

SKIING AND CRUISES: HALAL TOURISM IS ENTERING THE ERA OF LUXURY



Halal tourism is growing rapidly. However, some Muslim tourists are now abandoning popular destinations in favor of more luxurious stays.

The Muslim travel market continues to "grow rapidly and evolve in a changing market", explains the Global Muslim Travel Index report. **Halal tourism market is expected to reach \$220 billion by 2020, and \$300 billion by 2026.**

In 2017, there were just over 130 million Muslim tourists in the world. A number that could reach 156 million by 2020. This represents 10% of the world travel market. Moreover, halal tourism is changing with the times: Arabian Business explains that a "Muslim jet-set" is emerging, bringing with it new consumer habits.

While several countries such as the Gulf region, of course, but also Morocco, Spain and Turkey are already destinations favored by Muslims, particularly for their respect for Islam, other markets are opening up for them: Ufuk Seqcin, marketing director of the online travel site HalalBooking, said that Muslim "jetsetters" from around the world have developed a taste for luxury halal holidays, with skiing and cruises in mind.

"The average Muslim traveler is becoming more and more demanding and adventurous. We have seen a growing demand for halal ski resorts... In Turkey, Bosnia and Switzerland," says the marketing director.

In addition to winter sports, halal tourism offer includes luxurious cruises as well.

"Many of our customers ask for them. At the moment, we are working with cruise ships in Turkey that travel the islands. On board the ships, there is no alcohol, all the food is halal, the pools are separated and there is family entertainment as well," says Ufuk Seqcin, who believes that halal tourism is still in its "infancy at the moment.

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