



C R E S C E N T
R A T I N G

Global Muslim Travel Index (GMTI)

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UK comes third in the MasterCard-CrescentRating Global Muslim Travel Index 2015

- UK came third in the list for non-OIC destinations behind Singapore and Thailand.
- In 2014, the UK welcomed 1.3 million Muslim visitors and was the second highest ranked European country in the overall Index behind Turkey.
- Malaysia topped the list for OIC countries which also included Turkey, UAE, Saudi Arabia and Qatar.
- UK came 25th in the overall GMTI beating many OIC destinations.
- Globally there were 108 million Muslim travellers spending £94 billion in 2014. This is expected to grow to 150 million travellers in 2020 spending £130 billion
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UK- March 4th, 2015

The UK has today been named as the third among the non-OIC destinations in the Global Muslim Travel Index, the most comprehensive research that has been released on the sector.

The “MasterCard-CrescentRating Global Muslim Travel Index (GMTI) 2015” saw UK come third on the list, following Thailand and Singapore who took the top spot for the non-Organisation of Islamic Cooperation (OIC) destinations. The UK also came 25th in the overall GMTI and was the second highest-ranked European country behind Turkey.

Malaysia came first for the OIC destinations, which also saw Turkey, UAE, Saudi Arabia and Qatar make the top five.

The GMTI looks at in-depth data covering 100 destinations, creating an overall index, based on a number of criteria. This is the first time such

thorough insights have been provided into one of the fastest-growing tourism sectors in the world today.

It will provide travellers, Governments, travel services and investors comprehensive benchmarks across a number of important criteria enabling them to track the health and growth of this travel segment.

The study also revealed that in 2014, this segment was worth £94 billion with 108 million Muslim travellers representing 10% of the entire travel economy. The UK saw 1.3 million Muslim visitors in that period which accounts for 4% of the total arrivals to the destination.

The Muslim travel market is forecasted to grow to 150 million visitors by 2020 and 11% of the entire segment with a value projected to grow to £130 billion.

“The MasterCard-CrescentRating Global Muslim Travel Index has today set a real precedent for the tourism industry,” said Fazal Bahardeen, CEO of CrescentRating & HalalTrip.

“Not only is it the most in-depth research that we have undertaken so far on the fast-growing Muslim travel market, but has provided all stakeholders with some invaluable insight into how the halal-friendly tourism sector is growing and developing from a global perspective.”

“We are pleased to partner with CrescentRating to develop the Global Muslim Travel Index as we see it as an extension of our efforts in giving consumers ease of mind when travelling through our seamless payment solutions. Travel continues to be a core passion for consumers and we are confident the GMTI will prove to be a trusted resource for this important, fast-growing traveller segment,” said Matthew Driver, President, Southeast Asia, MasterCard.

All 100 destinations in the GMTI were scored against a backdrop of criteria which included suitability as a family holiday destination, the level of services and facilities it provides, accommodation options, marketing initiatives as well as visitor arrivals. Each criterion was then weighted to make up the overall index score.

Among the non-OIC destinations Singapore scored the highest Index score of 65.1 followed by Thailand at 59.2 with the UK scoring 55.

GMTI40, which will be updated quarterly around the year, will track the average score of the top 20 OIC and non-OIC destinations and will form the key index to monitor the performance of the Muslim travel segment.

The overall average score for 40 destinations (GMTI40) currently stands at 56 while the overall average GMTI score for the complete 100 destinations is at 43.8. From a regional perspective, Asia Pacific destinations lead with an average GMTI score of 54.

The Top 10 non-OIC destinations of GMTI 2015

RANK	OVERALL GMTI 2015 RANK	DESTINATION	SCORE
1	9	Singapore	65.1
2	20	Thailand	59.2
3	25	United Kingdom	55.0
4	30	South Africa	51.1
5	31	France	48.2
6	32	Belgium	47.5
7	33	Hong Kong	47.5
8	34	USA	47.3
9	35	Spain	46.5
10	36	Taiwan	46.2

The Top 10 destinations of GMTI 2015

OVERALL GMTI 2015 RANK	DESTINATION	SCORE
1	Malaysia	83.8
2	Turkey	73.8
3	United Arab Emirates	72.1
4	Saudi Arabia	71.3
5	Qatar	68.2
6	Indonesia	67.5
7	Oman	66.7
8	Jordan	66.4
9	Singapore	65.1
10	Morocco	64.4

The full report is available here:

<http://gmti.crescentrating.com/mastercard-crescentrating-global-muslim-travel-index-2015-gmti2015.html>

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For further information and interview requests, please contact:

PR enquiries:

Anas Kasak
CrescentRating

Tel: +44 7971 735090

Email: anas@crestrating.com

Hazel Hoo,

Weber Shandwick,

Tel: +603 6209 5209

Email: hhoo@webershandwick.com

Editor's Notes

About Cresstrating Pte Ltd

Cresstrating 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 segment in the tourism sector. The company uses insight, industry intelligence, lifestyle, behaviour and research on the needs of the Muslim traveller to deliver guidance on all aspects of halal-friendly travel to organisations across the globe.

Cresstrating's services now include rating & accreditation, research & consultancy, workshops & training, ranking & indices, event support/partnerships and content provisioning.

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About MasterCard

MasterCard (NYSE: MA), www.mastercard.com, is a technology company in the global payments industry. We operate the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 destinations and territories. MasterCard's products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter [@MasterCardAP](https://twitter.com/MasterCardAP) and [@MasterCardNews](https://twitter.com/MasterCardNews), join the discussion

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