



## New York features in a list of world's top shopping cities in the Muslim Travel Shopping Index 2015

- Muslim tourists spent a total of \$62 billion in shopping and dining.
- Dubai came number one followed by Kuala Lumpur in the overall MTSI2015 with Singapore in third place.
- New York came 32nd in the overall MTSI but fifth from the non-OIC countries.
- To tweet this news, copy and paste <http://news.mstr.cd/1h2ZE80>, to your Twitter feed with the hashtags #MTSI2015

### September 29th, 2015

New York has today been named as one of the most popular shopping destinations for Muslim tourists across the world in a report which provides detailed insights into their spending behaviour while travelling.

The [MasterCard-CrescentRating](#) Muslim Shopping Travel Index 2015 (MTSI 2015) has revealed Muslim travellers spent a total of \$62 billion globally in shopping and dining.

New York took 19th place on the overall list of 40 cities in the MTSI 2015 but came fifth from the non-OIC destinations. It was the only city from the US to feature in the report.

The research showed that shopping expenditure by Muslims in 2014 amounted to \$36 billion, while dining expenditure amounted to \$26 billion

The MTSI 2015 looks at in-depth data covering Muslim travel shopping from 40 international cities creating an overall index, based on a number of criteria. It is the first time detailed insights have been provided on the consumer spending behaviour of Muslim travellers.

The MTSI 2015 is the latest research collaboration between MasterCard and CrescentRating on this sector following the launch of the Global Muslim Travel Index (GMTI) 2015 earlier this year.

“The MasterCard-CrescentRating Muslim Travel Shopping Index is a fascinating insight into the shopping habits of Muslim consumers and will prove to be an invaluable tool to the entire sector,” said Fazal Bahardeen, CEO of CrescentRating & HalalTrip.

“The research looks at two of the most important expenditure components of Muslim travellers which are shopping and dining. The Index reveals how important USA is to the sector and the vital contribution they are making including cities like New York.

“The MTSI 2015 is a perfect complement to the GMTI2015 which we launched earlier this year and allows us to provide a complete picture of how Muslims spend their money when travelling.”

“The MTSI 2015 provides a deeper look at two key components of the traveler consumer experience – shopping and dining. We see this as an important resource not only for us to better understand this significant and fast-growing traveler segment, but also a source of data that will inform and support the efforts of our partners in the travel industry,” said Matthew Driver, Group Executive, Global Products and Solutions, Asia Pacific, MasterCard.

The 40 international cities covered in the MTSI 2015 were scored against a comprehensive set of metrics which included suitability as a shopping destination, Muslim friendly services and facilities and ease of travel. Each criterion was then weighted to make up the overall index score.

Dubai topped the ranking for overall Muslim Travel Shopping with a score of 79.5 followed by Kuala Lumpur with a score of 73.3. Singapore scored 71.6 on the Index making it the number one ranked city from the non-OIC countries and third in the overall list.

New York came 19th on the overall list with an Index of 49.9 and fifth from the non-OIC destinations. A significant highlight of the MTSI 2015 was the high number of non-OIC countries featuring in the top 40 list.

Singapore secured a rank among the top five overall destinations for Muslim traveller shopping while London also scored very highly. This further revealed the potential for non-OIC destinations, with 25 on the list, to attract Muslim travellers by proactively catering to this segment.

MTSI 2015 will be updated on an annual basis and will feature more cities in future releases.

Earlier this year, the GMTI 2015 showed that in 2014, the Muslim travel segment was worth \$145 billion with 108 million Muslim travellers representing 10% of the entire travel economy.

This is forecasted to grow to 150 million visitors by 2020 and 11% of the market segment with a market value projected to grow to \$200 billion.

**The top 10 OIC destinations in the MTSI 2015 are:**

Rank	MTSI Rank	City	Country	Score
1	1	Dubai	United Arab Emirates	79.5
2	2	Kuala Lumpur	Malaysia	73.3
3	5	Istanbul	Turkey	64.2
4	6	Antalya	Turkey	61.2
5	7	Manama	Bahrain	59.6
6	8	Doha	Qatar	59.5
7	9	Riyadh	Saudi Arabia	59.3
8	10	Bali	Indonesia	58.2
9	11	Penang	Malaysia	56.9
10	12	Sharjah	United Arab Emirates	55.3

**The top 10 non-OIC destinations in the MTSI 2015 are:**

Rank	MTSI Rank	City	Country	Score
1	3	Singapore	Singapore	71.6
2	4	London	United Kingdom	64.7
3	13	Paris	France	52.7
4	14	Bangkok	Thailand	51.1
5	15	New York	United States	49.9
6	16	Barcelona	Spain	46.6
7	17	Seoul	South Korea	43.5
8	18	Phuket	Thailand	41.8
9	19	Cape Town	South Africa	39.4
10	20	Hong Kong	Hong Kong	39.0

The full report is available here <http://mtsi.crescentrating.com/>.

**ENDS**

**For further information and interview requests, please contact:**

**PR enquiries:**

Anas Kasak  
CrescentRating  
Tel: +44 7971 735090  
Email: [anas@crescentrating.com](mailto:anas@crescentrating.com)

Yong Shi Yun  
Weber Shandwick,  
Tel: +65 6825 8084  
Email: [syong@webershandwick.com](mailto:syong@webershandwick.com)

## **Editor's Notes**

### **About Crescentrating Pte Ltd**

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 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.

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

**Website:** <http://www.crescentrating.com>  
**Twitter:** <http://twitter.com/crescentrating>  
**LinkedIn:** <https://www.linkedin.com/company/crescentrating>

### **About MasterCard**

**MasterCard** (NYSE: MA), [www.mastercard.com](http://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 countries 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](#) and [@MasterCardNews](#), join the discussion on the [Beyond the Transaction Blog](#) and [subscribe](#) for the latest news on the [Engagement Bureau](#).