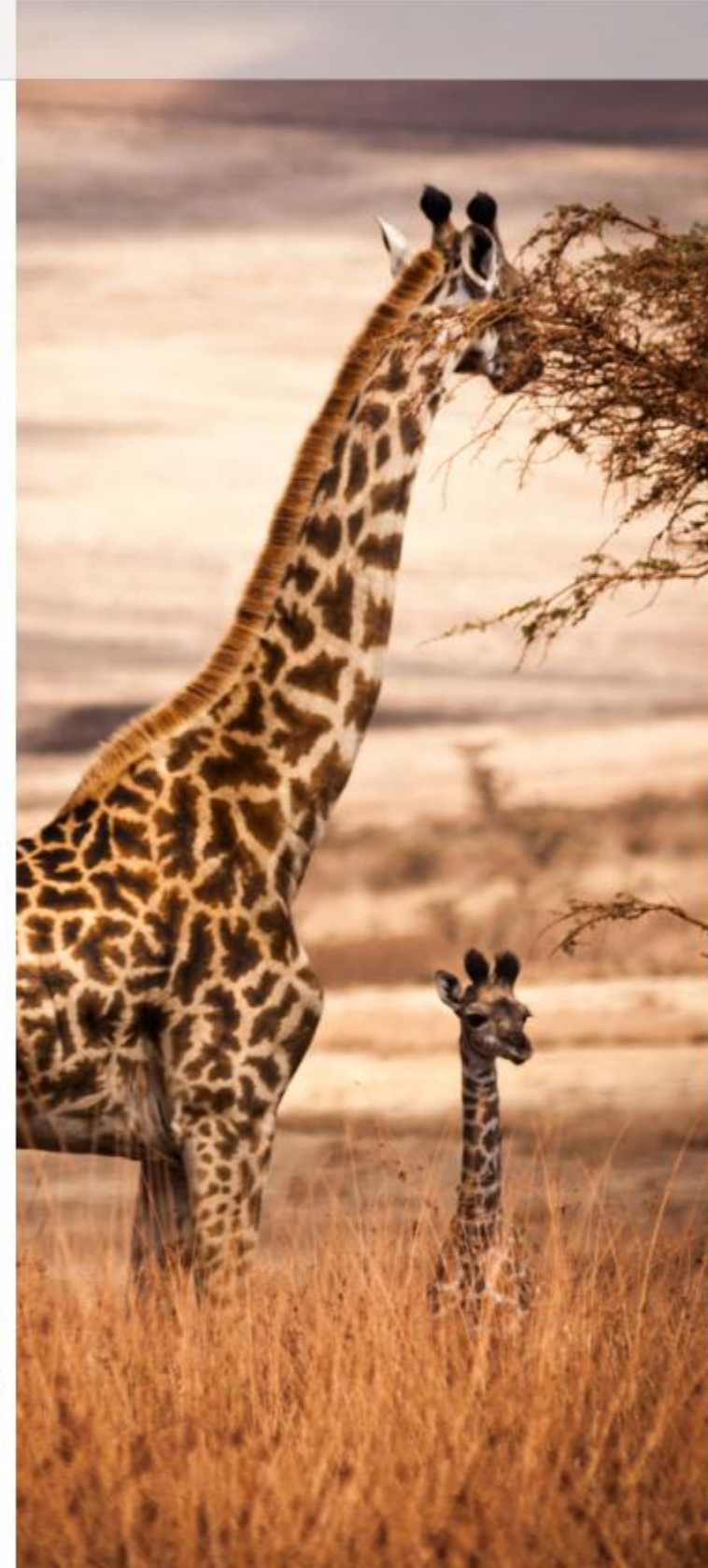
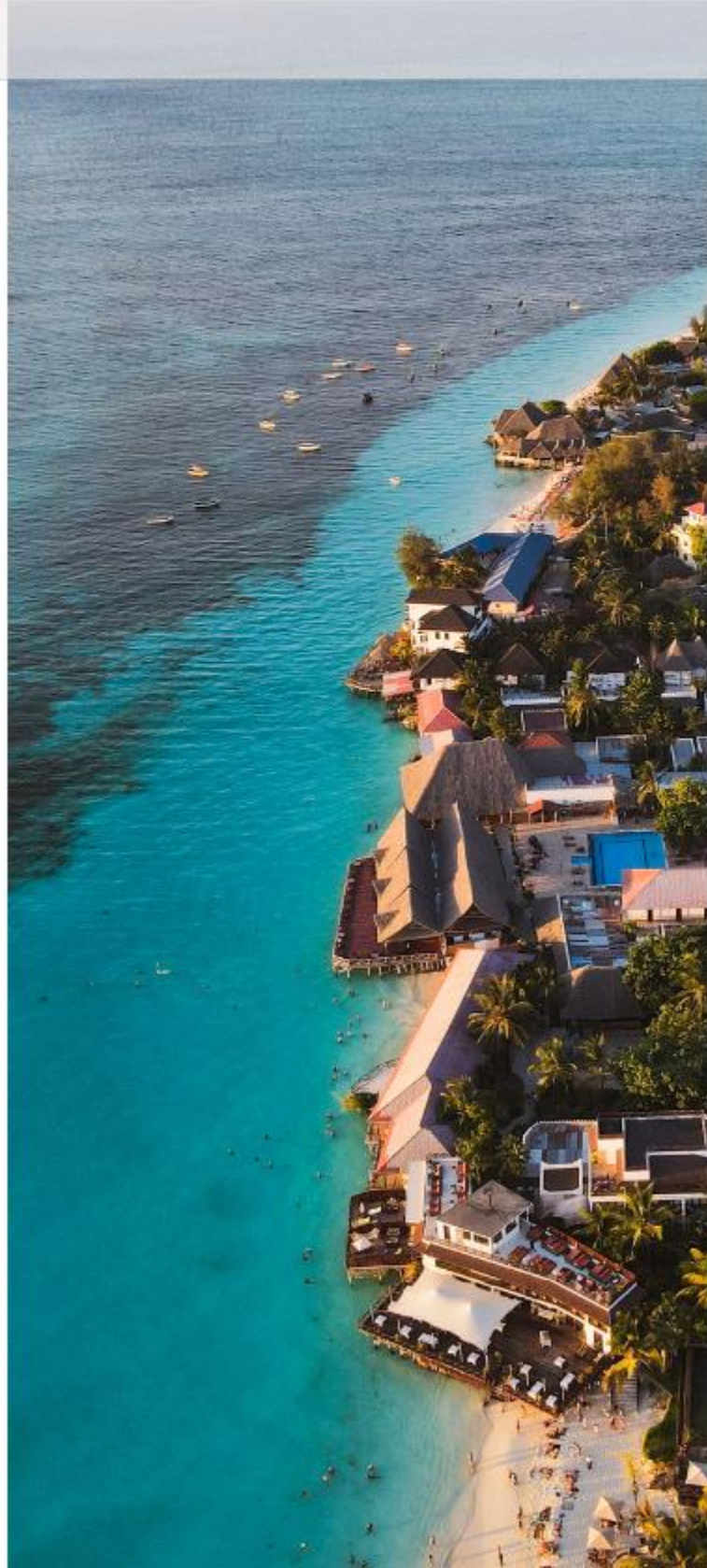


Unlocking Africa's Next Tourism Frontier: The Rise of Halal Tourism



Date: 21st May 2025

Presented by: Hafsa Gaher

Founder & CEO
Halal Travel Network



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Who Are We?

2

Industry Experts

We provide personalised advice, business assessments, and practical strategies to help you effectively attract Muslim travellers and enhance your market positioning

4

HTN Marketplace

A dedicated B2B marketplace connecting your Halal-friendly travel products directly with international buyers such as travel agents, travel advisors, corporate travel managers, and group travel organisers

1

A Halal Travel Hub

We help your business grow, connect to valuable partnerships, and access global buyers in the rapidly growing Halal tourism market through our marketplace, trade events, and strategic industry connections.

3

Training & Guidance Providers

We offer practical training courses through our HTN Academy, equipping your team with the skills needed to deliver high-quality, Muslim-friendly travel experiences and services.

5

Representation Services

Personalised, strategic representation to significantly enhance your brand visibility and market reach. We represent your products at global trade shows, build relationships with travel agents, arrange familiarisation trips, organise international roadshows, and deliver detailed market reports.

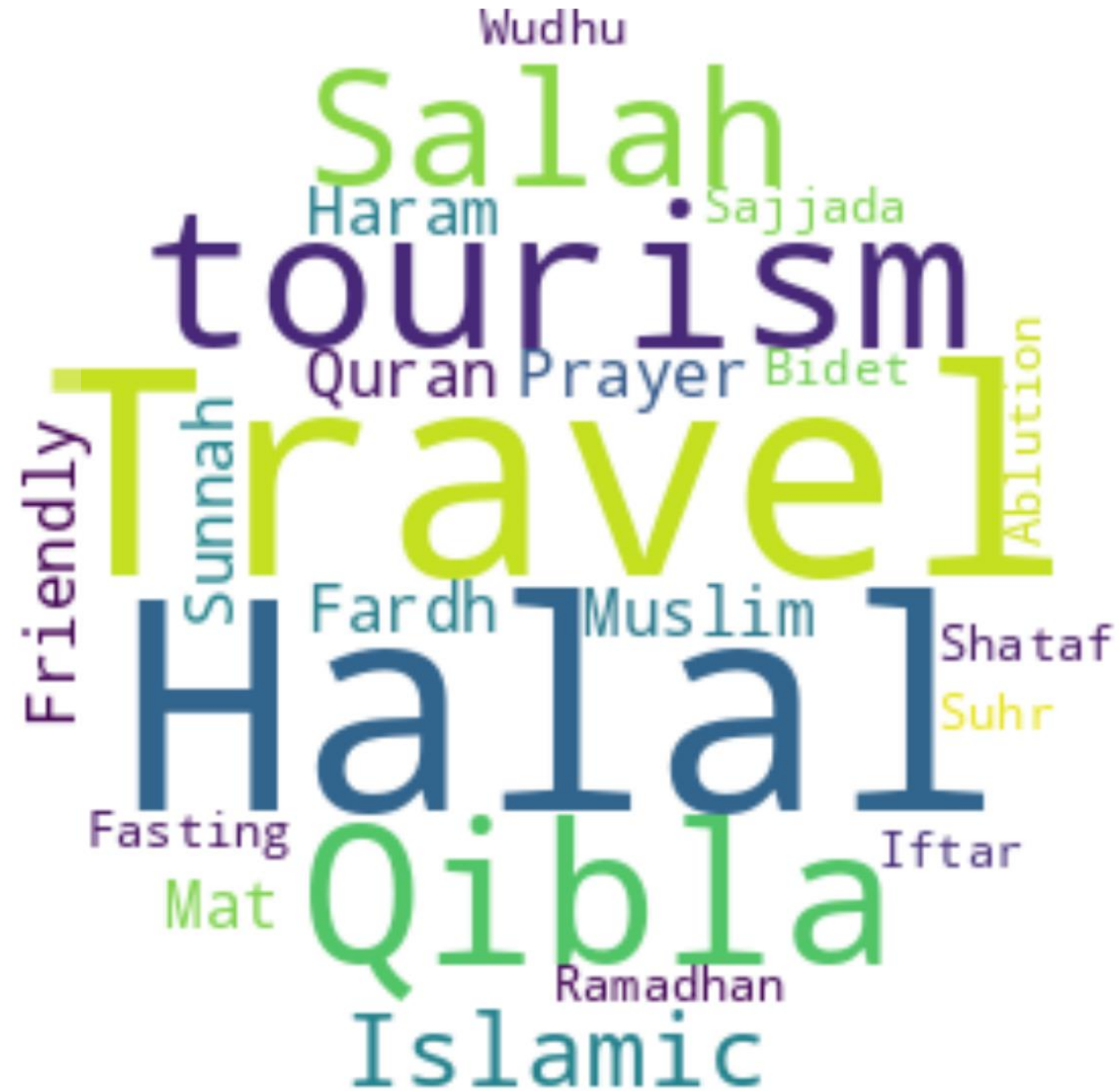
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Today's Agenda:

- *What is Halal tourism?*
- *Market potential - globally and within Africa*
- *What do Muslim travellers want?*
- *Practical steps you can take*
- *How to present and market your services*
- *Culturally aware service delivery*
- *Support from HTN + ATTA*

Terminologies

What is Halal Tourism?



Market Opportunities



300 Billion

*US\$ value of Halal Tourism -
predicted by 2030*

40%

*of Africa's population is
Muslim*



70%

*of the global Muslim
population is under 40
years of age*

What does this mean
for you?

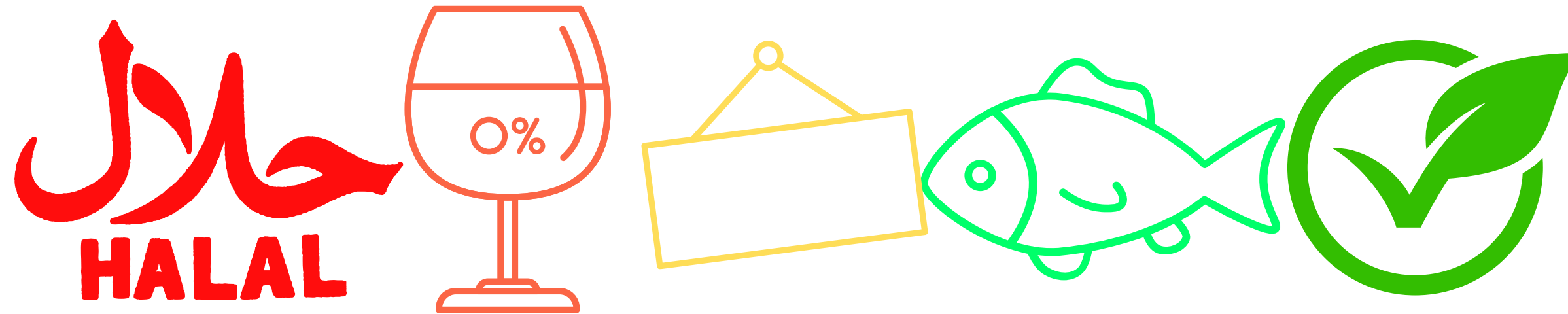
*Key source markets: GCC, UK, Western Europe, West Africa, South Africa,
Indonesia*

Why Africa is Well Positioned



- *Shared values: hospitality, family, community*
- *Rich Islamic heritage across regions*
- *Strong intra-African and diaspora demand*

What Muslim Travellers Want Food



Certification

Preparation

Substitutions

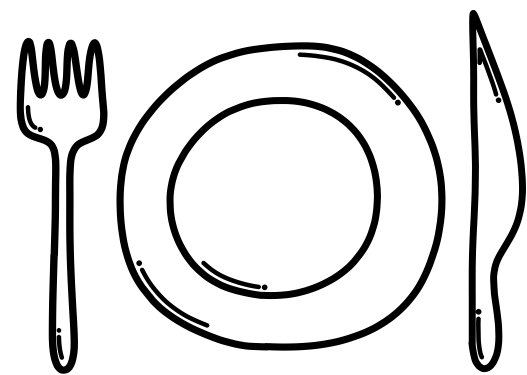


Strict

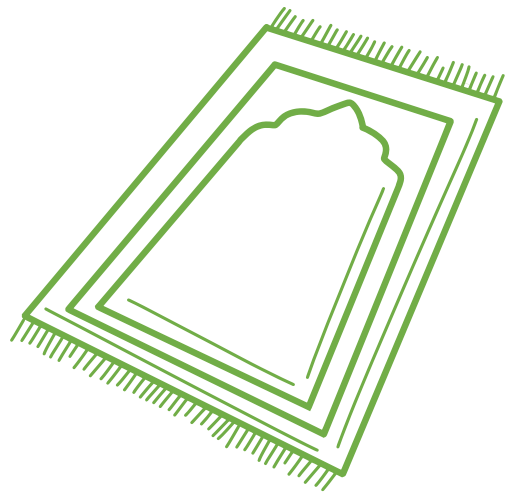
More Relaxed

*Older Generations, Certain
Countries*

*Millennials and
Younger*

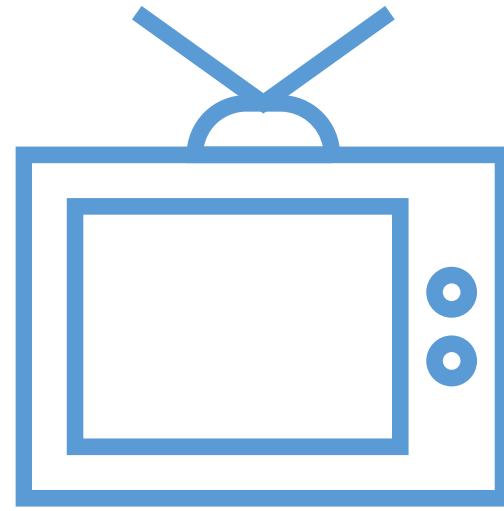


What Muslim Travellers Want Accommodation



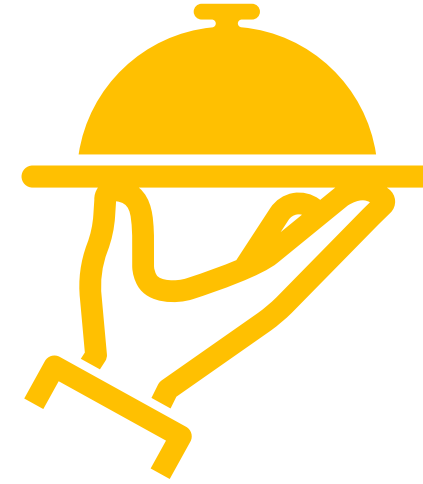
Prayer Space

*In the room or in a communal space.
Provision of prayer mats and the direction of Qibla*



Entertainment

Family-filters or access to channels such as Muslim Kids TV. Family-friendly entertainment.



Dining

Halal dining options on site or recommendations for Halal restaurants nearby



Minibar

Removing alcohol from the minibar and stocking non-alcoholic alternatives



What Muslim Travellers Want Facilities



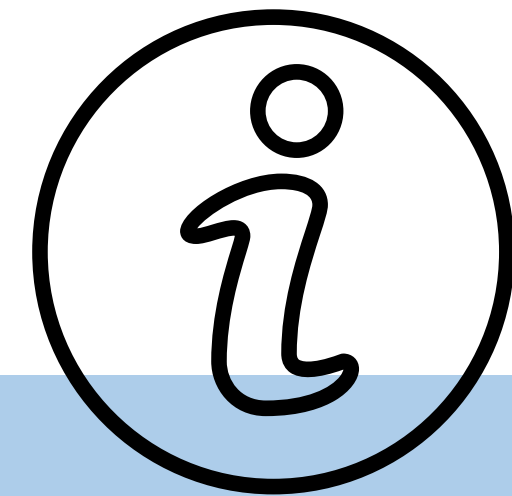
Prayer

- *Location of Local Mosques.*
- *App - Call to Prayer (Adhan)*
- *Shuttle to Local Mosques*
- *Information about Prayer times*
- *Events - Ramadan/Eid*



Privacy

- *Women only spas or pools/ pool times*
- *Areas promoting modest swimwear*
- *Privacy screens or private areas*
- *Information about options*



Information

- *Providing information with a welcome pack*
 - *prayer times,*
 - *facilities and*
 - *local points of interest.*
- *Links to local communities/ mosques*

Getting There...

Assessment | Staff Training | Marketing



Proactivity



Privacy



*Marketing
and PR*



*Heritage and
History*



*Review and
Feedback*



*Customer
Service*



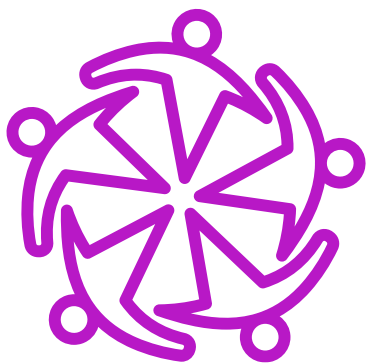
*Halal Food
Preparation*



*Hygiene and
Modesty*



*Cultural
Sensitivity*



Representation



Sustainability

Additional Benefits of Halal Tourism

Wellness

Female-Solo
Travellers

Family

Bleisure

Cultural
Travel

Off the
Beaten Path

Sustainability



CBT

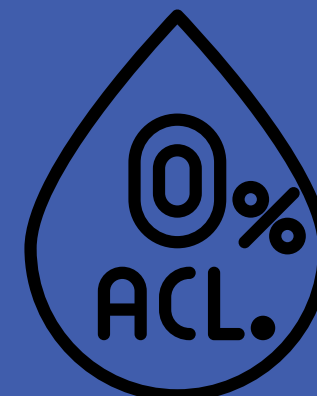
Dry Tripping

Luxury and
Seclusion

Multi-
Generational

Tech

Integration



Brand Loyalty

WEBINAR FEEDBACK



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