

PRESS RELEASE

November 14, 2018

ITB Berlin and IPK International forecast high growth of halal tourism

International trips by Muslims have experienced high growth rates over the last decade – City breaks and shopping are especially popular – Holiday offers must conform to religion

Berlin, 14 November 2018 - Muslims are the world's fastest-growing religious group and by 2030 ([Source](#)) will make up an estimated 25 per cent of the world's population. Furthermore, in some Muslim-dominated markets there is a thriving middle class with growing buying power and a new consumer behavior. One effect has been an increase of international trips undertaken by Muslims. To analyse their travel behavior more detailed ITB Berlin commissioned IPK International to conduct a special evaluation of the World Travel Monitor®. In some aspects, Muslim travel behavior differs significantly from other groups. City breaks are more popular than Sun & Beach holidays for instance, and shopping is more important than visiting museums. Increasingly, customers also want to be able to observe their religious customs. A touristic offer that caters to Muslims' needs represents both a challenge and an opportunity for the travel industry.

Specific aspects of halal travel

According to Fazal Bahardeen, managing director of CrescentRating, the world's leading expert on halal travel, the difference lies in specific shared values among Muslims that are much stronger than among other communities, regardless of their nationality. Whereas many associate halal merely with the way food is prepared, it actually refers to everything that conforms to traditional Islamic law. For the travel industry that means fulfilling certain faith-based needs of Muslim travelers. This includes preparing food according to halal rules, adapting meal times during Ramadan, offering prayer facilities in hotels, providing separate swimming pools for men and women and offering entertainment that caters towards Muslims.

High growth of Muslims traveling abroad

Currently, the most interesting source markets regarding the demand of international halal travel are Indonesia, India, Turkey, Malaysia and the Arab countries. According to IPK's World Travel Monitor, source markets with a predominantly Islamic population showed growth rates that were 40% higher in the past 5 years compared to the rest of the world. Strong growth is also predicted for the years ahead. Thus halal travel offers huge growth potential for destinations around the world.

City breaks top the list

Worldwide City breaks and Sun & Beach holidays are the most popular holiday types. However, the picture looks different for international Islamic travel. Here, City breaks top the list with a market share of over one-third. Second-placed are Tour holidays, which is then followed by Sun & Beach holidays with only around half the market share compared to the total market.

In general, for Muslims international holidays are less important than for other international travelers. By contrast, business trips, visiting friends and relatives and other leisure trips account for a bigger share of the market. Religious trips and pilgrimages in particular play a much greater role and make up ten per cent of foreign trips – which is ten times higher compared to the rest of the world with only one per cent market share.



Official Partner Country ITB Berlin 2019



Press contacts:

Messe Berlin GmbH

Emanuel Höger
Spokesman
Senior Vice President
Corporate Communication
Messe Berlin Group
Messedamm 22
14055 Berlin
www.messe-berlin.com
Twitter: @MesseBerlin

ITB Berlin / ITB Asia / ITB China:

Julia Sonnemann
PR Manager
Messedamm 22
14055 Berlin
T: +49 30 3038-2269
Sonnemann@messe-berlin.de
www.messe-berlin.com

IPK International:

Julia Howacker
Senior Research Manager
Gottfried-Keller-Str. 20
81245 München
Tel.: +49 89 8292370
howacker@ipkinternational.com
www.ipkinternational.com

Additional information:

www.itb-berlin.com
www.itb-convention.com

Management board:

Dr. Christian Göke (CEO),
Dirk Hoffmann (CFO)

More shopping, less sightseeing

Apart from preferring other types of holidays, Muslims also tend to pursue different activities when traveling. Whenever they visit cities shopping is on top of the list. In contrast, sightseeing – the number one attraction for other travelers –visiting museums, or good food, is less important for this segment. Also Tour holidays are shaped differently with less focus on sightseeing or museum visits and more focus on nature and shopping instead.

Germany is the most popular destination in Europe

For Muslims traveling abroad the United Arab Emirates is the most popular destination worldwide. Germany comes second, followed by Saudi Arabia, Malaysia and Singapore, which makes it the by far most popular destination in Europe. Looking at each continent, over 60 per cent of trips abroad by Muslims go to Asia (including the Middle East) and around one-third to Europe. By comparison, trips to Africa, North and South America only have a very small share of the market.

Young and highly educated

Measured against all other international travelers worldwide the percentage of female travelers from Islamic countries is below average. However, in recent years their numbers have increased steadily. Muslim travelers are much younger than average, with 75 per cent aged between 25 and 44. In terms of education, there is a larger share of those with high education levels.

Additional information on specific topics regarding World Travel Monitor® data from IPK International will be published soon by ITB Berlin. Conclusive travel trend findings for 2018 will also be presented by the end of the year.

Rolf Freitag, CEO of IPK International, will present the findings of the World Travel Monitor® for 2018 at the ITB Future Day during the ITB Berlin Convention as well as forecasts for 2019. The World Travel Monitor® is based on the results of representative interviews with more than 500,000 people in over 60 global travel markets. It has been published for more than 20 years and is recognised as the most widescale continuous survey examining global travel trends.

About ITB Berlin and the ITB Berlin Convention

ITB Berlin 2019 will be taking place from Wednesday, 6 to Sunday, 10 March, and from Wednesday to Friday will be open to trade visitors only. ITB Berlin is the World's Leading Travel Trade Show. In 2018 a total of 10,000 companies and organisations from 186 countries exhibited their products and services to around 170,000 visitors, including 110.000 trade visitors. Parallel with the show the ITB Berlin Convention, the largest event of its kind, will be held from Wednesday, 6 to Saturday, 9 March 2019. Admission to the ITB Berlin Convention is free for trade visitors and exhibitors. For more information please visit www.itb-berlin.com, www.itb-convention.com and the [ITB Social Media Newsroom](#).

Join the **ITB Press Network** at www.linkedin.com.

Become a **fan of ITB Berlin** at www.facebook.com/ITBBerlin.

Follow ITB Berlin on www.twitter.com/ITB_Berlin.

Get the latest updates from the **Social Media Newsroom** at newsroom.itb-berlin.de/en.

You can find **press releases on the internet** at www.itb-berlin.com under the section heading Press / Press Releases. Make use of our information service and subscribe to our **RSS feeds**.

Chairman of the Supervisory Board: Wolf-Dieter Wolf
Commercial Register: Amtsgericht Charlottenburg (District Court)
HRB 5484 B
(Commercial Code)