinations with improvements in Halal dining are **Singapore, the United Kingdom, Bosnia and Herzegovina, North Macedonia, and Australia**.

Muslim-Friendly Airports

Airports are often the first point of contact for travelers and play a vital role in shaping their overall travel experience. Facilities that accommodate the faith practices of Muslim travelers can significantly enhance their journey. While airports in OIC (Organization of Islamic Cooperation) member countries typically meet the needs of Muslim travelers, many airports in non-OIC destinations lack these essential facilities. The stagnant average score of 35 in this area suggests that there is considerable room for improvement..

Several non-OIC destinations such as **Singapore, Hong Kong, Thailand, the Philippines, and South Africa**, have enhanced their airports to better serve Muslim travelers. These airports excel by offering Muslim-friendly facilities, including prayer rooms, ablution (wudu) areas, and Halal-certified food outlets. These amenities help create a welcoming and inclusive experience for Muslim visitors from the moment they arrive.

Muslim-Friendly Hotels

The average score for this metric in the GMTI has risen, highlighting an upward trend. This progress shows the efforts made by many destinations and hotel chains to incorporate more inclusive and faith-sensitive offerings—such as Halal food options, prayer facilities, Qibla direction indicators, and the removal of alcohol from minibars upon request. By investing in staff training, adapting amenities, and improving service design, the hospitality sector is becoming more responsive and competitive in attracting the Muslim travel market.

Heritage & Experience

The Heritage & Experience metrics measure unique and enriching experiences for travelers that connect them to the destination and are memorable. For Muslim travelers, connecting with Islamic heritage can offer a more profound and meaningful travel experience. Having options for exploring local traditions, historical landmarks, and Indigenous art forms allow travelers to engage more with a destination’s identity and values.

Rising Awareness for Muslim-Friendly Facilities

Hong Kong Hotels Embrace Muslim-Friendly Hospitality

As global Muslim travel continues to grow, Hong Kong’s hospitality sector is increasingly responding with greater cultural sensitivity and inclusivity. Over 60 hotels have been rated as Muslim-friendly by CrescentRating, with ratings ranging from 3 to 5 stars.

Two of the city’s renowned luxury hotels—Island Shangri-La and Grand Hyatt Hong Kong—have recently enhanced their offerings by providing a comprehensive range of Muslim-friendly facilities to meet the unique needs of Muslim guests. Additionally, The Mira Hong Kong has hosted Iftar buffets during Ramadan for the first time.

These enhancements in hotels include prayer rugs available upon request, clearly marked Qibla direction in guest rooms, and curated lists of nearby mosques to support prayer observance during travel. Many hotels in Hong Kong now feature Halal breakfast corners and water-friendly toilets, and their kitchens are Halal-certified by the local certification body.

These developments signal a positive shift within Hong Kong’s hotel sector, acknowledging the growing demand for faith-based travel services and reflecting a deeper commitment to inclusive, respectful, and globally minded hospitality.

Increasing Muslim-Friendly Services at MICE Venues

MICE (Meetings, Incentives, Conferences, and Exhibitions) venues are increasingly enhancing their services to cater to Muslim business travelers. A growing number of venues worldwide are incorporating features such as prayer rooms, Halal food options, facilities for performing wudu (ablution), and water-friendly toilets.

In Hong Kong, both the Hong Kong Conference and Exhibition Centre and the AsiaWorld-Expo have set up prayer rooms, Halal food options, and water-friendly washrooms as part of the city’s efforts to better serve Muslim visitors attending exhibitions and conferences.

Singapore Expo, the largest conference and exhibition venue in Singapore, offers designated separate prayer rooms for males and females, along with a variety of Halal food options available on-site.

The Queen Sirikit National Convention Center in Bangkok features elegantly designed separate prayer areas for males and females, as well as several Halal food options.

These examples illustrate how many venues are recognizing the needs of Muslim visitors and implementing suitable amenities.

Philippines’ Megaworld Hotels and Resorts Expand on Muslim-Friendly Facilities

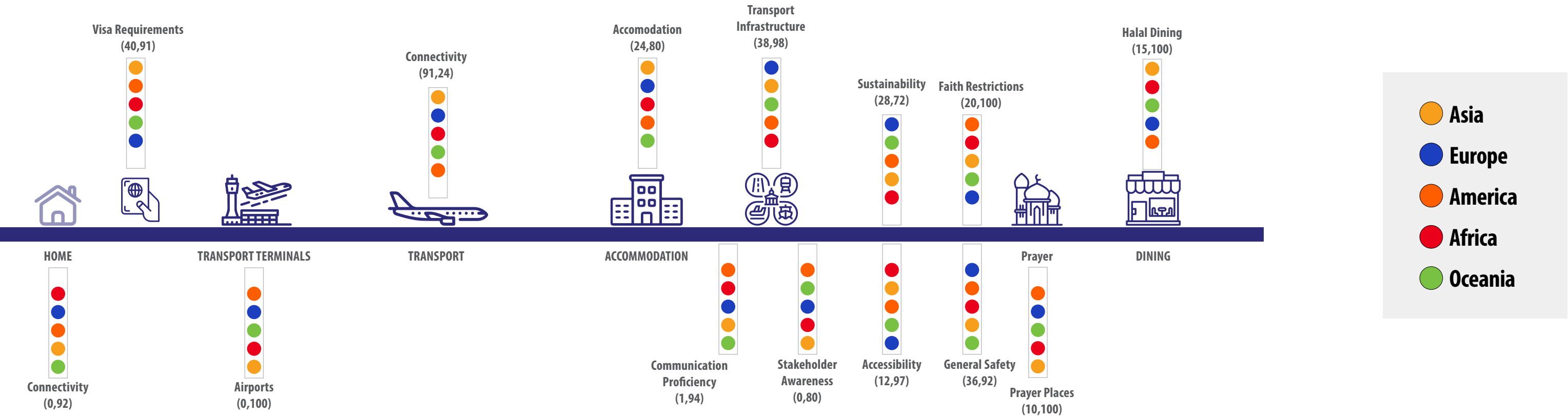
In the Philippines, Megaworld Hotels and Resorts have recognized the growing demand for Halal and faith-based accommodations and stepped up their offerings across several of its key properties.

The group has implemented various facilities and services tailored to meet the needs of Muslim travelers. These include Qibla direction markers in guest rooms, the availability of prayer rugs upon request, water-friendly toilets, and a list of nearby mosques. This is the case for establishments such as Savoy Hotel Boracay, Savoy Hotel Mactan, Grand Westside Hotel, and Hotel Lucky Chinatown. All of these properties offer Halal-certified breakfast menus and have dedicated kitchen sections that are also Halal-certified by the local Halal certification body to ensure strict adherence to dietary requirements.

Additionally, Megaworld Hotels has also invested in infrastructure. Each featured property offers a designated public prayer space with separate areas for male and female use to maintain privacy. Hotel Lucky Chinatown goes a step further by providing a gender-separated spa facility, taking note of modesty and wellness needs. These efforts reflect Megaworld Hotels & Resorts’ broader commitment to becoming a more inclusive hospitality brand.

Key Touchpoints of a Muslim Traveler: Discovering Highlights and Opportunities

This page visually illustrates the ACES framework criteria across a traveler’s journey, demonstrating their impact from start to finish. For each stage, the overall average score is plotted alongside the average scores of various regions. This comparison offers key insights into how different destinations perform relative to one another, highlighting areas for improvement and providing an overview of the Muslim travelers touchpoints.



*(Maximum GMTI 2025 score, Average GMTI 2025 score)

10

Muslim Women Friendly Destinations



Muslim Women Friendly Destinations

The Muslim Women-Friendly Destination sub-index was launched in the GMTI 2023. As the market for Muslim women's travel evolves, more and more Muslim women are traveling in female-only groups and solo. They are also becoming increasingly influential in trip planning when traveling with their families. This highlights the importance of creating travel spaces tailored to the needs of Muslim women, acknowledging their growing impact in the travel industry.

Continuous Influence and Market Potential: Muslim women constitute a significant portion of the Muslim travel market. This demographic has demonstrated considerable influence, particularly in family and couple travel scenarios, where their input in planning and decision-making is almost double compared to other travel groups.

Trends and Preferences: Digital platforms and social media have played a critical role in amplifying the voices and visibility of women travelers. This have led to more demand for travel and expectations towards destinations that respect cultural, faith practices, and actively support women travelers' autonomy and safety.

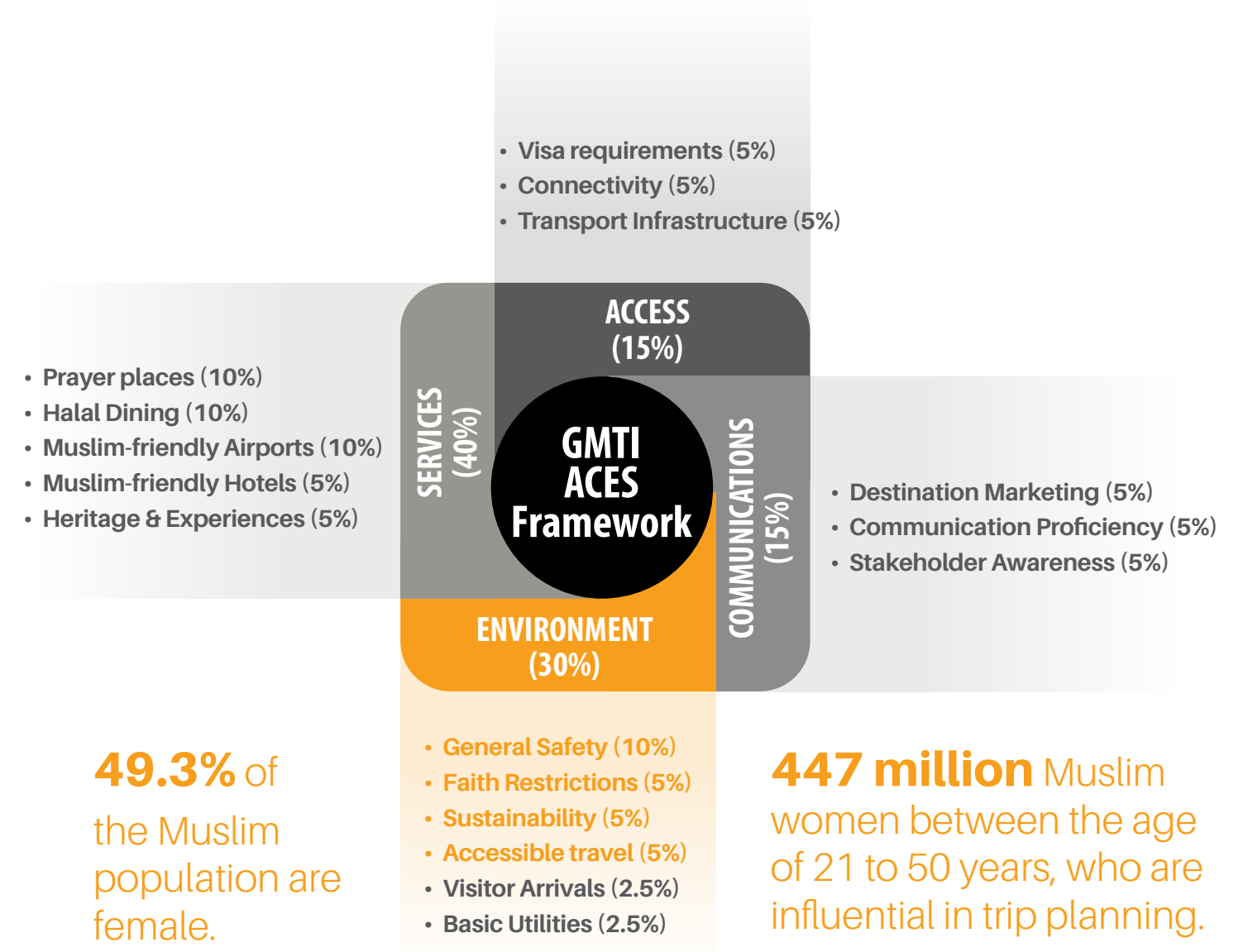
Key Criteria in Destination Assessment: The GMTI assesses Muslim Women-Friendly destinations using a set of tailored criteria integrated into the ACES model's Environment dimension. These criteria focus on:

Faith Restrictions: Evaluating how destinations accommodate religious practices and attire without imposing restrictions.

Safety: Ensuring that the destinations are safe for women travelers, addressing concerns from street safety to harassment.

Sustainability: Incorporating sustainable practices that align with the values of Muslim women travelers, such as eco-friendly tourism options and community-based tourism that benefits local women.

Muslim-friendliness: The overall Muslim-friendly of the destination derived from the GMTI scores.



Muslim Women-Friendly Destinations - Top 20 Non-OIC Destinations

Considering the environment and overall scoring for ACES, these destinations are among the most secure and safe places for Muslim women travelers. These destinations are leading in terms of providing peace of mind by ensuring safety and without any faith restrictions for Muslim women travelers.

Singapore has solidified its status as the leading non-OIC destination, showing a slight increase to a score of 82 compared to 2024. The city-state is known for its exceptional safety, welcoming multicultural society, and well-developed infrastructure. These features, along with a very Muslim-friendly environment, make it particularly convenient and secure for Muslim women travelers, whether they are traveling solo or in groups. Following closely behind are several Asian destinations, which scored between 73 and 81. This trend underscores the region's overall secure environment, supported by a growing number of Muslim-friendly facilities.

Destinations outside of Asia are experiencing shifts in their rankings, with places like Slovenia, Australia, and Montenegro making their way into the top 20. This year, Ireland, Portugal, Malta, and New Zealand are in the top rankings. These destinations provide safer environments that respect diverse faith practices, appealing to travelers who seek both comfort and cultural exploration. As awareness of these amenities grows, Muslim women can discover more locations that cater to their faith-based needs while ensuring their safety. This makes these destinations increasingly attractive for respectful and secure travel experiences.

Overall, this year shows steady progress in facilitating a better environment for Muslim women travelers.

DESTINATION	INDEX SCORE
Singapore	82
Hong Kong	81
Ireland	77
Taiwan	76
Macau	75
Japan	75
Portugal	74
Malta	74
New Zealand	74
South Korea	73
Slovenia	72
Czechia	72
Iceland	72
Uruguay	71
United Kingdom (UK)	71
Georgia	71
Andorra	71
Australia	70
Montenegro	70
Chile	70



Muslim Women-Friendly Destinations - Top 20 OIC Destinations

This year's scores provide valuable insights into the progress of OIC destinations in attracting Muslim travelers, especially women. Southeast Asia continues to lead, with Malaysia scoring 83 and Indonesia at 79. This highlights their strong commitment to offering safe, inclusive, and faith-aligned travel experiences. The Middle East also remains a significant player, with Türkiye and Qatar both achieving a score of 80, joined by high performers such as the UAE, Kuwait, and Saudi Arabia. Additionally, the Maldives ranks highly due to its combination of luxury and Muslim-friendly facilities.

Central Asia continues to be represented by Uzbekistan, Kazakhstan, and Azerbaijan, which are all featured in the top 20 destinations. These destinations are enhancing their tourism offerings by improving accessibility and focusing on cultural sensitivity. Iran and Oman also maintain strong positions, scoring 76 due to their combination of safety, local hospitality, and heritage infrastructure. Additionally, Bahrain and Jordan are making consistent efforts to improve travel readiness by enhancing services and fostering community engagement.

Africa is represented by Senegal and Morocco, both scoring above 70. Lebanon and Pakistan, while positioned toward the lower end of the top 20, still provide essential elements that support Muslim-friendly travel. Overall, these destinations exhibit varying strengths but share a common focus on creating welcoming, safe, and spiritually accommodating experiences for Muslim women.

DESTINATION	INDEX SCORE
Malaysia	83
Türkiye	80
Qatar	80
Indonesia	79
United Arab Emirates (UAE)	79
Maldives	79
Kuwait	78
Brunei	77
Saudi Arabia	77
Iran	76
Oman	76
Jordan	75
Bahrain	73
Senegal	72
Azerbaijan	72
Uzbekistan	71
Morocco	70
Lebanon	69
Kazakhstan	69
Pakistan	68



11

Muslim-Friendly Accessible Destinations



Muslim-Friendly Accessible Destinations

To enhance the importance of destinations in promoting accessible travel, GMTI is introducing a new sub-index this year: “Muslim-Friendly Accessible Travel Destination.” This initiative emphasizes the essential need for travel environments that cater to the unique requirements of various travelers, particularly those who are physically challenged, neurodivergent, active seniors, and multi-generational family groups.

Expanding Influence and Market Significance

Accessible travel is a substantial and expanding market, with over 1 billion individuals globally living with some form of disability UN Tourism. This demographic often travels with companions UN Tourism. The incidence of disability rises with age, pertinent for Muslim travelers on multi-generational family journeys. The market potential is reinforced by 60% of families willing to pay more for travel options accommodating neurodiverse travelers (TripAdvisor), indicating a strong demand for inclusive experiences.

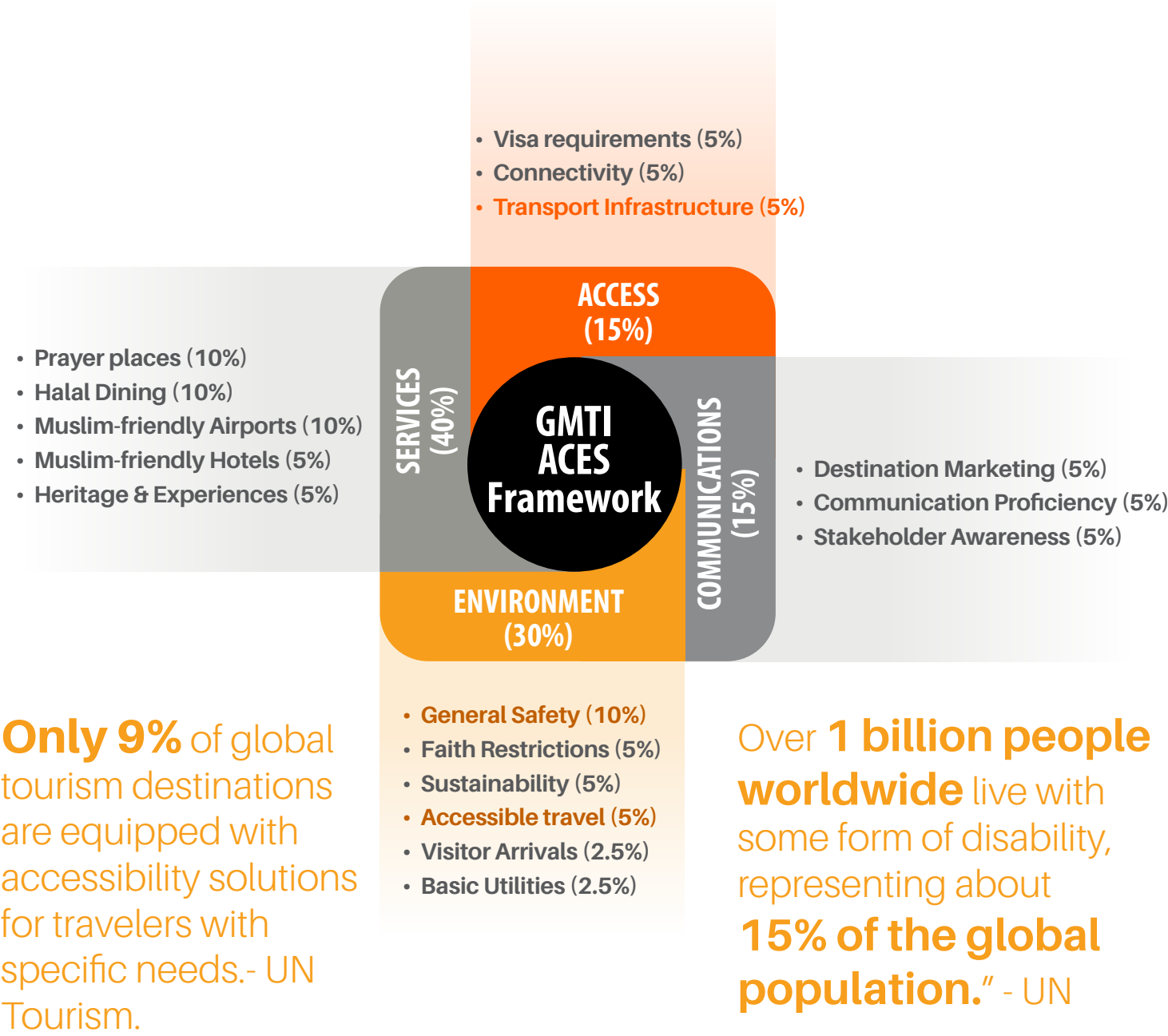
Evolving Trends and Traveler Preferences

The trend towards accessible travel harmonizes perfectly with core faith principles, prioritizing human dignity and life. Despite the considerable market requirement, only 9% of global tourism destinations currently possess accessibility solutions (UN Tourism) This disparity highlights an opportunity for destinations to innovate and promote genuinely accessible and Muslim-friendly offerings.

Core Criteria for Destination Evaluation

Currently, data on the availability of services and amenities for accessible travel is not widely documented due to the evolving nature of this field. However, acknowledging the importance of this sector, this year’s sub-index utilizes an initial set of data that combines criteria from both the transport infrastructure aspect of the Access dimension and the safety and accessibility criteria from the Environment dimension. As more data becomes available, it will be incorporated into the ACES framework and reflected in the sub-index.:

- Accessibility:** Ensuring an universally accessible environment, catering to diverse needs and ease of navigation for all travelers.
- Transport Infrastructure:** Assessing the ease of movement within the destination.
- Safety:** Ensuring that the destinations are safe for any travelers, regardless the condition.
- Muslim-friendliness:** The overall Muslim-friendly of the destination derived from the GMTI scores.



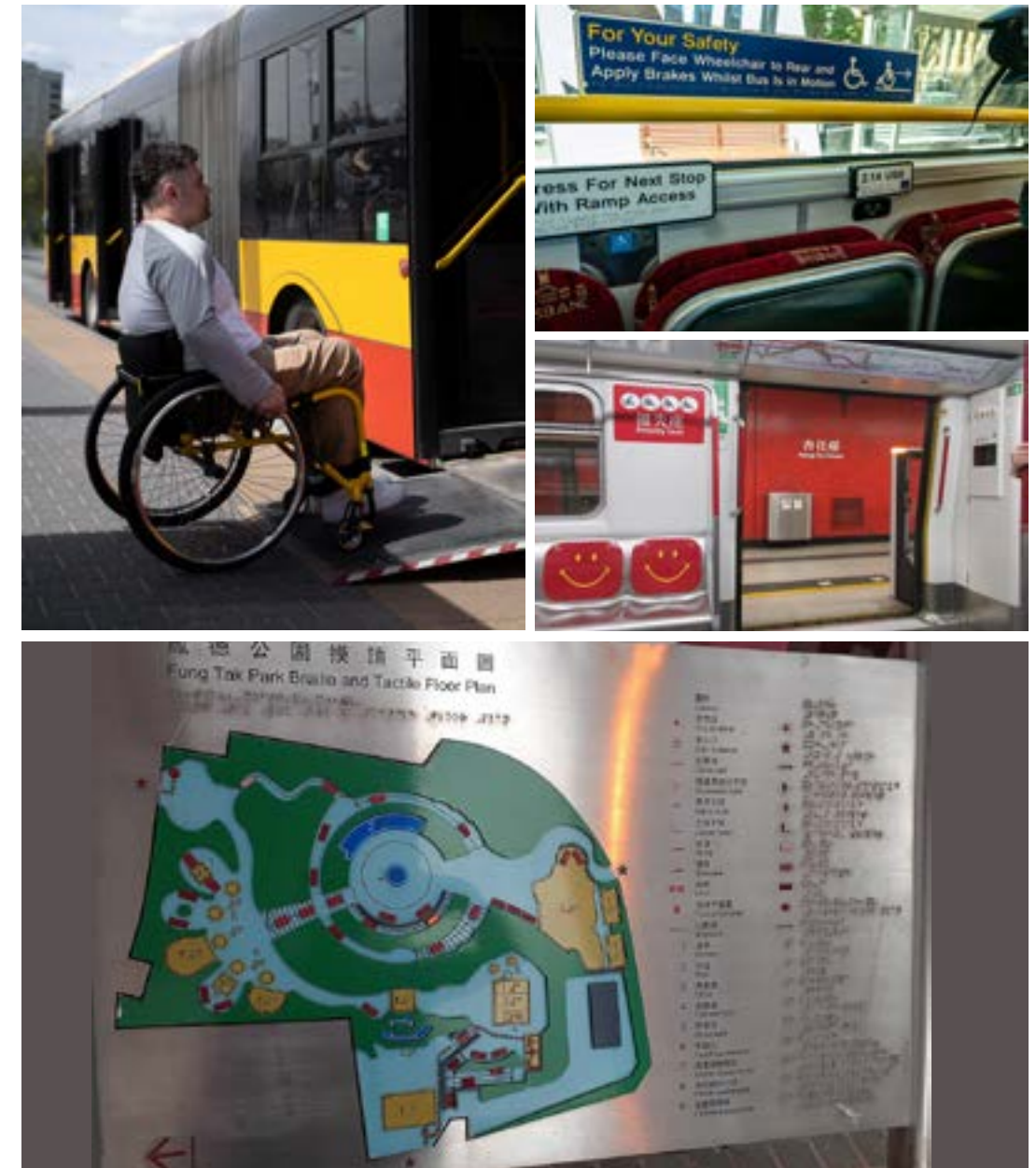
Muslim-Friendly Accessible Destinations - Top 20 Non-OIC Destinations

In the category of non-OIC Muslim-Friendly Accessible Destinations, the Asian destinations of Hong Kong (scoring 84), Singapore (scoring 83), and Taiwan (scoring 75) are leading the rankings. This success is attributed to their advanced urban infrastructure, world-class public transportation, and high service standards that contribute to excellent accessibility. Additionally, these destinations are well-equipped to cater to Muslim travelers.

European destinations demonstrate strong performance, with Switzerland (76), the UK (73), Portugal (73), and Nordic nations such as Finland (72), Luxembourg (72), and Denmark (72) scoring particularly well. These countries benefit from robust accessibility laws, well-developed public transportation systems, and high-quality healthcare services. Their commitment to inclusivity often extends to enhancing accessibility in natural landscapes and historical sites. However, their scores can vary depending on the availability of specific amenities for Muslims and the level of universal accessibility outside major cities.

New Zealand (73), Canada (71), Ireland (71), and Australia (70) showcase a diverse range of destinations with strong scores, often excelling in outdoor activities and nature experiences. This success is attributed to their generally high living standards and well-developed infrastructure. Similarly, countries like Czechia (70), Germany (68), Greece (68), and Spain (68) are actively working to improve accessibility, particularly at historical sites. However, they face challenges in retrofitting older infrastructure to meet these goals. The overall trend indicates that high-scoring destinations combine modern infrastructure with a proactive approach to inclusivity, leveraging economic incentives, strong legal frameworks, and a growing understanding of the specific needs of both accessible travelers and the Muslim market.

DESTINATION	SCORE
Hong Kong	84
Singapore	83
Switzerland	76
Taiwan	75
New Zealand	73
United Kingdom (UK)	73
Portugal	73
Finland	72
Macau	72
Luxembourg	72
Denmark	72
Japan	71
Canada	71
Ireland	71
Austria	71
Czechia	70
Australia	70
Netherlands	70
Iceland	69
Germany	68
Andorra	68
Greece	68
Spain	68



Muslim-Friendly Accessible Destinations - Top 20 OIC Destinations

A closer examination of OIC's Muslim-Friendly Accessible Destinations reveals a varied performance, generally indicating room for significant improvement when compared to the top-tier non-OIC destinations. While OIC destinations inherently offer a strong Muslim-friendly environment, the challenge often lies in consistently providing the advanced accessibility infrastructure and comprehensive services seen in their non-OIC counterparts, underscoring areas for strategic development.

The highest scorers within the OIC group are Qatar (75), Malaysia (74), Maldives (71), Türkiye (71), and Indonesia (70). These destinations, often major tourism players or emerging economies, demonstrate stronger efforts in accessible tourism. Qatar and Malaysia, in particular, have invested in modern infrastructure, including accessible airports (like Hamad International Airport in Qatar), public transport, and accommodations, while also actively promoting their destinations to a global Muslim audience. The Maldives and Türkiye, popular for leisure and cultural tourism respectively, benefit from a natural "Muslim-friendly" environment, but their scores suggest ongoing efforts to upgrade physical accessibility beyond core tourist areas. Indonesia, a vast archipelago, shows strong commitment, particularly in specific regions, but faces the challenge of consistent accessibility across all regions.

Further down the list, destinations like the UAE (69), Saudi Arabia (65), Kuwait (64), and Oman (63) highlight the mixed progress within the Gulf region. While these destinations possess state-of-the-art infrastructure in their major cities, the scores suggest that the integration of universal accessibility standards may not be as consistently widespread as in the top non-OIC examples. The lower scores for many other OIC destinations, such as in Central Asia (Kazakhstan 57, Uzbekistan 57) and North Africa (Morocco 57, Tunisia 54, Algeria 53), often point to fundamental challenges like limited investment in tourism infrastructure, varying levels of accessibility legislation enforcement, and less developed public transportation systems that cater to specific needs. This implicitly highlights that despite their Islamic heritage, these nations still have substantial opportunities to enhance their physical infrastructure, train staff, and provide more comprehensive accessibility information to truly tap into the potential of the Muslim-friendly accessible travel market.

DESTINATION	SCORE
Qatar	75
Malaysia	74
Maldives	71
Türkiye	71
Indonesia	70
United Arab Emirates (UAE)	69
Saudi Arabia	65
Kuwait	64
Oman	63
Brunei	62
Iran	61
Jordan	60
Senegal	60
Kazakhstan	57
Uzbekistan	57
Morocco	57
Azerbaijan	56
Bahrain	56
Tunisia	54
Algeria	53



12

GMTI 2025 Results Tables



	GMTI		ACCESS (10%)			COMMUNICATION (20%)			ENVIRONMENT (30%)						SERVICES (40%)				
	2025 Rank	2024 Score	Connectivity	Visa Requirements	Transport Infra-structure	Communication Proficiency	Destination Marketing	Stakeholder Awareness	Basic Utilities	General Safety	Faith Restrictions	Sustainability	Accessibility	Visitor Arrivals	Halal Dining	Prayer Places	Airport	Heritage & Experiences	Accomoda-tion
Albania	30	56	19	78	69	16	20	50	96	84	60	49	59	20	85	90	33	10	60
Algeria	23	62	24	42	56	70	4	50	88	76	80	44	52	48	90	100	67	24	72
Andorra	96	40	9	51	96	14	12	4	97	84	100	54	83	3	35	30	0	10	32
Argentina	136	33	2	62	60	3	8	10	94	56	100	51	70	1	40	10	0	9	32
Armenia	103	39	63	71	59	33	4	0	92	70	100	51	64	19	30	30	0	8	24
Aruba	109	38	1	51	70	28	8	0	96	76	100	45	47	1	40	30	17	10	32
Australia	34	54	7	43	77	66	71	20	99	79	80	57	89	9	70	30	46	15	56
Austria	96	40	50	51	83	41	4	20	98	51	26	57	88	17	60	25	9	9	40
Azerbaijan	20	64	81	70	78	25	15	48	93	76	100	54	45	27	75	100	63	20	60
Bahamas	114	37	2	68	59	61	12	4	93	76	100	48	46	1	35	25	0	10	28
Bahrain	12	70	35	69	77	72	24	38	99	76	100	50	38	80	90	100	100	9	72
Bangladesh	26	59	29	57	55	12	9	48	73	76	100	39	27	7	90	100	87	11	68
Belgium	74	44	55	51	70	34	4	12	99	54	44	58	92	8	60	50	20	11	40
Belize	121	36	1	58	59	44	12	4	81	76	100	51	40	1	35	30	0	10	28
Benin	60	46	6	61	74	12	0	20	46	76	100	38	57	15	55	70	33	10	48
Bolivia	132	34	0	72	49	4	0	4	74	76	100	51	54	1	40	25	0	9	32
Bosnia and Herzegovina	38	52	19	63	48	19	12	40	92	84	60	50	69	9	75	80	32	18	60
Botswana	103	39	0	78	65	25	4	2	85	84	100	44	63	1	45	30	0	11	36
Brazil	114	37	6	66	55	2	13	14	89	68	100	64	53	2	45	25	0	17	36
Brunei	15	69	21	69	60	53	30	46	97	92	100	46	43	13	100	100	100	10	80
Bulgaria	81	43	48	51	62	11	4	16	93	70	60	52	77	27	50	50	18	12	36
Burkina Faso	74	44	8	46	53	12	4	38	35	64	100	29	34	14	70	70	33	10	56
Cabo Verde	132	34	5	71	66	1	0	2	78	76	100	37	60	3	25	25	0	10	48
Cambodia	103	39	8	68	56	14	36	8	75	76	100	47	30	6	35	30	27	10	28
Cameroon	60	46	11	56	52	38	2	16	54	76	60	47	46	12	55	90	33	9	44
Canada	48	49	24	42	76	64	4	28	99	67	60	53	84	6	60	50	37	16	56
Chad	60	46	9	40	42	22	4	24	28	76	60	32	14	12	65	70	93	9	52
Chile																			

GMTI 2025 Results Tables

	GMTI		ACCESS (10%)			COMMUNICATION (20%)			ENVIRONMENT (30%)						SERVICES (40%)				
	2025 Rank	2024 Score	Connectivity	Visa Requirements	Transport Infrastructure	Communication Proficiency	Destination Marketing	Stakeholder Awareness	Basic Utilities	General Safety	Faith Restrictions	Sustainability	Accessibility	Visitor Arrivals	Halal Dining	Prayer Places	Airport	Heritage & Experiences	Accomoda-tion
Honduras	145	30	1	67	49	4	4	4	69	76	100	47	25	1	30	10	0	9	28
Hong Kong	23	62	20	83	98	31	85	20	100	92	100	49	97	11	65	50	80	10	52
Hungary	109	38	30	51	72	8	4	0	97	48	100	55	72	8	50	25	20	9	40
Iceland	103	39	12	51	66	69	20	2	99	92	84	61	94	4	15	10	0	9	32
India	66	45	49	50	64	15	4	20	70	38	50	49	46	57	65	50	47	62	44
Indonesia	5	76	30	66	79	44	70	80	87	84	100	50	63	24	100	100	100	35	80
Iran	9	73	73	80	53	31	4	40	85	75	100	50	68	89	100	100	100	55	80
Ireland	34	54	26	51	69	72	4	14	92	90	100	54	84	4	60	50	53	9	48
Italy	60	46	51	51	69	9	14	20	95	56	68	67	90	29	50	25	33	51	48
Jamaica	114	37	3	63	56	71	23	4	86	76	100	45	49	1	20	30	0	11	32
Japan	44	51	18	63	98	8	58	8	97	84	100	65	81	15	50	10	67	21	40
Jordan	9	73	68	74	75	94	4	40	96	84	100	46	37	66	90	100	100	31	72
Kazakhstan	25	61	60	84	61	36	4	36	95	82	80	48	50	75	80	90	60	18	48
Kenya	48	49	22	61	67	11	4	36	56	75	100	52	41	9	65	60	47	15	52
Kuwait	7	74	82	61	60	70	27	42	98	84	100	46	58	99	95	100	100	10	76
Kyrgyzstan	30	56	61	81	53	24	3	48	93	74	60	56	51	40	70	90	47	16	56
Laos	136	33	3	64	60	12	8	0	75	84	100	47	23	3	30	25	0	9	24
Latvia	89	41	24	51	58	42	8	0	96	72	66	55	76	2	45	30	27	10	40
Lebanon	20	64	30	69	41	92	8	32	91	76	100	44	26	29	80	100	93	15	68
Lesotho	127	35	0	62	65	17	0	0	65	76	100	48	44	2	45	25	0	10	36
Lithuania	96	40	20	51	71	28	8	0	96	70	100	53	74	3	50	25	9	9	40
Luxembourg	66	45	40	51	89	82	12	10	99	83	68	51	95	4	50	25	0	10	40
Macau	48	49	6	78	98	26	74	8	95	84	100	55	97	5	45	40	17	1	32
Madagascar	121	36	1	91	43	2	4	4	40	84	100	46	30	5	55	25	0	12	44
Malawi	127	35	0	60	51	1	4	12	45	76	100	49	12	6	50	50	0	9	40
Malaysia	1	79	53	91	75	71	70	72	97	92	100	49	65	55	100	100	100	11	80
Maldives	15	69	25	68	70	58	24	48	88	84	100	46	81	5	100	100	87	10	80
Mali	44	51	23	46	53	10	4	40	55	60	100	36	57	15	85	100	33	24	52
Malta	60	46	13	54	59	65	20	4	99	84	100	56	93	5	50	30	17	9	40
Mauritius	53	48	12	82	70	11	20	16	91	84	100	48	56	4	60	50	27	9	48
Mexico	132	34	9	53	60	6	4	6	87	76	100	54	39	7	40	10	0	25	32

GMTI 2025 Results Tables

	GMTI		ACCESS (10%)			COMMUNICATION (20%)			ENVIRONMENT (30%)						SERVICES (40%)				
	2025 Rank	2024 Score	Connectivity	Visa Requirements	Transport Infrastructure	Communication Proficiency	Destination Marketing	Stakeholder Awareness	Basic Utilities	General Safety	Faith Restrictions	Sustainability	Accessibility	Visitor Arrivals	Halal Dining	Prayer Places	Airport	Heritage & Experiences	Accomoda-tion
Monaco	103	39	9	53	89	34	0	0	99	76	100	50	87	4	40	25	0	0	32
Mongolia	114	37	12	63	46	1	16	4	85	84	100	51	37	3	35	50	0	10	28
Montenegro	81	43	23	63	60	1	20	16	92	84	100	54	69	8	70	25	0	9	52
Morocco	12	70	27	79	65	63	32	54	90	76	80	49	49	24	95	100	100	38	76
Mozambique	89	41	0	75	43	11	0	12	42	76	100	46	55	5	50	50	33	10	40
Namibia	114	37	1	63	74	10	8	0	69	84	100	50	37	2	45	30	0	9	36
Nepal	114	37	24	67	51	24	20	16	64	76	100	50	46	7	40	25	0	10	24
Netherlands	66	45	46	51	92	32	4	22	97	46	60	51	87	14	60	50	14	9	52
New Zealand	48	49	5	46	75	68	39	8	98	90	84	58	91	3	65	25	17	10	52
Nicaragua	136	33	0	77	56	19	4	4	65	76	100	50	51	1	35	10	0	9	28
Niger	48	49	22	41	43	2	0	40	30	76	100	28	20	12	90	100	33	4	72
Nigeria	38	52	18	43	47	61	8	46	60	72	100	40	13	23	70	90	50	9	56
North Macedonia (formerly Macedonia)	66	45	11	57	56	1	12	24	93	84	80	45	58	12	75	50	13	9	56
Norway	81	43	21	51	81	63	20	16	98	72	64	60	83	4	50	25	0	8	56
Oman	7	74	83	82	82	71	28	56	96	84	100	45	41	28	95	100	100	13	76
Pakistan	18	66	43	58	65	55	2	58	63	72	100	35	35	17	95	100	100	25	76
Panama	127	35	3	67	67	7	8	2	86	76	100	55	52	1	45	10	0	10	36
Paraguay	143	32	0	57	41	4	8	4	81	76	100	56	24	1	35	25	0	10	28
Peru	136	33	2	61	53	4	12	4	79	76	100	54	49	1	40	10	0	10	32
Philippines	36	53	17	78	60	41	62	26	77	75	100	45	28	6	60	50	70	8	48
Poland	89	41	48	51	71	19	0	0	96	66	100	55	84	7	50	25	9	12	40
Portugal	66	45	18	51	79	19	21	8	98	83	100	66	91	11	60	10	20	13	44
Puerto Rico	121	36	1	42	58	33	12	0	92	76	100	46	51	4	45	25	0	9	36
Qatar	5	76	87	72	89	70	32	40	99	84	100	42	74	45	100	100	100	13	80
Reunion	57	47	1	53	70	11	4	4	93	84	100	45	52	4	60	100	3	10	48
Romania	114	37	23	51	62	22	0	8	94	80	100	55	60	6	20	30	3	10	36
Russia	48	49	62	55	55	36	26	26	95	47	80	46	77	53	50	50	37	31	44
Rwanda	89	41	10	76	71	9	0	4	61	76	100	46	60	6	40	75	0	11	32
Saudi Arabia	2	78	91	64	80	64	44	52	97	76	100	50	58	100	100	100	100	38	80
Senegal	27	58	14	71	59	25	0	44	76	76	100	45	75	9	85	100	53	9	64

 crescent rating	Foreword	10 Editions of Impact	Trends, Opportunities and Key Takeaways	Neurodivergent Travelers	Active Senior Travelers	The RIDA Impact Score	Muslim Demographics & Travel Market Economy	GMTI 2025 Overview	GMTI 2025 Results	Muslim Women Friendly Destinations	Muslim-Friendly Accessible Destinations	GMTI 2025 Results Tables	Halal in Travel Awards	Data Sources, Methodology & Acknowledgements
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13

Halal in Travel Awards GMTI Category



Halal In Travel Awards - GMTI Category

2022		2023		2024		2025	
MALAYSIA	Top Muslim-Friendly Destination of the Year	MALAYSIA & INDONESIA	Top Muslim-Friendly Destination of the Year	MALAYSIA & INDONESIA	Top Muslim-Friendly Destination of the Year	MALAYSIA	Top Muslim-Friendly Destination of the Year
SINGAPORE	Top Muslim-Friendly Destination of the Year (Non-OIC)	SINGAPORE	Top Muslim-Friendly Destination of the Year (Non-OIC)	SAUDI ARABIA	Top Muslim-Friendly Destination of the Year	SINGAPORE	Top Muslim-Friendly Destination of the Year (Non-OIC)
UZBEKISTAN	Emerging Muslim-Friendly Destination of the Year (OIC)	MALAYSIA	Muslim Women-Friendly Destination of the Year	SINGAPORE	Top Muslim-Friendly Destination of the Year (Non-OIC)	HONG KONG	Most Promising Muslim-Friendly Destination of the Year
SPAIN	Emerging Muslim-Friendly Destination of the Year (Non-OIC)	PHILIPPINES	Emerging Muslim-Friendly Destination of the Year (Non-OIC)				
TAIWAN	Inclusive Destination of the Year (Non-OIC)	TÜRKIYE	Most Accessible Destination (by Air) of the Year				
TÜRKIYE	Most Accessible Destination (by Air) of the Year	JAPAN	Sustainable Destination of the Year				
		INDONESIA	Stakeholder Awareness Campaign of the Year				



HALAL IN TRAVEL AWARDS GMTI CATEGORY



14

Data Sources, Methodology & Acknowledgements



Technical Notes

Data Collection and Sources

The data used in the Global Muslim Travel Index (GMTI) is derived in several ways:

- Extensive research carried out by CrescentRating’s dedicated team. They collate information from multiple sources.
 - Data from CrescentRating’s CR MAPS data platform.
 - Data from CrescentRating and HalalTrip’s existing studies.
 - CrescentRating’s data extraction models are employed to derive specific insights from the collected data.
- Small number of data sets based on trusted third-party data & indices.. They include United Nations (UN), World Bank, United Nations World Tourism Organization (UNWTO), United Nations Educational, Scientific and
- Cultural Organization (UNESCO), World Economic Forum (WEF), Our World in Data, Vision of Humanity, Global Innovation Index, and IQ Air.
- Utilized expert panel opinions from destinations covered in the report to gain their perspective regarding the availability of Muslim-friendly facilities within the destination

Data Utilization and Projections

GMTI utilizes data primarily from the current year, with this report incorporating data from 2024 and early 2025. The cut-off date for data used in this report is the end of March 2024, ensuring the most up-to-date information is included.

Data from Recent Years: In some instances, certain datasets may not be available for the current year. In these cases, GMTI resorts to using data from the most recent previous years. This ensures a comprehensive overview of the travel industry, avoiding significant data gaps.

Two-Pronged Approach: To maintain the comprehensiveness and reliability of the index when specific data for a destination is unavailable, GMTI adopts a two-pronged approach:

- **Projections:** This method leverages historical data patterns from the destination to estimate current figures. By analyzing past trends, GMTI provides a calculated and informed estimate, filling in gaps where necessary.

- **Proxies:** In situations where strong similarities exist between destinations in cultural, economic, or travel patterns, GMTI uses a similar destination’s data as a proxy. This approach ensures that data reflects realistic patterns, allowing one destination to reasonably represent another.

Data Normalization Techniques

GMTI utilizes two primary normalization techniques to ensure that the data is comparable and standardized across diverse variables: Clipping Normalization and Linear Normalization.

Clipping Normalization is a technique where a maximum (and possibly minimum) value for a data set is defined, and these defined maxima and minima are assigned to any outlier data points that fall beyond these set boundaries. This method is used when dealing with data that contains extreme values or outliers that might distort the overall analysis. By ‘clipping’ these outliers to a predetermined maximum or minimum, it is ensured that they don’t disproportionately influence the results.

Linear Normalization, on the other hand, transforms all data points to fall within a predefined range. This process maintains the original distribution of the data while ensuring all values are within a comparable range. This normalization technique is particularly used when combining data of different units, scales, or magnitudes, as it brings them all to a uniform scale without losing their original relational differences.

Calculating GMTI Scores

The calculation of scores for each destination follows a three-step process that is embedded within the ACES Framework.

The Two-Tiered Approach: Each of the four main categories - Access, Communication, Environment, and Services, comprises two distinct tiers of data. This structured approach ensures that every critical aspect within each category is duly considered.

Weighted Average Calculations for Subcategories: The individual scores for each subcategory are computed based on a weighted average of the number of data sets contained within that subcategory. This process ensures that each element within the subcategory influences the final score, in proportion to its relevance and importance.

Overall GMTI Score Determination: The comprehensive score for each destination, is determined by calculating the weighted average of the four main categories. This final score offers a robust and fair representation of the destination’s Muslim-friendliness based on access, communication, environment, and services.

Strategic Navigation with the GMTI Performance Matrix (GPM)

The GMTI Performance Matrix (GPM) continues to be a pivotal analytical tool in the Global Muslim Travel Index, providing essential insights into how global destinations perform and tap into the Muslim travel market. By integrating GMTI scores with the percentage of Muslim visitor arrivals, the GPM offers a detailed overview of a destination's effectiveness in catering to and attracting Muslim travelers.

Matrix Configuration

The GPM organizes destinations into four distinct quadrants, each named to reflect the specific characteristics of the destinations within them:

- **Quadrant I - Trailblazers:** High GMTI Score / High Muslim Visitor Percentage
- **Quadrant II - Emerging Destinations:** High GMTI Score / Low Muslim Visitor Percentage
- **Quadrant III - Potential Leaders:** Low GMTI Score / Low Muslim Visitor Percentage
- **Quadrant IV - Untapped Potential:** Low GMTI Score / High Muslim Visitor Percentage

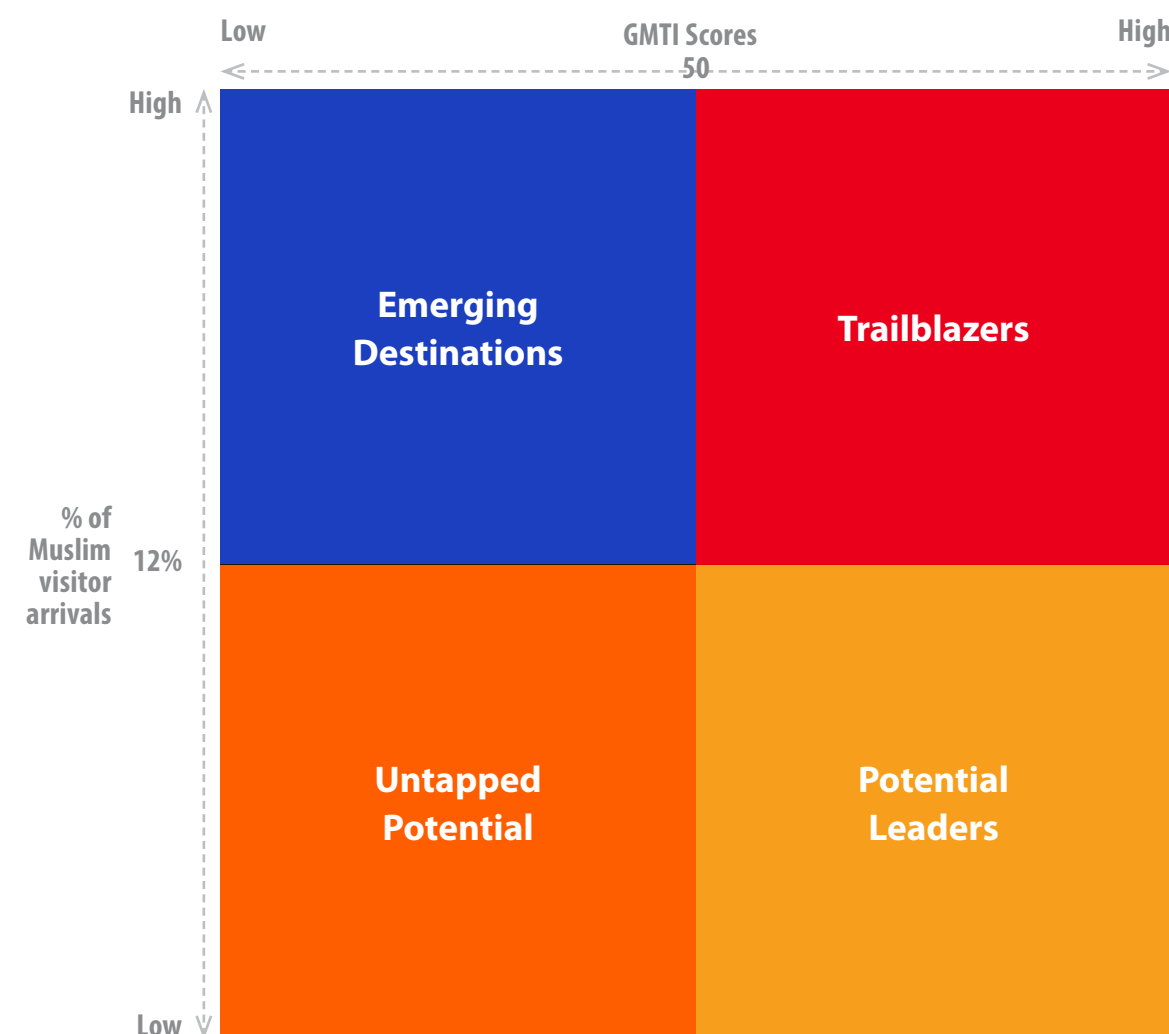
These categories enable destinations to clearly understand their current standing in the Muslim travel market and identify strategic areas for growth and improvement.

Strategic Application

The GPM serves as a roadmap for destinations to refine their offerings and marketing strategies to better connect with Muslim travelers:

- **Enhancing Services and Infrastructure:** For destinations like those in Quadrant II (Emerging Destinations) and Quadrant IV (Untapped Potential), there is a clear incentive to elevate service quality and infrastructure to better meet the needs of Muslim travelers and move towards Quadrant I (Trailblazers).
- **Focused Marketing and Outreach:** Destinations in Quadrant III (Potential Leaders) and Quadrant IV (Untapped Potential) can benefit from targeted marketing campaigns designed to increase their visibility among Muslim travelers and potentially shift their position to a higher quadrant.

The midpoint for GMTI scores is set at 50, establishing an industry benchmark, while the midpoint for Muslim visitor arrivals has been set to 12%.



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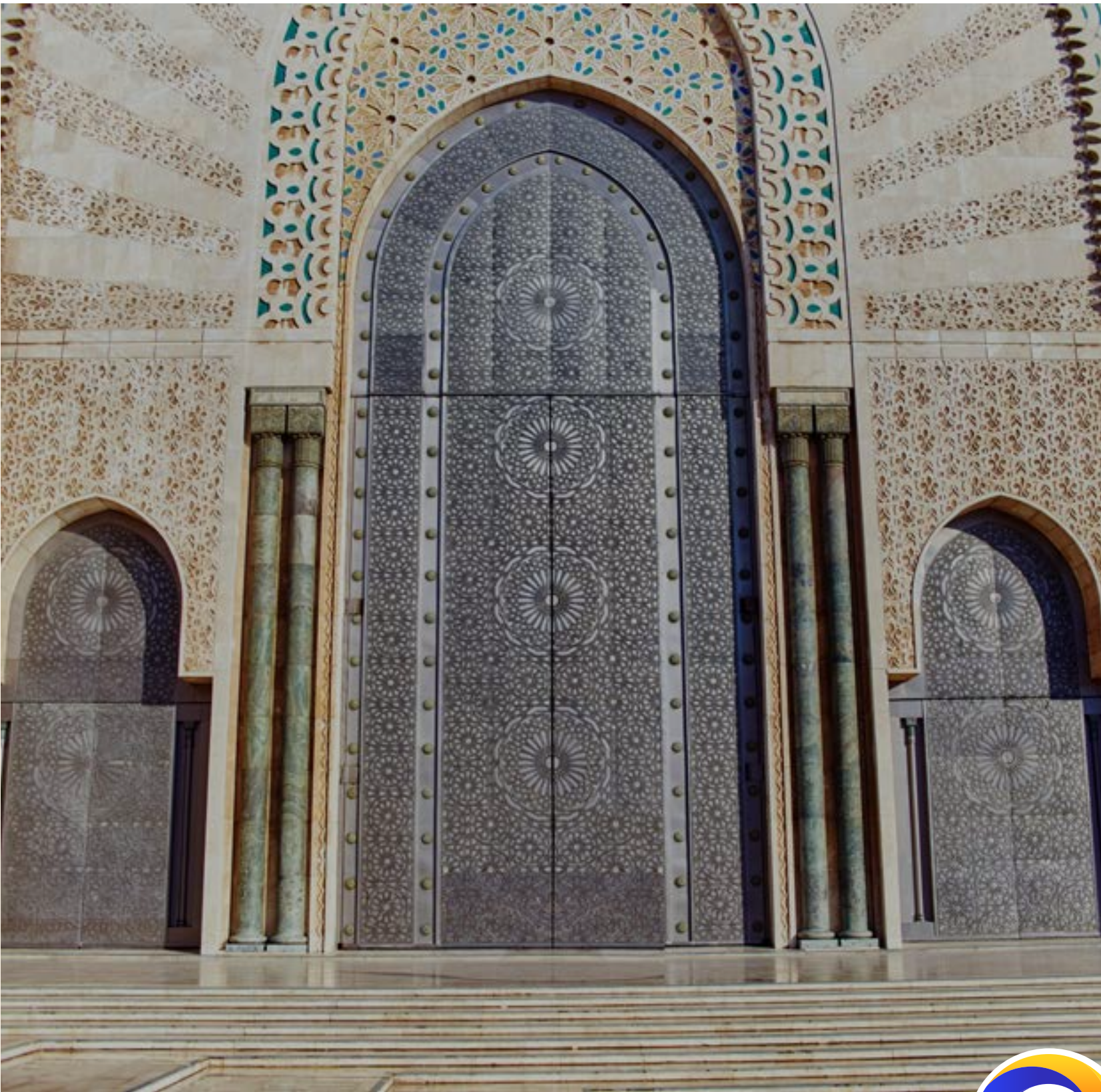
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CrescentRating is the world’s leading authority on Halal-friendly travel. The company’s vision is to lead, innovate and drive this segment through practical and deliverable solutions in what is regarded today as one of the fastest growing segments in the tourism sector.

The company uses insight, industry intelligence, lifestyle, behavior and research on the needs of the Muslim traveler to deliver authoritative guidance on all aspects of Halal-friendly travel to organizations across the globe.

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HalalTrip’s vision is to be the trusted global online platform, catering for Muslim travelers to make inspired and educated travel choices. It is the most comprehensive and innovative platform with its next generation mobile app.

It aims to make destination discovery and trip planning fun and more intuitive for those looking for a Halal-friendly travel experience.

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May 2026



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May 2026

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HalalTrip Travelers Choice Awards

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Inspirer

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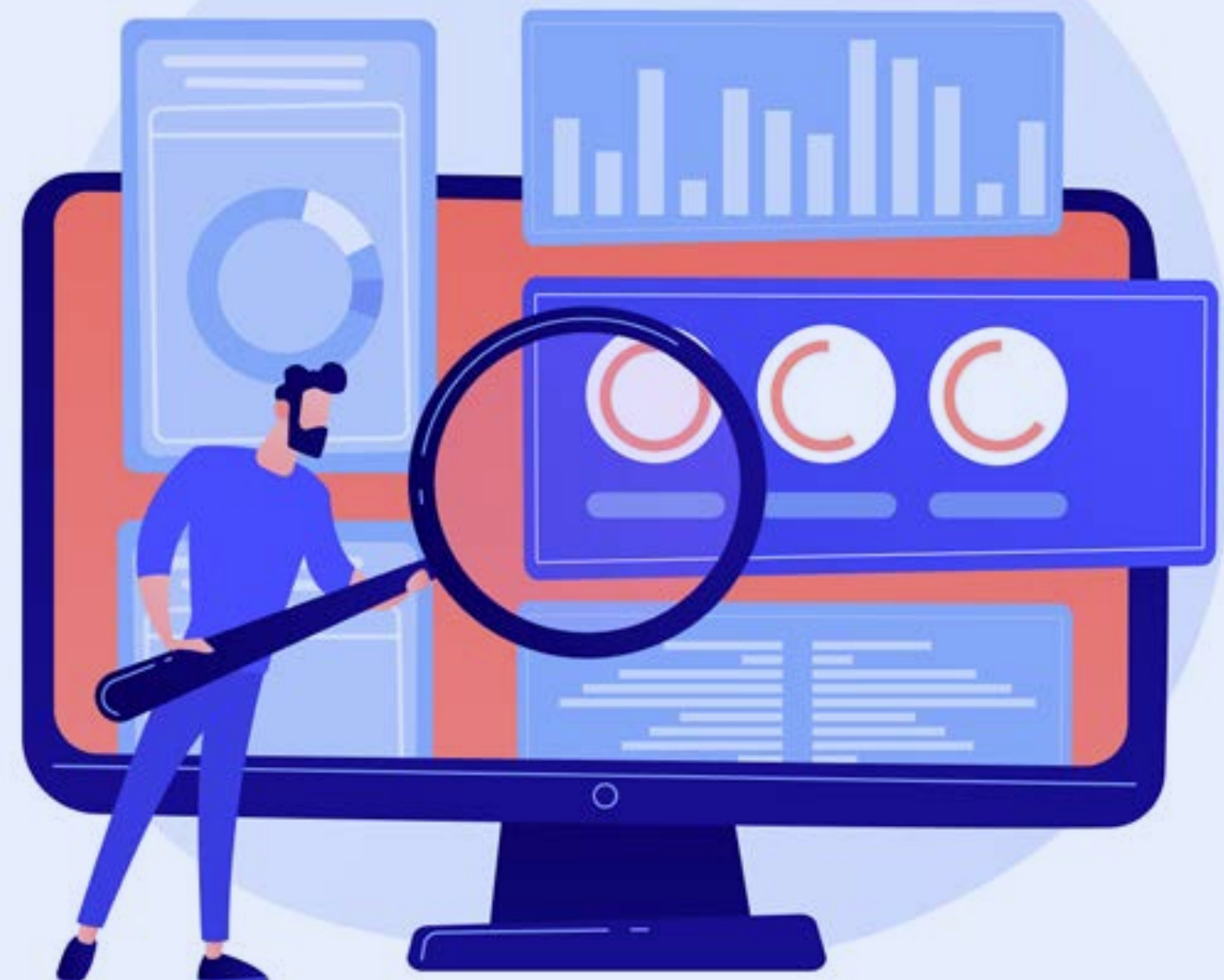
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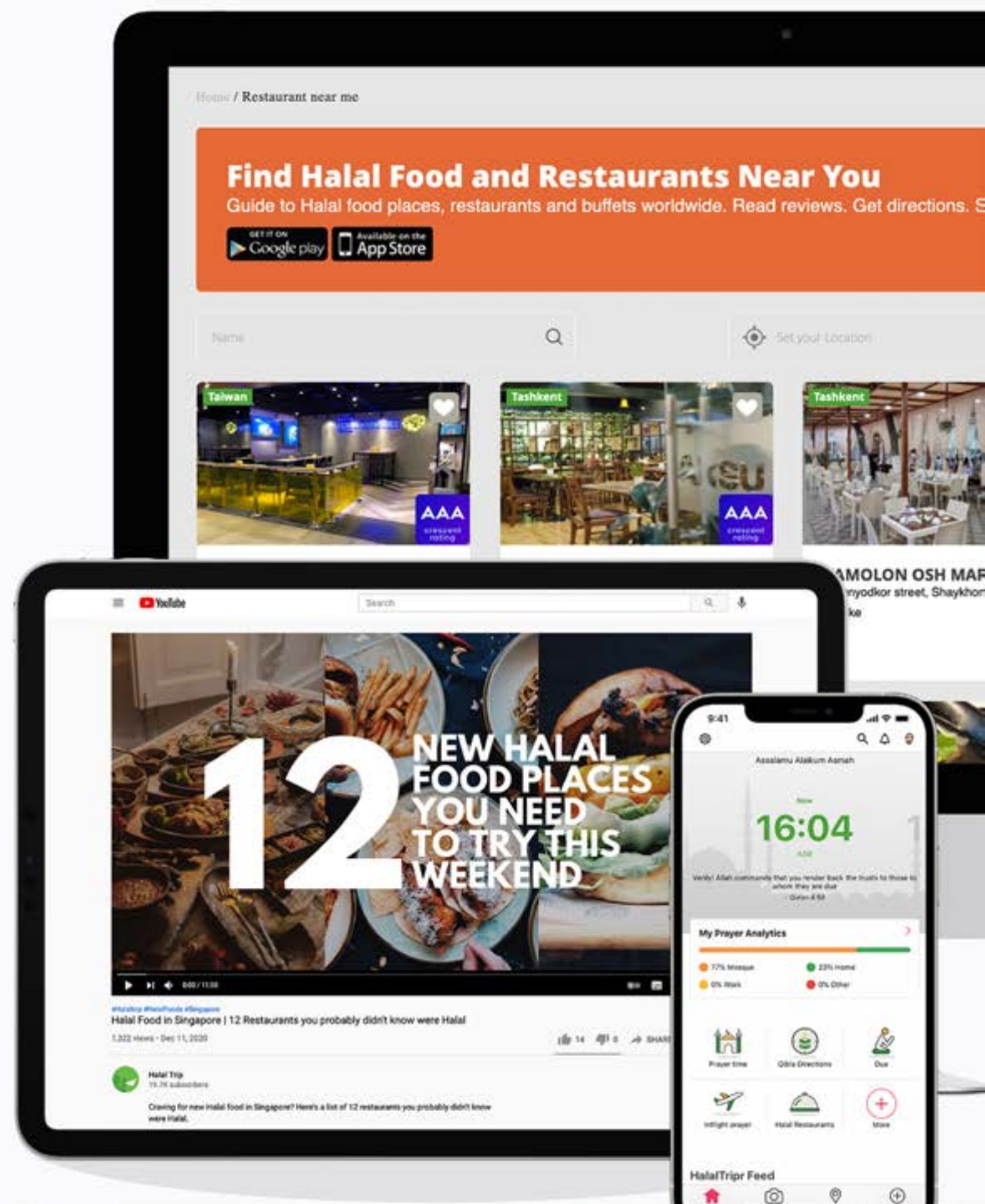


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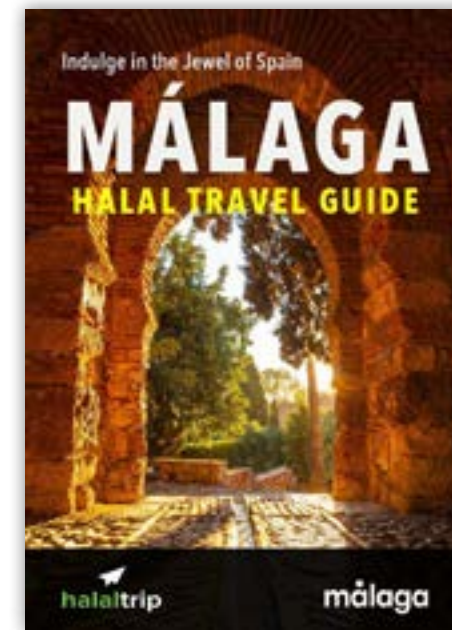
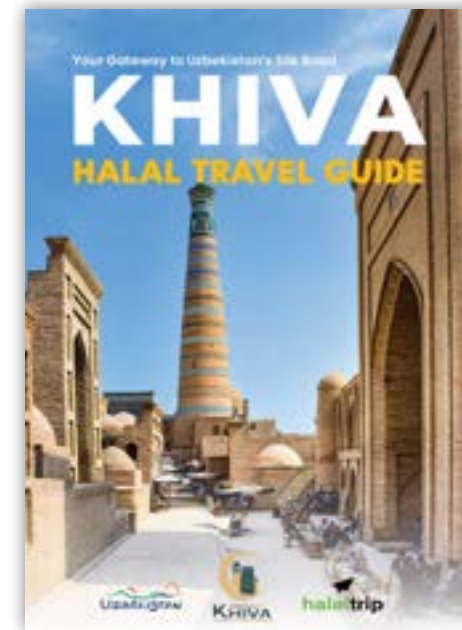
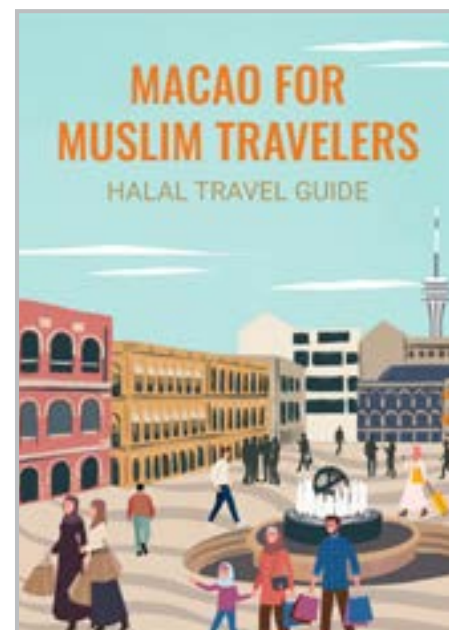




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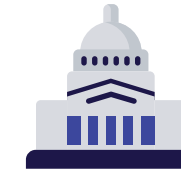
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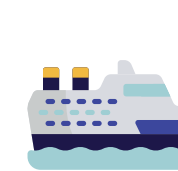
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Convention Venues



Attractions



Shopping Malls



Hospitals

Talk with our Experts...

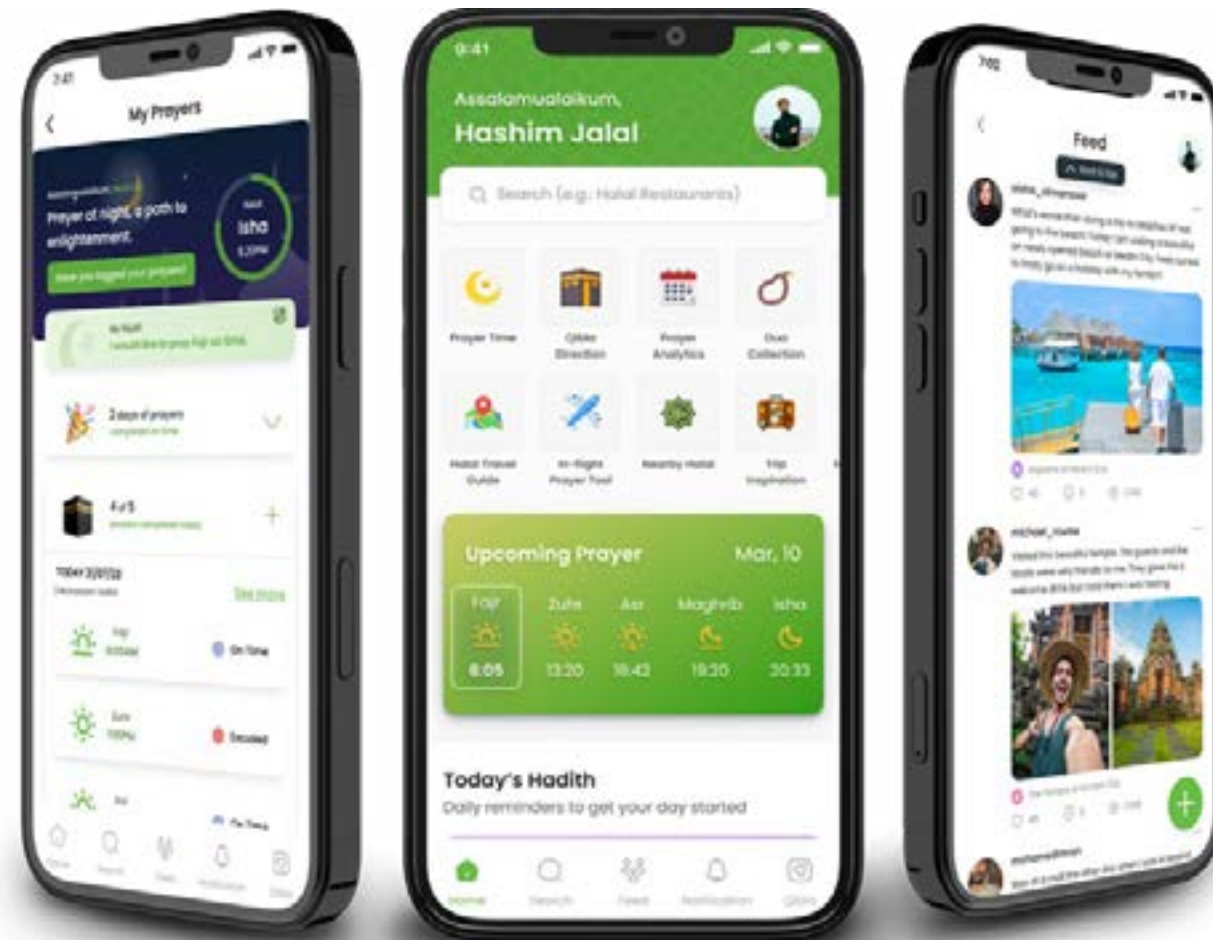


Find out how you can better connect with Muslim travelers.



Get inspired • Go • Inspire others

Every Muslim's Lifestyle App



**Available in multiple languages*



HALALTRIP INSPIRATION JOURNEY MAP

Muslim travelers are able to use the HalaTrip application to plan for all phases of their travel journey. Trip planning begins by getting inspired of the latest buzz and activities the destination has to offer. Upon immersing themselves in the destination, travelers can then share their stories online and inspire others.



Travel Videos

Travel inspiration from the comfort of your home.

Get featured when you share yours with us!



HalalTrip.com

We do the research for you.
Best Muslim-friendly places to eat, pray and explore.



City Guides

These offline guides will save you when Wi-fi won't!



Travel Etiquettes and Dua

Begin your trip with Bismillah.
Supplications for all your travel needs.



Inflight Prayer Calculator

Math can be tough but not when we do the calculations for you.



Search Nearby

The food on your flight might be *plane* but our nearby locator will get you to the nearest Halal eatery in a jiffy.



HalalTrip Feed

Share your travels and be a part of the HalalTrip family.



Prayer Analytics

Your physical health is important but so is your spiritual well-being.
Track them from day to day.

feels like home



HOMES & HOTELS

Muslim-friendly accommodation options

travel with a peace of mind



VACATIONS

Choose from a wide range of Crescent Rated tour packages

spend less save more



ACTIVITIES & EXPERIENCES

Exclusive discounts to popular attractions.

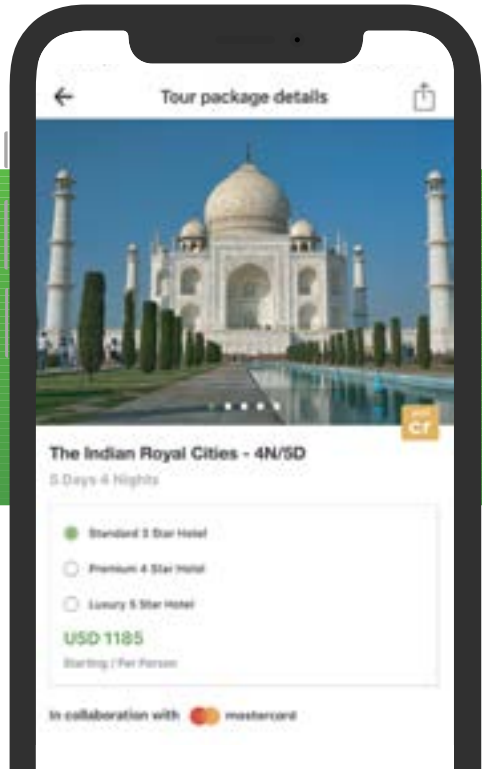




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