



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

## Global Muslim Travel Index (GMTI)

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### USA comes eighth in the MasterCard-CrescentRating Global Muslim Travel Index 2015

- USA came eighth in the list for non-OIC destinations behind Singapore, Thailand, UK, South Africa, France, Belgium and Hong Kong
- In 2014, USA welcomed 2.6 million Muslim visitors.
- Malaysia topped the list for OIC countries which also included Turkey, UAE, Saudi Arabia and Qatar.
- USA came 34<sup>th</sup> in the overall GMTI.
- Globally there were 108 million Muslim travellers spending \$145 billion in 2014. This is expected to grow to 150 million travellers in 2020 spending \$200 billion.
- To tweet this news, copy and paste <http://bit.ly/1wRsWII> to your Twitter feed with the hashtags #GMTI2015

#### USA- March 4<sup>th</sup>, 2015

USA has today been named as the eighth 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 USA come eighth on the list, behind Hong Kong, Belgium, France, South Africa, UK, Thailand and Singapore who took the top spot for the non-Organisation of Islamic Cooperation (OIC) destinations. Hong Kong also came 34<sup>th</sup> in the overall GMTI beating many OIC destinations.

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 \$145 billion with 108 million Muslim travellers representing 10% of the entire travel economy. USA saw 2.6 million Muslim visitors in that period which accounts for 3.7% 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 \$200 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 USA scoring 47.3.

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**

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

## **The Top 10 destinations of GMTI 2015**

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

The full report is available here:

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

**ENDS**

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## **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.

**Website:** <http://www.cresstrating.com>

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### **About MasterCard**

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